

# WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By MACLEAN, MONTREAL

**M**AX BEAUVAIS is strongly featuring crepe de chine ties in bows and four-in-hands and bat wings. This firm also shows a big range in plain colors in this line, as well as in foulards although the latter largely runs to spots and bandanas. The foulard bat wing with square ends is more or less of a novelty.

A four-in-hand Derby is all black or navy blue ground, three and a half inches wide and with small figured designs in bright colors and various shades running through the centre, is also meeting with good success although it is essentially a conservative style. Another Easter offering is a pure silk tie in a large dark colored leaf design on a solid ground of green, red, purple, etc. Mixed patterns are meeting with more attention, such as intricate inner designs of very broad stripes on a solid ground.

One store features a line of peau-de-soie silk with small fleur de lys running through it, and Rod Sangster has a window full of foulards of solid colors that are set off by series of large light-colored chain links.

## Showing Higher Ranges

A noticeable feature of the trade in shirts is its increasing tendency toward a higher range of values. Stores that a few years ago looked upon a five dollar shirt as the limit of the customer's purse now carry fairly complete lines of ten dollar goods while their sales of three and a half and five dollar lines are legion. One very handsome \$8.00 shirt that is shown is of crepe de chine silk, a white ground with sets of four narrow stripes, shades of purple alternating with pairs of cream colored stripes. Purple, mauve, tan, grey, blue and assorted shades are also shown in this range of values, as well as gay colored combinations of colors that would be unlikely to sell to a discerning trade in any inferior grade of goods.

## Change in Khaki Lines

Khaki shirts continue to hold a chief place in shirt displays but the flannels of the winter are giving way to the soisettes that are bound to be in good demand with the arrival of milder weather. A surprising feature of this trade is the high level of price maintained as the bulk of this line offered in the better class stores runs from \$2.50 to \$4.50.

## Soft Collars to the Fore

Collars show more conservatism than any other line in what is essentially, from the nature of things, a conservative season. The turn over cut away in both starched and soft collars is paramount in all stores. Although each novelty has its own particular following, practically all men seem to wear this style part of the time and some of them all of the time. The light weight two ply starched collars promise very well for Summer for that large class of men who wish to combine comfort with style. The soft collars in piques and plain zephyrs, and very largely in cutaways, is undoubtedly to maintain, if not exceed, the favor it has had in the past and the St. James and St. Catherine St. stores mostly speak highly in favor of it. One store carries a special line of these soft piques with a white satin stripe running through.

## Pepper and Salt Socks

Socks are not greatly in evidence in Montreal windows, probably because of the great shortage in this line, perhaps the hardest hit of any as far as raw material of dyes and wool go. The black in particular are so hard to get that the pepper and salt are chiefly offered—and asked for as something different from the other extreme of pure

white or the ultra conservative black. Grey silk and wool are features of most good selections seen.

## A New Bath Slipper

Max Beauvais is carrying a bath slipper that is something new and that is making a good impression on his trade. It differs from the run of bath slippers in being high all round instead of being on the sandal order of construction, although it retains the essential requirements of being made from a non-soilable material. It comes in brown, grey and fawn colors, light weight and lined with a towelling of white, blue or mauve that is carried up and overlaps an inch of the upper outside of the slipper. This firm also shows a utility garment—a cross between a bath robe and a dressing gown—which is going well with men who care less for appearance alone than for appearance with comfort. It is of medium weight, can be used for both purposes, and is made of a combination material that is neither towelling nor wool stuff, and that sells from \$8.00 to \$15.00.

A new golfing sweater coat has appeared in an Angora with a turn-down collar instead of the roll. It is of very light weight and is replacing in some quarters the close knit Norfolk jacket of last year.

Hats, in their variety of light shades, are showing a greater variety of new effects than most lines.

In addition to the great variety of very light shades, one store is showing several hats with light-colored bands, in one case a white band with bright-colored individual designs on it, giving it a peacock effect.

## Loud Japanese Crepes

Henry Mark's St. James St. store is showing a novelty line of shirts in Japanese crepe in many loud shades and checks which are said to be going extremely well in New York.

A negative feature of the shop windows in Montreal is the lack of straw hats in them. When asked about it one dealer said "The streets are walking advertisements for straw hats these days. Every man knows that every store carries a complete line and we figure our window can be used to better advantage on some other display for a man will go to his regular store for his straw hat anyhow. It is not as though we had to call people's attention to the fact that we carry the line. They know we do."

The windows exclusively of straws are few and far between; the bulk of them have a few straws mixed in with a general display and some have none at all. Applegath's window is a mixture; Tooke has a few in one window only and devotes most space to shirts and ties which continue to be shown in greatest abundance in all windows. The Fashion Craft windows are almost entirely filled in this way. Davids has one shirt and tie and one underwear window. Rod Sangster has a sock window in which the craze for stripes is cleverly played up by an alternate arrangement of whites and blacks which go to form a pattern of striking effect.

Jaeger has the most general window in town combining high-class lines of bright striped blazers, combination silk underwear, artificial silk bath robes, duck and serge trousers, etc.

*Maclean,  
Montreal.*

# NOTHING IN BOX—EVERYTHING UNDER GLASS

New Store of E. R. Fisher, Ottawa, Will Be Among the Very Best in Canada—Offers Ideas for Others Who Are Contemplating Rearrangements More or Less Extensive

**W**HAT seems sure to be one of the finest men's wear establishments in Canada is now in process of reconstruction. It is expected that this store will be ready for customers about the middle of July, and then, those men, and women too, who have been dealing with E. R. Fisher at his old Sparks St. stand, Ottawa, will have an opportunity of seeing the great improvements made in his new store, situated further up Sparks St., towards the Chateau Laurier.

The whole idea of the store has been to offer greater convenience to the customers—to enable them to see more, and to enable them readily to get at what they may wish to inspect more closely.

So remarkably has this idea been carried out that practically everything in the store will be under glass and in plain view, and more goods will be kept on the main floor than was ever possible formerly.

## An Assistance to Others

It is out of the question, of course, to show photographs of this store, as it is still in course of preparation. MEN'S WEAR REVIEW, however, realizes that a number of merchants are now planning re-arrangements in their own establishments, and to the end of assisting them, here reproduces the ground floor plans of Mr. Fisher's store, which at least show the steps taken to arrange the different departments to the best advantage, and which will make much clearer the preliminary description of this splendid Ottawa store.

Referring to the plans, it will be seen that two entrances have been constructed on the forty foot front, and that these have been arranged to leave fine room for window display. The sides and roof of the windows are of paneled oak, and the entrances themselves are to be constructed with paneled roof and with exceedingly attractive electrical fixtures.

Between the two windows considerable space is available. This is to be used as a collar stock room. At the left of the window, another space is noticed, which is utilized as an entrance to the busheling room; while at the extreme side is noticed the entrance to the next storey.

## Ample Room

Inside the store, as the plan indicates, the customer will find ample room, for by reason of the nature of the fixtures and the size of the store—90 feet x 40 feet—there is not the least crowding.

At the front, indeed, more room perhaps is available than is necessary, but the intention is to utilize a part of this a little later on for one or two novelty lines which Mr. Fisher now has in view. In the meantime the splendid free space at the entrance is unquestionably a great attraction.

Turning to the left of the store there will be found two sections of new-way hat fixtures, which will be capable of holding 50 doz. hats, each one out of the box and on display. The doors of these fixtures, which of course, are of glass, when opened, disappear on the side of the case, and the hats swing out on a revolving interior action. It can readily be imagined, therefore, how quickly and satisfactorily a customer will be able to inspect the stock.

## The Suit Department

Further along this left side are three men's suit cabinets, and directly across from them, on the left-hand side of the centre display block, are three more cabinets given over to men's suits. In the centre of the men's suit cabinets on the left, is marked a triplicate mirror with two fitting rooms in connection.

These six men's suit cabinets have a capacity of 1,400 suits, and are also "new way" cabinets with revolving interior fixtures enabling the goods to be swung out easily so that a customer may readily see which suit of the wide stock carried, is the most to his liking.

Further back on the left-hand side of the store plan will be noted three cabinets, and across from them three cabinets standing on the left of the central fixture. These are given over to the storing and display of overcoats. They also are equipped with interior action which enables swinging out to perfectly display the stock therein hung.

Down this left side of the store it will be noticed there are four display cases. It is the intention to use these for odd vest and odd pants. The trouser fixtures are 5 feet high, and through the glass top will show the goods arrayed in draw trays underneath. These draw trays, of course, enable every pair to be quickly pulled out and inspected.

## Boys' Department Separate

On the right-hand side of the second central group of fixtures, are three new way cabinets, 5 feet 8 inches in height, built especially for the stocking and display of boys' clothing. They are built in this height for two reasons, first because they will thus contain two decks of suits, or 200 suits to the cabinet, and second to make a division between the boys' department and the men's department at the left of the store. Many women come with their sons to select their suits, and they appreciate the greatest possible privacy.

Directly at the back of the store will be noticed two cabinets, these are for boys' overcoats and are 5 feet high, having a capacity of 200 overcoats each. Just to the right of these in the corner, is a fitting room where necessary alterations may be marked, and where suits may be tried on.

In connection with the boys' department, commencing from the fitting room, at the extreme rear right-hand corner of the store, run six units for the display of more boys' clothing. These are all draw tray units, the door opening much like sectional bookcase door; and disappears in that manner. What clothing is on the tray inside, can therefore be quickly brought out, while the stock inside, can, of course, be seen through the glass doors even before the fixture is opened.

## Not a Thing in the Box

In this boys' department will also be noted two tables, which are to be used as display cases for boys' sundries. These have a display top, which makes them practically silent salesmen, and underneath display drawers, such as in the six side units. Here there is absolutely nothing



carried in the box, indeed there is practically nothing carried in a box in the whole store with the exception of collars, and they are used in a new way fixture such as was shown in connection with the Scovil store, in the June issue of Men's Wear Review.

Coming from the boy's department forward, there will be noticed more cases along the right-hand wall.

The first two sections are intended for pyjamas, the next two for underwear, and four sections from here on for shirts. All these sections are to be on the unit plan—everything behind disappearing glass doors and the stock on trays which can be brought out readily enabling the closest scrutiny by the customer. The customer will have a good idea of what he wants by reason of his scrutiny through the glass doors, but many like to feel what they are about to buy.

At the extreme right at the front of the store, are sections given over to collars, such as have already been referred to.

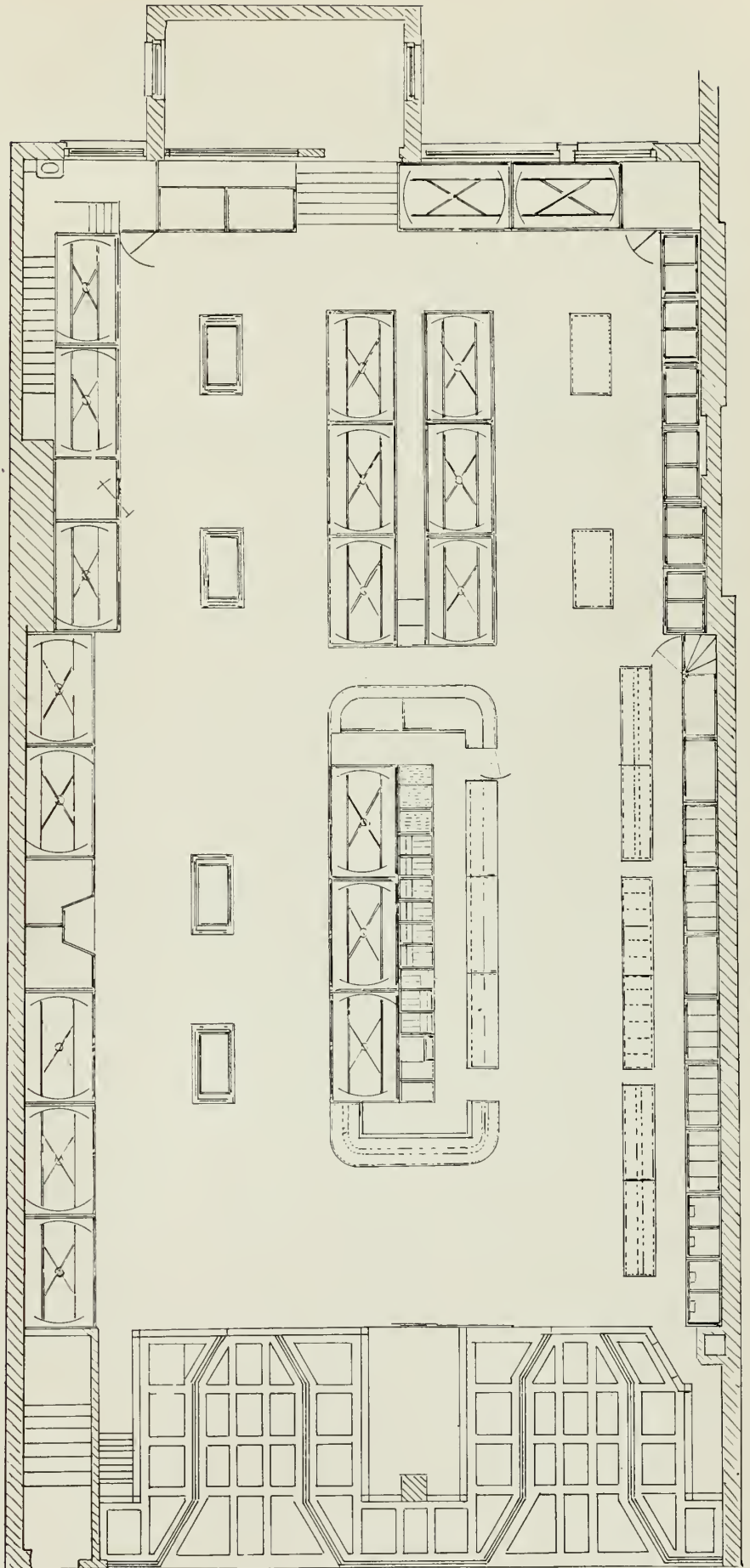
**The Furnishing Department**

Again staring from the boys' department, which ends a little more than half way back on this right-hand side of the store, is to be noticed a row of silent salesmen along the right hand side, but well in front of the sectional wall cases.

Two of these nearest the boys' department, are to be used for general lines of pyjamas, sweaters, underwear, etc., and the four front sections for shirts. These, while having the display fronts, are equipped with three trays each, arranged in slanting style so that each is visible from the top of the case. These trays may be pulled out readily, and displayed to the customer. Thus, while every shirt is under glass, practically every shirt is visible, and can at least be gotten at without the least delay.

As one will enter this store, when complete, there will stand out in the centre, a showcase which practically completes an oval of showcases. This is only 50 inches in height and is intended for the display of belts, handkerchiefs, which will be arranged in glass fronted display drawers, and similar lines. Behind this case is one of the pillars which in this store, evidently will not in any way spoil the general appearance. They are all being mirrored, and will be attractive rather than unsightly.

The section in this oval to the right-hand side is to be devoted to neckwear. It is also glass fronted and has display drawers. Gloves will be shown



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*Ground floor plan of E. R. Fisher's Store.*

# Gossip of the Trade



Are Khaki Contracts Being Shifted From Britain to United States, That British Mills May Work on the More Expensive Textiles?—Rumors That This is So.

**T**HE vogue of khaki continues to grow as ever-growing armies demand, and it appears that anything in that color will sell well; shirts, braces, handkerchiefs, ties, etc.

More than the usual Fall trade is being done in many lines, and many manufacturers report an unprecedented business. One Montreal firm reports the biggest trade in thirty years for Fall business, based on the quantities of goods ordered and not on the amount of the bill, which, by reason of advanced prices, might easily exceed that of a larger trade volume of two years ago.

"Salesmen have become mere order-takers and price is no object," so says one manufacturer.

Undoubtedly the tables are reversed; the traveler is now the sought after party. It is the merchant who woos him.

## The Tables Turned

Laughable stories of small revenges are heard on every side as the scores of half a score of years are evened up. Friendships and rivalries are receiving the test of war and some are snapping.

A glove manufacturer instances the case of a customer who asked the price of a certain small order. When informed of it he wrote back to say that if the price was not lowered he would take his business elsewhere.

On previous occasions this had worked; rather than lose his trade for the small difference allowed the manufacturer had been accustomed to allow this threatened tyrannical brow beating and had come to the customer's terms. All of which sometimes gave the latter—who was perhaps not a very big man—a magnified view of his own relative importance. But on this occasion the manufacturer had quoted prices as a favor, pure and simple, because the goods were almost out of the market and, the retailer was an old, if somewhat unsatisfactory customer.

So the remonstrance went unheeded and the price was firmly held. It was several weeks before the sadder and wiser customer came around again and asked this time if he might not have the original order. He was informed that it had been sold out completely and was offered a greatly inferior line at almost fifty per cent. advance. He took it.

## Adjustment of Cloth Difficulties

An interesting report comes out of Britain and the States to the effect that British manufacturers have in-

duced the Government in many cases to relieve them of their Government khaki contracts and place them in the States in order that the British mills, with their especially constructed machinery, might retain the cream of the trade in textiles and thus be working on 16s. a yd. cloth instead of 4s. a yd. khaki. This development promises to develop wheels within wheels and make what we had come to regard as a permanent war situation a variable one as the production on the one hand of Government stuff veers more and more to the States and of commercial textiles back to the British Isles.

Already there are surface indications of this resolution. An importer reports that he has lately been offered from several sources any reasonable quantity of black worsted and black cashmere hose that were already made up and awaiting shipment in England, an unprecedented condition for these times. So, although the new arrangements may only directly effect the textile industry, the backwash of it will be felt throughout all the associated industries.

## Big Call For Summer Lines

Summer lines are going very well, especially in duck and flannel pants, sport shirts, and light-weight combination underwear. Whites in all lines and styles are becoming more prominent. Especially is this true of skirts. The lead comes from the States, where this tendency is very strong, but as our styles come from there we may confidently expect the tendency to rule here.

The scarcity of goods and the high price of them is now so general and so well-known that it is accepted as a commonplace of trade and requires no elaboration. Retailers of all classes of goods report that aside from the high prices ruling, people are showing an almost unhealthy desire to buy the higher-priced goods and too frequently the cheaper article is tossed aside, condemned by the reasonableness of its price.

## What Shirts Are Moving?

Fancy woven shirtings in checks in both stiff and French cuffs are a recent importation from the States that is being tried out here by all branches of the trade. A double printed napped cloth printed over some light shade is also prominent. Silk shirts are taking hold more all the time, despite their cost, as are also the silk front bosom and cuffed shirts, with cotton backs, that supply the

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# HANDKERCHIEFS SCARCE, BUT RETAILERS WELL SUPPLIED

Have Been Laying in Stocks Since Last Winter—Causes of the Scarcity—Among Other Factors is the Need of Linen for Aeroplane Wings.

**H**AS the continual rainy weather resulted in influenza all over the Dominion?

If it were a little later in the season there might be entertained the thought that the nation has contracted hay fever.

Some such explanation seems necessary to account for the huge demand for handkerchiefs—a demand very much larger than has been experienced for sometime, and a demand which is far in excess of the supply.

Some months ago, Men's Wear Review dealt with the situation as regards handkerchiefs, explaining why certain lines were particularly hard to secure. Since that time the situation has become more acute, and outside of the impossible explanations cited above, there seems only one way to account for this state of affairs, namely, that merchants have been buying more than they really require, having probably been caught very short of the goods last Fall, and being determined that they will not be so caught again.

Things have settled themselves pretty well during the past twenty-three months, but many men's wear dealers will remember that when the war first broke—without any real warning—there was a general gasp, people wondered what was going to happen, and as was entirely proper the tendency was to stand pat. Nobody thought of deserting the ship, but no one thought of piling on more cargo.

## Turning Stocks Into Money

Merchants for the time being practically discontinued buying, and for some months sold out of stock. Many had very large stocks at the time. They did not, as has been said, foresee the future—and for a time at least there was this reduction of stock going on. The whole idea, in the majority of cases, was to turn stock into money.

As a result many lines got scarce, and handkerchiefs among the number. Then, when orders for this line finally began to pile in upon the manufacturers and jobbers, it was found that their supply had already been cut off to a great extent, and handkerchiefs were exceedingly hard to secure. The result was natural. The merchants decided they would get all they could. In order to do this they placed large orders. They had formerly ordered from one house. They placed orders with two or three, and being satisfied that handkerchiefs would go still higher, have apparently been ordering for sometime more than they have been selling.

Yet this is not the entire explanation of the present scarcity. It does not seem that there has come an increase in the demand for handkerchiefs. It is all very well to be facetious on this subject—to say that a man only has one nose to blow and that it only takes one handkerchief to blow it—but this is not entirely true.

## Where Demand Increased

To begin with there is such a thing as style in handkerchiefs as well as other things. In the past year has grown up the khaki style—a style which is entirely devoid of any foppishness. Many men who had good supplies of handkerchiefs suddenly took to a uniform, and for them a khaki handkerchief became desirable. Then, with the turning to so much drill and outside work, probably arose a greater need of handkerchiefs per capita than formerly.

But with all these explanations it still appears that the

merchants have their shelves pretty well piled up with handkerchiefs at the present time. It appears, moreover, that big orders will be the regular thing until the necessary Christmas supply at least is assured.

And this Christmas supply is not going to be the easiest thing in the world to secure.

As formerly pointed out the output of linen handkerchiefs has been greatly interfered with. The flax, from which the linen is made, came quite largely from Belgium and there is no Belgium to-day so far as a producing country is concerned. All Belgium has now is a King, an army, and a name that will ring down the ages.

## Government Needs Linen

As well as the supply of flax being greatly reduced, the men who have worked in the linen manufacturing have taken up arms. The plants are only running a fraction of the time, and the output in consequence is greatly reduced. Then there must be remembered this point—not generally known—that what output there is of linen is being largely controlled by the British Government. There has been a tremendous amount written about Kitchener's army, and its marvelous growth, but it must also be remembered that the co-operating branches of the service have grown almost as rapidly, and among these the aviation section.

Now aeroplanes are largely wings and machines. The wings are made of linen, and to ensure the supply necessary the Government has used supervision over the output of these linen factories.

Another interesting instance of the use of an army interfering with the regular supply of goods is that of Brettone Net. This has been used to a considerable extent to make helmets which will safeguard the Allies against the gas raids of the Germans. Also great quantities of this have been sent to Egypt and Salonica, where it is used by the forces to enable them to keep off the flies.

At the present time only a limited amount of this Brettone Net is being made, and when so much of it is going for military purposes, no doubt it will be understood that the regular uses of this material have to be discontinued to a very large extent.

## Embroidering Interfered With

With regard to linen handkerchiefs, the line which is so much in demand at the present, as in the past—the embroidered line—is going to be scarcer even than last year. This embroidering work, it will be remembered, is done largely by the Irish women in their own homes. But at the present time many of these women are working in factories, taking places of men who have gone to the front, and the occupation of embroidering has for the time being suffered a great curtailment.

Cotton handkerchiefs—the line which used to sell from 10c each to 3 for 50c—are also very scarce.

This is more due probably to the difficulty in getting the handkerchiefs made up than to the scarcity of the raw material, but that, of course, is also a factor. Then there is the interference with deliveries which makes the supply.

In short it seems that handkerchiefs are going to get somewhat higher in price, and be scarce. The only cheering feature is that many merchants appear to have laid in good stocks, and can very well afford to meet a big demand with little new stock coming in.

# A WORD OF WARNING *re* EARLY CLOSING

Walkerville Merchant Advises Trying This Out, Before Signing Any Petition for Early Closing By-Law—His Location Seems to Render Early Closing Difficult  
—W. G. Hay Writes on Trade Marks.

**I** MUST say we are experiencing early closing in this town at the present time with dissatisfaction. I am talking from the standpoint of an exclusive men's wear store carrying a stock of about say \$5,000 to \$7,000, and employing one clerk and the proprietor.

"I say early closing will drive trade away to departmental stores and larger cities. Your best customer, remember, is the working man. Well he goes to work in the morning, say at 8, and stays at work until 5 or 6 in the evening. During the day you only get a few transient customers. Suppose your store closes at 6.30 or 7 p.m., what chance has that working man to get to your store and do his shopping? None at all. Saturday is the only time, and by Saturday he might take some of the large departmental store catalogues, and at prices which sometimes the local dealer cannot compete with, secure his wants.

"In our position the man does not wait until Saturday. He goes across the river to Detroit and gets all he wants at any time. The result is the man with the stock suffers.

"In men's wear stores you must carry style as well as quality. Suppose you buy a stock of hats or shirts and by closing early your trade drops off or does not increase? A month or so after another style of hats or shirts are on the market and you dare not stock them; or if you do then your stock is accumulating on you. Then will come a chapter of troubles. Too much stock, not enough customers; trouble with the stock and trouble with the drafts at the bank.

"Mr. Merchant, Mr. Buyer will deal where they get the best goods and best accommodation for their money. I do not believe in keeping open all night—say 8 o'clock is reasonable on both sides. If you or your clerk want a few hours, take it during the day while your customers are at work and be there in the evening to take the money and dish out your goods. If any one doubts my word, I advise them, if they think early closing is a good thing, try it out of your own accord, say for three months. Do not bind yourself to a by-law, for if you do you will find it easy to sign the petition for such by-law, but very hard to pull from it. Do not let me influence you. They say experience is the best teacher."

O. W. RIBERDY,  
Riberdy Bros., Walkerville.

June 6th, 1916.

Friend Rutledge,—

"I have just been enjoying the 'Feast of Wisdom and Flow of Soul,' furnished by your article on the selling value of trade marks.

"As a topic for argument this subject has been featured, I think, about as much as the fish story in which Jonah proved so indigestible.

"Education is largely a matter of geography. The 'rube' in the city is uneducated and the college professor, when given a cow, a milk stool and a pail, is an ignoramus in the nth degree.

"Just so with the merchant who can profit by having his own name or that of the manufacturer affixed to the article for sale. A well-known merchant in a small town (taking for granted that he is favorably known), might better have his own name displayed than that of the

manufacturer, for the very simple reason that his name means more to those who buy from him than a name they see but seldom.

"But on the other hand the merchant doing business in a larger centre, where national advertising is ever before the eyes of his customer, has an altogether different problem. In proportion to the size of the puddle he finds himself in he is a much smaller frog than the merchant referred to who profits by having his name on each article he sells.

"Friend Orr, of Regina, thinks clearly. The national advertiser DOES educate the public to the point of asking for his product, and if the margin of profit we make on his line is slightly less than we make on the unadvertised line, we are merely paying a very small proportion of the "educating expenses." To educate the public to a recognition of our name and the value of it attached to every article we sell, as against the nationally advertised article sold by our competitor, would cost us infinitely more.

"Getting away from the argumentative, suppose we draw an analogy: If two friends meet and a third is introduced, who has been a stranger to one of the first two, there is a certain amount of restraint and sounding for a keynote of interest to the three. If, on the other hand, three friends meet who need no introductions, they are immediately 'en rapport.'

"If a man meets an article of merchandise in a street car ad. or a newspaper ad. or any other good ad., and again meets that article in my store, there is an immediate bond of sympathy created that would probably never be felt otherwise. And incidentally this is worth a lot of good Canadian dollars to me."

Sincerely,  
W. G. HAY.

## SILK COVERED BUTTONS

Buttons of washable silk on a zinc foundation are now becoming a feature of the trade in women's and children's clothes and may well spread to the fancier of the men's lines. The buttons are offered in all sizes, designs and colors, with a favoring of the solid white on which are worked fancy flower, bird, stripe and patriotic designs.

## OPENING NEW FACTORY

Another factory is being opened by the Jackson Mfg. Co., manufacturers of boys' clothing. In addition to the head office in Clinton, and the branch factories in Goderich and Exeter, Lyon brand clothing is now to be manufactured in Seaforth. One of the reasons which is behind this enlargement is the difficulty of getting labor at the present time.

## TRADES UNION WINS IN LONDON

Tenders for the firemen's uniforms have caused much discussion in London, Ont., as the lowest was from a firm which could not furnish the union label. The issue was decided Monday night in favor of the Trades Unionists, when the City Council decided to call for new tenders, specifying the label.



# A NEW APPEAL TO AUTO OWNERS

From an Authorized Interview With T. J. MacDonald, Manager of Riley Hern's,  
Montreal.



*Use of Automobile Accessories such as horns, chains, tires, draws attention to window and emphasizes the fact that clothing needed by automobilists is to be secured at this store.*

THE window shown above was decided upon as a way of developing new interest in motorists' clothes, a line which the Riley-Hern store has carried for some time but has never featured quite so strongly before.

"We always content ourselves," said Mr. MacDonald to Men's Wear Review, "with a display of the articles we actually have for sale, while in this window are a large number of articles which, although associated with the use of the goods we sell, can only be secured in a hardware store or a garage.

"These articles are gladly supplied by the manufacturers free of charge, who realize they benefit from the use made of them.

"We show here a tire as the central display figure of the display against a background of a motor rug.

"Chauffeur's uniforms, dusters, goggles, gauntlets and caps are shown with repair outfits, rubber and leather sundries, tool kit and tools, and anti-skid chains.

"The window has been in two days and has brought us numerous direct enquiries. One old customer remarked that he had not known that we carried this line at all. The fact of the matter is he must have seen a score of motorists' displays, but being so much like others, he failed to notice them. But this one shook him up. It is the unusual appearance of hardware in a men's wear store that does the trick.

"Of a line of twenty-five complete chauffeur's outfits taken into stock ten days ago, only three are left. They sell faster than the made-to-order suits that we had previously concentrated on, appealing to a wider public and having all the advantages a ready-made garment has in being suitable for lavish displays.

"Dusters are a line that go well to even the owners of a humble Ford. They go like hot cakes for as much as

\$18 or \$20 a garment and are not subject to the style variations of some garments.

"Much new trade has developed from selected lists of car owners secured through the assistance of court house employees who have records of all license holders. The details of the license enable us to classify the names according to the value of the car owned by each, and so we can approach each owner with something he particularly needs. A Ford owner is not likely to need a chauffeur's outfit, but the owner of an imported car very likely wants this and all the other luxuries.

"To the best names in the list is mailed a special booklet that describes the whole range of uniforms and suits for servants. A letter follows it up, pointing out that if the booklet was passed over, or thrown in the waste paper basket, the customer has deprived himself of some special buying knowledge. The booklet has been in use for four years and has proved itself a most valuable agent for developing interest on the part of those to whom it is sent.

"The lists which enable the sending out of this booklet, letters and circulars are, we consider, very valuable. They enable us to reach the people who have the most money to spend, and who feel the greatest number of needs."

## ACCEPTS MILITARY POSITION

E. P. Hayman has accepted a position as inspector in the department of militia and defence at Ottawa. Mr. Hayman has been for the past four years manager of the local factory of the Greene-Swift, Limited, London. He came here from England, where his father, S. E. Hayman, conducts a large army contracting business, and it was while engaged with his father that he gained his first experience as a military outfitter.

# MEN'S WEAR REVIEW



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No. 7

## GOOD CREDIT IS KING

“**M**ARK well our prediction. The day of higher prices is only just dawning.”

Such is the announcement of one of the big clothing houses of Canada. It is an announcement backed by many good reasons, yet in spite of all this Men's Wear Review would state once more that the coming months will see Good Credit King. It will be better to be short of stock than to have a heavy stock which has so exhausted a dealer's resources that he is unable to make prompt settlement of all his bills.

Wholesalers and manufacturers will undoubtedly make every effort to protect their good customer, but they must number as their good customers those who pay promptly for what they buy, whether these quantities be large or small.

## CO-ORDINATION

**T**HE war offers the greatest illustration ever known of the value of co-operation and co-ordination. It has given those words a new meaning in their application to human effort, whether it be in hooking up the civil and military departments of a group of allies, or the various departments of a furnishing store.

Of what use is a smashing good window if the sales force is asleep at the switch?

Of what use is expensive advertising if the quality of the goods handled is inferior?

In each case one department nullifies the efforts of the other. There is no hitting the collar together at the crack of the driver's whip as the units of a good team do.

That is one lesson of the war—the value of nicely balanced effort to ensure the maximum of result.

## SERVICE

**T**HERE is no doubt that the best advertisement of any man in any business is service; by which is meant honesty of service rather than multiplicity of it. If the buyer of a hat wants the men's wear store to deliver a sack of sugar for him at the same time, well and good—it can be done but need not be encouraged. That is multiplicity of service. But honesty of service implies something totally different. It implies giving real value, speaking straight and

looking out for the customer first, last and all the time. It implies placing the good-will of years as of more importance than a day's turn over, undoubtedly it is hard, nevertheless it is wise to sacrifice a sale rather than poorly sell. The merchant who does not recognize this broad truth has built his business on a flimsy foundation, his customers are always changing, he must spend his quick profits in advertising for new customers—there is no stability to his business. Consider the other side of the picture—each satisfied customer a walking advertisement.

## CLOTHING THE RETURNED SOLDIER

**T**HE clothing of the returned soldiers when peace breaks out is a task the certain prospect of which needs to be borne in mind by every individual connected with the clothing trade. Trade is kaleidoscopic to-day in its quick changes, and chameleon like in its ability to conform to the unnatural conditions—conditions made to-day and upset to-morrow by some new twist of war.

This return of the soldiers will assuredly be one of the great trade opportunities of the future. Changes other than those so far experienced will occur before the war ends but none will so greatly affect us as that one that brings peace and an army of men to re-clothe. However far off it may be every purchase now made and every development now planned must be contingent upon this one great change that someday will come.

A **LITTLE** missionary work by the men's wear merchants of the country will slowly remove such profanations of the Sabbath serenity.

THE trade of one old customer is the dividend return on the original investment of advertising, follow-up and fair and courteous treatment.

**UNDOUBTEDLY** the men's wear dealers have a real mission in life, as a church crowd in Toronto the good will show. An usher in frock coat and red tie, not to mention yellow boots, is a sad sight.

**ANOTHER** unusual blending of raiment was recently seen in the Royal Alexandra Hotel, Winnipeg, to wit a four-in-hand tie with full evening dress—and yet some insist that capital punishment should be abolished.

**IT IS** an invaluable asset for any merchant to know all about the goods he handles. He should know why the goods he carries are better than other makes. He should have some knowledge of the manufacture of the goods. If a man under these conditions asks for inferior or cheaper lines one can without offence convince him why it pays to buy the best.



# A Splendid Opportunity in France

Chances for Canadian Manufacturers and Merchants Will Develop After the War.

**T**HE following letter has been received from C. A. Chouillou, of C. A. Chouillou & Cie, of Paris, France. M. Chouillou was in Montreal some years ago and so has an intimate knowledge of trade conditions in Canada, so that his criticisms and suggestions should have double weight.

Considering that over 20 millions of inhabitants only in France and Belgium have had their cities, properties, buildings and homes destroyed systematically by the enemies, it will be necessary to proceed to the reconstruction and the reorganization of the towns, factories, homes.

It is evident there will be for the up-to-date merchant and manufacturer an exceptional opportunity to find new markets for their goods and wares.

In view of securing not only present but future business the Canadians will have to modify their ways of doing business and to comply a little more than they have so far to the tastes and customs of their new buyers.

At present, Canadians are taking advantage of the situation selling their goods at high prices F.O.B. shipping points and asking payment cash by irrevocable banker's credit against bills of lading when they do not ask payment in advance of shipment.

This may be well and good as long as the war will last, but it will not last forever; and it might be wise to consider the question of business after the war, which is in our mind the most interesting to cater for.

What will be the goods most wanted after the war for the reconstruction of the devastated countries, and which may lead to a considerable amount of business?

In the first place, portable houses of all descriptions for the reconstruction of homes, schools, churches, farm buildings, barns, chicken houses, etc.

Roofing material of all description, metal, paper, asbestos, railway material and supplies, ties, rolling stock, locomotives; office furniture, house furniture, especially dining and bed room heating and kitchen stoves, kitchen utensils; hardware and anything metal will be required; labor-saving machinery and hand tools of all descriptions for carpenters, metal workers; road machinery; agricultural implements, tractors; All kinds of machinery for the cotton and woollen industries; canned meats, vegetables, lobsters, salmon, etc.

The Canadian exporter must be willing to sacrifice something and make a certain effort to get his share of that new business.

The Canadian exporter must be willing to sacrifice something and make a certain effort to get his share of that new business.

He must, for instance, sample his goods freely, send travellers speaking the language of the country or appoint local agents to show and advertise same.

Many Canadian firms are willing to confer their agencies, but nine times out of ten they want the agent to buy the samples necessary to do business.

Naturally, very few agents accept, as they do not want to crowd their rooms with samples, which may be eventually of no value or upon which they would lose heavily; thus, eating part of their commissions, which are the only remuneration for their work.

Canadians, who are as a rule flush with their selling stuff at home, are on the contrary mean and stingy with their representatives abroad. This would lead to the impression that they do not care much for export business unless they can secure it without any trouble or sacrifice or in view to relieve the home market of a surplus production.

A great number of firms—and this is due to the ignorance or neglect of their mail department—post their letters with a 2- instead of a 5-cent postage stamp, causing to the receiver an expense for insufficient postage.

Through lack of knowledge of foreign languages Canadians have in the past used German agents almost entirely in Europe, and those agents, according to their custom, have been taking advantage of this state of affairs to favor competing German industries to the detriment of Canadian trade.

If it is wanted to do business with France, let it be understood that it must be through our own men or through French travellers or representatives well conversant with French and Canadian methods and customs.

Canadian firms are also inclined on account of the language to give the control of the sale of their goods for Europe to an English firm.

It is in our mind a mistake to have a "Sole" European representative to take care of your business interests all over Europe. Languages, economical conditions and customs are so different between countries in Europe that it is impossible for an English agent for instance to look after your interests in Spain or Greece, as it would be for a French representative to take care of your business in Holland or Sweden.

If you care to do business in the different countries of Europe have a "Sole" representative in each of them and keep in direct touch with him.

The information you will get concerning the requirements and needs will be far more accurate and reliable than if they come through a third party unfamiliar with the trade of that country and customers.

Those remarks can equally be applied to European firms which give their sole agencies to American firms in New York, ignoring, it seems, absolutely, the importance of Canada, and therefore the necessity of an independent and direct Canadian agency.

The commercial and political interests are so different in the two countries, although close neighbors, that an American agent cannot work satisfactorily our Canadian market.

It is to be hoped that Canadian firms will change their ways and deal in the future direct with France for the greater benefit of all concerned.



## SUITS & OVERCOATS



### CLOTH BECOMING SCARCER--DELIVERIES SLOW

In Color Suits Seem Sure to be Lighter—Merchants Making Own Requests re Styles.

“WE ARE glad to accept anything offered us.” In those words a leading manufacturer summed up the present scarcity of material for suits. Continuing he said: “Serges are particularly hard to get. The older the goods the better, for we know that if it is old it is o.k. while goods of this year’s weaving are more or less of a guess. And at that we are in the position of people seeking favors. If we don’t take what is offered some one else will and it has got so now that we have to make the most of the cloth offered us, we can’t improve on it elsewhere.”

Opinions on clothes and clothes styles like everything else in these days are in a liquid and confused state, with contradictory opinions rife, and few apparent definite trends in any direction except in colors. Suits will, undoubtedly be lighter.

Things are too unsettled for anything but this feeling to exist, and until peace comes, and enables manufacturers to take stock of themselves and their public, this lack of clarity in ideas may be expected. As violently as one section of the public differs from another about the war so do they about clothes. There is only one exception to this fact: The prevailing and ever-growing strong trend of style to the American school. There is no mistaking that. It was evident before the war, but since, with the increased relative importance of the American market, this tendency has become overwhelming. Although they reach us much later, a glance at New York fashions accurately determines those that will rule here a year afterward and New York fashions as never before are evolved in New York, out of American needs, based on climatic conditions and national temperament which are, of course, to a considerable extent duplicated in Canada.

Previous to the war the Americans worked largely on English models, adapting them to their own needs. But this has all changed. Probably the most striking instance of this is the variety in which the Norfolk jacket is made up here to-day. Originally a purely English shooting coat it has become with us an article of every day wear, used for the greatest variety of suits imaginable! Only the character of the dress suit enables it to escape the influence.

The vogue of the simple pleated back, on coat with belt in back, for all ages from the cradle to the grave, is the most powerful single illustration of this omnipotence of the United States style.

The wide diversity of opinion about coming models is best illustrated by citing the views of two manufacturers, one of whom says that styles have run their course, have become exhausted, that there is nothing new left to interest the sated public with, and that we will see a return to

greater conservatism in clothes. The other says that we have not by any means exhausted the possibilities of novelties, and that the public has just begun to discover them and are eager for more; that the day of conservative clothes has passed. This man points to the present tendency in New York for closer and more tight-fitting clothes than ever before. He tells of bringing out a stock of English garments, made of the best material after English designs. They were a dead loss on this market. Absolutely none were sold. That was last year. This year they bought the cloth and made it up themselves after their own designs, which, of course, were patterned after American styles. They sold 50,000 suits. In this connection this manufacturer, who deals in both children’s and men’s suits, says that the war has made absolutely no difference of an unfavorable nature to them. They have had, this season, the biggest specialty business of the last few years.

A striking evidence of the trend of the times is the experience of another firm which states that their customer repeatedly sends in curt requests for suits or coats to be made up “like this,” enclosing at the same time an ad. torn from some magazine or trade paper, showing a cut of some garment. This same firm does a larger business in suits from \$28 to \$50 than below the first named figure. People all being ready to pay more for suits.

The dearth of material perhaps is responsible for some economies in cutting, such as in the case of the lapel which tends to become narrower again, in some cases indeed the lapel is almost disappearing. Pique lapels are the vogue for next season and the reign of patch pockets and unlined or half lined coats has already set in, and promises to be universal for next year. Hook back vents are also very popular and are shown in a great variety of styles of coats. Two-button sacks are greatly in evidence, as are also half cuffs, slanting patch buttoned pockets, but more conservative dressers still cling to the three-button coat.

The double-breasted sack is making a bid for popularity but the material shortage may be expected to influence this tendency unfavorably.

Some leading and far seeing designers prophesy looser clothes in direct contradiction to the present penchant for close-fitting. They state that the clothes will fit the form but will avoid the extreme styles that have been so prevalent. For business suits a full peaked lapel is possible and even trousers without cuffs, although some authorities deride this opinion and hold that a universal use of trouser cuffs has become a permanent fixture. Certainly all models shown or projected include them, of 1½ inch turn up for the most part. Medium fitting trouser over

*Continued on page 39.*



WINDOW, ADS. AND CIRCULARS COMBINE  
 DRIVE ON THREE FRONTS BRINGS BUSINESS  
 THE PERSONAL TOUCH PROVES OF VALUE



**E**XCEEDINGLY effective was the recent campaign for clothing sales conducted by Begg & Shannon, of Hamilton.

In a number of ways this drive for business was unique.

To begin with, the residents of Hamilton, and the beautiful surrounding country, were advised of the good values being offered in a number of ways.

First, in the daily paper which they read they found the announcement of the sale—the invitation to dress up.

Then in passing the Begg & Shannon store on James St. North, the window, reproduced herewith, fairly demanded attention. That window looks exceedingly attractive as here reproduced, but with the color scheme showing up properly, readers will be able to visualize how exceedingly attractive it would be to any man contemplating the purchase of some new clothing.

**A Circular Campaign**

In addition to the appeal through the daily papers and by the store window, circulars dealing with the lines being offered, were sent out to the regular list which the store has established—a list of past customers and others whom it is felt, should be dealing at this store.

No wonder sales resulted.

But in addition to this concerted action—action such as we have all hoped will come in the great European war, with the Allies on three sides combining to batter down their enemies—a unique touch was given the whole selling campaign by means of photography.

Some little time ago there was in Montreal a restaurant, which showed prominently the following slogan: “Mr. Blank (the proprietor’s name), eats at his own restaurant.” Now the Mr. Blank in question was an exceedingly jovial, robust, almost portly individual, and the inference, of course, was that he had acquired his joviality and rotundity by eating there, which indicated it to be a pretty fair place for others.

**Horse Sense Here**

There is a certain amount of humor in that slogan, a certain amount of good horse sense also—and practically all the horse sense of it is brought out by the unique scheme adopted by Begg & Shannon. Their scheme was none other than to have their leading clothing salesman photographed wearing certain of the lines for sale in the store. From these photographs cuts were made, with which the advertising in the daily papers was illustrated. Also these cuts were used in connection with the circulars; and in the windows enlargements of these photographs

**MONTHLY WINDOW TRIMMING PRIZE GOES TO HAMILTON MAN**

*To Mr. Keeler, of the old firm of Begg & Shannon, Hamilton, goes the June Window Trimming Prize. His was a selling trim, made to combine with other selling forces to boom clothing business. The window was a success. It had the punch.*

*Send us some more of your trims, reader. And with them send a full description. Enter these trims in Men’s Wear Review’s Monthly Window Trimming Prize.*

*You know the conditions—Any good selling window is eligible for the \$5 prize. The successful man also receives \$1.50 to cover cost of photograph, as do other contestants whose photos are kept.*

showed the clothes as they actually appeared on a man who sold them, and who had the belief in them to want to wear them.

This placing the photographs in the window was an exceedingly wise move. At once it established a connection between that window trim and the advertising seen in the daily paper. The casual passerby might have not recognized that both were dealing with the same class of clothing had not this photograph, which he had seen in the paper, looked at him from this window trim.

Herbert Keeler, who trimmed this window for Begg & Shannon, has this to say of the whole selling plan and of the trim.

"The salesman wore one of our stock suits, hats, cane and gloves, also the shoes for sale here. In another photograph he was shown with these goods on, and the addition of a Spring top coat.

#### Description of the Clothes

"As the photographs were sent out to our list of probable purchasers, they appeared with a description of the picture, explaining the fabric, the cut, the cost of the suit and coat worn, and giving other information of this character. In the circulars—in the daily papers—and in the big display cards as they appeared in the windows, the point was emphasized that this was the way these suits actually looked—that they were shown by photograph and

not by any drawing in which defects might be hidden.

"Dealing with the window trim itself, Mr. Keeler points out that the suits were all displayed on forms, every suit was pressed and collar and tie were used to complete the life-like appearance. This instead of the method sometimes used of just puffing out the neck. Puffing was used in this trim, of course, the top of the collars in each case being puffed out with pink colored satin.

#### Had Spring Appearance

Throughout the window, as will be seen in this illustration, apple-blossoms and vines were used to give color, and the desired Spring appearance. To achieve the same desired end, pink and green squares of wood fibre matting were used on the polished oak floor, while green plush was wound around the pedestals and arranged across the floor.

Around the window were set shoes, hats, canes, gloves, belts, ties, collars and shirts. Many of these lines were displayed on the Decker, a plain oak background with mirrors on either end.

There was no great expense entailed in this trim. The flowers were practically the only thing new.

"Not only this trim, but the whole selling plan was admirable and merits careful consideration, not only by other window trimmers, but by merchants who are exerting every effort to keep their business upon a growingly profitable basis.

## THE PATENT ACT UNDER WAR CONDITIONS AN EXPLANATION FOR MANUFACTURERS

**N**O doubt many manufacturers have found it to be to their advantage to import goods into Canada covered by Canadian Patents, and they will be willing to do this if they are aware of the fact that the Government through The War Measures Act, 1914, has made provision whereby, under certain conditions, Section 38 of the Patent Act will be in effect suspended, in certain specific cases.

We print below a copy of the latest Amendment of The War Measures Act, 1914, and would direct the careful attention of our readers thereto.

We are indebted to Mr. Egerton R. Case, Chartered Patent Agent, Temple Building, Toronto, for an explanation of Section 10 herein mentioned. Mr. Case informs us that any petitions lodged under said section must show that through circumstances arising from the present state of war, the Patentee is prevented from manufacturing under his patent and that it is in the interest of the public that the patented invention be permitted to be imported into Canada.

It cannot be doubted, that in some cases, manufacturers of patented articles in Canada may find that they cannot secure here the necessary materials from which their patented articles are wholly or in part manufactured; or it may be that in such cases, while the material may be secured in Canada the price has risen to be prohibitive. The said section is well designed to relieve holders of Canadian Patents of embarrassment, in respect of their obligations, to consumers in Canada, arising from present war conditions.

#### ORDER IN COUNCIL

At the Government House at Ottawa. Monday, the 14th of February, 1916.

Present: HIS ROYAL HIGHNESS THE GOVERNOR-GENERAL IN COUNCIL.

His Royal Highness the Governor-General in Council is pleased to order that the Orders and Regulations respecting Patents of Invention of date the 2nd October, 1914, made under and in virtue of the authority conferred by The War Measures Act, 1914, shall be and the same are hereby amended as follows:—

1. That Section 5 of said Orders and Regulations be amended by adding thereto "and shall be valid notwithstanding any previous extension or extensions granted either under authority of The Patent Act or these Orders and Regulations."

2. That the following section be added:—

"10. In any case in which through circumstances arising from the present state of war, the Commissioner may deem it expedient, he may order that during the continuance of the war and for six months thereafter, neither the failure to construct or manufacture in Canada any patented invention nor the importation of such invention into Canada shall in any way affect the validity of the patent granted in respect of such invention, notwithstanding anything in The Patent Act or in such patent."

(Sgd.) RODOLPHE BOUDREAU.

Anderson and Walker, tailors, Fredericton, N.B., have dissolved partnership, W. L. Anderson continuing.

J. F. Moore has just opened a new clothing and furnishing store at 507 Dundas St., Woodstock, just east of the Post Office. The building has been entirely remodelled and laid out in the style of the modern store for this line of business; the door in the centre of two roomy display windows, attractively done in quartered oak. Inside the store are silent salesman showcases, displaying to good advantage the newest styles in furnishings.

The Moore store's intention is to specialize in tailored-to-order clothing, also ready-to-wear lines of best quality.



# SELLING BOYS' CLOTHING AT MEN'S PRICES

List of Well-to-do Mothers is Used to Achieve Desired Result — Personal Letters and Monthly Circulars Sent Out—Astonishing Purchases Made, Some Approaching \$200.00.

An authorized interview with F. J. Jackman, Montreal.

"I DON'T know how he does it," said the manufacturer, "the nicest boys' clothes business in town. You never see any one in the store. He's always taking it easy at his desk.

"He sells boys' clothes at bigger prices than most merchants get for men's lines, \$20.00 right along: I don't know how he does it."

Well Mr. Manufacturer, here's the explanation. It will interest many retailers.

An authorized interview with F. J. Jackman, Montreal.

A VISITING merchant from another city was in here a few days ago comparing notes. He has a boys' clothing store in a town of 30,000 people. This city has three-quarters of a million.

We were discussing mackintoshes, of which I have only one line, the best, and carry a complete range of sizes in it. It developed that he carried five lines but was naturally unable to stock heavily in each, with the result that he was frequently unable to meet the requests of customers for certain sizes in a particular quality. That of course cannot happen when a merchant concentrates on one or two lines.

The same thing developed in serges. This merchant carries five lines while we only carry two, in spite of the difference in population in our favor. And in both cases he complains bitterly that he hasn't enough—the customer wants even greater variety.

Curiously enough the reverse is true in our case. Unhindered by the necessity of making a selection, since this has already been made by ourselves, who are trained to it, the customer we find contentedly accepts what is offered. The element of doubt is lacking.

## \$1.50 Boys' Stockings

We carry a boy's golf stocking here that sells well year after year to the same people. We carry no others. If we did we would be unable to satisfy customers. The mother

would want this variety with the red thread in it, Johnny himself would grab for another variety and decision would hurry back and forth betwixt and between what Johnny,

## STYLES IN BOYS' YOUTHS' AND YOUNG MENS' SUITS.

SPRING 1916



32 to 38 Chest  
Young Men's First  
Long Pants Suits  
Navy Blue Vicuna \$21.00  
Navy Irish Serge \$21.00  
Light Grey Tweed \$17.00 up.  
Mid Grey Scotch Tweed \$21.00  
Grey Worsted \$20. and \$21.00  
Grey Homespun \$16.00 and \$17.00



Regulation  
English  
Eton Suits  
\$18.00 up.

English Middy Suits as illustration



Navy Cheviot \$9.00 up  
White Drill \$4.75 up.  
Black Silk Scarfs 75c.

Boys' Double Breasted Bloomer Suits.



Dark Grey Homespun \$11.00 up  
Brown Homespun \$10.00 up.  
Grey Worsted \$11.50 up  
Grey Flannel \$13.00 up  
Blue Vicuna \$15.00 up  
Irish Serge \$12.50 up

English Sailor Suits as illustration



Navy Twill Serge \$10.00 up  
Navy Twill Serge as illustration only with Long Trousers \$9.00 up.  
White Drill as illustration with long trousers \$7.00 up.

Boys' Norfolk Suits.



Navy Irish Serge \$13.50 up.  
Dark Grey Worsted \$15.00  
Navy Vicuna \$14.00 up.  
Drab Corduroy \$11.00  
Homespun \$12.50  
Grey Flannel \$13.00 up.  
Grey Tweed \$10.50 up

F. J. Jackman

TELEPHONE UPTOWN 4009  
GUY BLOCK BOYS CLOTHING SPECIALIST  
727 St. Catherine St. West. MONTREAL.

One of the 5,000 monthly circulars of F. J. Jackman showing high range of values quoted. Only the best quality of highly-finished paper is used.

book on "Why Merchants Go Bankrupt" might be written with this custom of merchandising as a basis.

**Low Prices Ruinous**

The great trouble with the retailer though is that he inclines to consider price too much—so that he can offer his trade a bargain at \$2.98 instead of educating them up to a higher standard of value.

Going hand in hand with the tendency toward cheap goods is that toward larger stocks that never turn over except in spots. Where there are too many lines a woman phones in for a certain size in a certain line. The particular size wanted is missing and there you are! All the trouble for nothing.

The best thing a merchant can do is to pick out one or two good lines and STICK TO THEM. If customers are educated to seeing different lines constantly changing on the retailer's shelves they will become as variable as weather cocks. Finding him handling all lines they know that his goods can be duplicated elsewhere and they drift around from shop to shop—buying everywhere—nobody's customers. Some men deliberately court trouble by going to the manufacturer and asking for new goods. Others have these new lines forced on them by the too eager salesmen. The result is the same.

Customers only change the cut of their hair and clothes with great inward trepidation. If left alone they would wear both the same way, year after year. Merchants would then know what to buy and business would lose its chief speculative tendency.

**Ordering Ahead**

The drifting with the current that goes on in all directions results from a lack of study of trade conditions on the merchant's part and nowhere is this more evident than in the lack of anticipating demand and ordering ahead. For instance: Golfing is a very popular sport here, yet when the present scarcity of goods got well under way we were the only store in Montreal that carried golf stockings last winter and this spring. If a merchant hopes to exist he must do more than merely sell goods; he must justify his existence by serving his customers, actually not theoretically—by being of use to them and not merely taking profits from them.

**50 Per Cent. Marked Up on Cost**

I insure a profit by marking up 50 per cent. on the cost price of goods when they come into stock. It figures this way: If the actual cost of an article is \$4.00 and the cost of selling 25 per cent. and a variable amount of depreciation, the total cost is \$5.00 and depreciation and a 50 per cent. advance, or \$6.00 selling price, will care for all and leave a profit that will at least average 7½ per cent. in the course of the year after the stock has been cleared of odds and ends. Fifty per cent. is the least I figure on outside of discounts, and I can assure any merchant who tries it that he will be delighted at the end of the year at the results of making it an arbitrary ruling.

**Profit Information**

I have developed a profit accounting system that does away with all guessing in this line and enables me to know every month just how I stand with regard to profit, instead of waiting for annual stock-takings. A Purchase Book is kept in which a sample entry would read as follows:

**Purchases January, 1916**

Invoice No.	Manufacturers	Journal	Cost	Retail
7	Jones & Co.	Page 1	\$4,000	\$6,000

The invoice No. 7 goes on the tag on the stock, and a glance at the purchase book indicates the exact average profit for any period of time and if one period fell behind in profits that fact is quickly apparent and at once investigated. The cost and retail totals are footed up monthly and sales books entries checked against this book regularly.

**Valuable Stock Card**

This information is elaborated on in the Stock Card here illustrated, which I regard as the most valuable system in the store. It gives all descriptive details of any article in stock, cost and selling price, and quantities of stock on

1916 Overcoat, Style, Sth, Mfns. Fine Twil Serges	TOTAL	N° 21	N° 22	N° 23	N° 24	N° 25	N° 26	N° 27	N° 28
Cost									
Retail									
Stock <i>April 6/16</i>	18	3	5	5	4	4	2		3
Purchases <i>April 6/16</i>	14	-	2	2	2	2	2	1	3

hand at last inventory, and purchased since, so that when filed away in the cabinet they form a most convenient form of stock reference.

**Selling the Individual**

I address my sales arguments almost entirely to the individual. The one whom I know has the money is the one most easily influenced, while the man whom I do not know to have the money is not only apathetic, but perhaps impervious to argument. My methods might not be applicable to other localities and businesses. They have been evolved only as a result of studying and serving the wealthier section of this city.

In the first place the store although on the principal shopping street is down at a quiet end of it removed from the shopping crowds and is not remarkable for size or appointments. But it is in good taste. It is the mother's trade I seek. To that end I have a hand-picked list of 5,000 names of well-to-do mothers of boys—names selected for the buying power they represent. An addressograph is used with plates of the customers' names which are turned off by the thousands in mailing personal literature as necessity prompts, and catalogued monthly. A mail order business is done in all parts of Canada.

**The Making of a List**

The problem that occurred in building this list was to discover and list the women who had sons and the money to spend on their clothes. Next to get these women in the store and interest them in the goods.

**A College List**

To this end, by the aid of a little diplomacy, the privilege of getting the addresses of students was obtained in a number of high class schools and colleges. That gave a basis on which to work and build up the present list which is constantly being amplified as new customers develop. Advertising is carried on in the high class school papers, and in this way the store early becomes associated in the youthful mind with the boys' clothes wants.

The mothers are approached by a variety of means—by letters and monthly circulars, by telephone in the case of Montreal mothers. A surprising number of direct returns are discernible as a result of these individual approaches. The amount of confidence and good-will alone that is built up is most astonishing.

**A \$250.00 Sale in Boys' Clothes**

The average value of the suits sold here is at least \$12.50; a number \$20.00 ones are sold. Bargains are not indulged in. Quality is made the paramount consideration. Sales are often made on the phone by sending samples up



to the house. Single customers frequently spend \$100 to \$150 and in one case a wealthy woman bought \$250 worth of boys' clothes at one time.

#### Courtesy and Women

Individual work is chiefly responsible for these large sales on a boy's line, resulting from the creation of a confidence that develops from a conscientious study of the requirements. Women particularly are susceptible to the delicate flattery of any personal attention to their problems. Not one in a hundred resents being telephoned at her home or advised, etc.

#### Psychology of Credit

This same argument applies to the credit trade. The store has lost only about \$50.00 a year for six years, yet no commercial ratings are used, and all credit is let or refused solely on a sizing up of the customer—a sizing up which is based largely on her knowledge of our goods. We carry good material and cut of clothes. If a woman is quick to appreciate this fact it is apparent that she is accustomed to buying that kind and following that line of thought to its logical conclusion she must be well-to-do. Hence, even if a stranger, she is entitled to credit and even though she does not ask for it, it is pressed on her.

I am aware that this would not do for all classes of trade, but I speak here of the methods which have assisted in developing my particular trade.

A woman appreciates this giving of credit to her on her face. She reasons "I've bought \$100 worth of goods on credit. Why, I must be very high-bred looking, clean-cut, to the manner born. They saw at once that I was somebody."

A few days ago a nice-looking woman came in and bought \$25.00 worth of goods. She offered to pay. By the way she bought those goods I knew that she was accustomed to the best, so I said: "you may need that little change as you go down town," when she started to pay me. She said in amazement. "But I'm a stranger to you." I reassured her and she went out without paying. Later I learned she was the wife of possibly the richest man in town, one I had never been able to interest before. I believe I have now though. Unfortunately the giving of

extended credit is only advisable in the cases of people of means, and then in the case of women it is very advisable. So it becomes necessary to be able to pick these individuals out and it is by their purchases they may be judged.

For instance, when a woman comes in here, looks at the goods and says "What a find," I know she means that she has had trouble in getting high-class goods, recognizes them when she sees them and is grateful for her luck. So I am ready to believe that she is a buyer of good clothes and as such I would rather have her on my books than as a cash customer for she will pay in thirty days anyhow and I have the added advantage of holding the account. If on the contrary she says "This is half cotton," on an all-wool garment I figure she is accustomed to the nice things of life and draw in my horns accordingly.

#### Customer Always Right

No arguments are allowed with customers. They are always right. To complain of a purchase is to have it replaced at once. A woman came in a few days ago with a boy whose fall coat she decided she did not like. It was replaced at once with a spring coat. She was stunned. She is now a walking advertisement of the store with every breath she draws if she lives to be eighty.

And strangely enough, nine times out of ten the customer actually is right, literally as well as theoretically. For instance, yesterday a lady complained that she had not received a certain cap. The tendency on the strength of our knowledge was to doubt the assertion. But we did not say "We'll look into this," or "we'll write." No, we said, "All right, here's a cap." And this was because experience has proved that a customer KNOWS when she makes a definite statement while we perhaps can only generalize. Investigation developed that this cap had not been delivered. The customer was right.

So it is these things that lead me to believe that a study of individuals and their wants is the chief requisite of merchandising—study of their means, their tastes and their buying wants; the reaching of them by methods that appeal to them as refined and original; and the interesting of them by a conscientious service and a value given, not merely a glib service of lip."

## CLOTHES BECOMING SCARCER—DELIVERIES SLOW

(Continued from page 34)

the hips, 18½ inch at the knee and 15¾ inches at bottom with cuffs of this size are stated to be en mode.

Opinion is similarly divided on vests. In some quarters a return of the fancy vest is looked for but as yet there is a great evidence of this tendency in the models shown even for 1917. Novelty Norfolks are the strongest features at present both as regards this season's orders and next season's designs, and pleated backs and small belts are seen in coats for every age.

Broad striped materials in lines and large checks, fancy chevots, green and brown mixtures will be much used.

For afternoon wear both two and one button frocks promise well and braided edges show no lessening of popularity with designers, who mostly favor dark Oxfords, vicunas and chevots predominating in mixtures and plains. Waist coats will be made in both the same material as the coat and in plain greys or tans.

Tweeds and unfinished worsteds, in darker colors than formerly, and striped grey cashmeres are spoken of as certainties.

Sport clothes and to a lesser but surprisingly large extent, business suits for Summer wear, are being made up in Scotch tweed and in homespun or imitation.

Sport coats are shown with flaps on sleeves and on the patch pockets, and except for other novelty features of a similar nature do not differ greatly in the main details from those of the sack suit in which a popular model shows a 30½ inch length coat which is cut straight in front. The seams are plain in both cases and edges single stitched, with body medium fitting and shoulders of normal width.

The vest of the smart business suit is without a collar, single stitched and with fine buttons.

William Lot, a former Alderman of Belleville for many years, died recently after a somewhat lengthy illness. For many years he had conducted a large woollen mill. He was sixty-six years of age.

J. Stier, High River, Alta., expects to move the remainder of his stock of gents' furnishings after the sale he is now conducting, to his new store in the hotel block. He is selling out all his groceries, and will conduct an exclusive gents' and boys' furnishings store.

A change in the size of shirts being called for is being quite generally felt. One manufacturer, for instance, reports that they are selling more 13½ shirts than ever before—this is a result of the general tendency to wear closer fitting collars and shirts.

## WHAT OF THE NEW COLLAR PRICES?

(Continued from page 17)

Then the labor question has been an exceedingly trying one. Wages have advanced, and the labor has been scarce. Laundrying, due to advances in many chemicals, jumped several hundred per cent. All in all, it was only competitive conditions which have held collars to their old level so long.

## What of the Future?

When cost of production is lessened again, will the collar go back to the old prices? It seems already that the chief objection to this may come from the retailers. Retailers right now are getting more out of their collar sales than ever before.

Soft collars have not advanced at all at the present time, they are still generally at from \$1.50 to \$2.00 per dozen. It is quite possible that some advances may be made here before another season comes round, but nothing can be announced at the moment.

## NOTHING IN BOX—EVERYTHING UNDER GLASS

(Continued from page 27)

further back, while two sections are to be devoted to hosiery. All these sections are glass fronted with display drawers and are of the regular height. But behind—far enough behind to leave room for the clerks, are specially constructed cases, with drawers in the base for reserve stock, and splendid display top. These are somewhat higher, separating this department from the men's clothing.

The back of this oval of showcases is made 50 inches high, with panel work at the rear obscuring from sight the wrapping department behind. Access to this wrapping department is given from the aisles of the store, but it is made to stand out as separate by means of swinging gates.

## The Aims to be Achieved

The entire finish of this establishment will be quarter-cut oak, in fumed finish. The ceiling is to be beamed.

There are two ends which it is expected will be obtained by the introduction of the splendid fixtures indicated, in addition to the great gain from giving satisfaction to the store's customers. In the first place, everything, it will be seen, is to be under glass, and will thus be free from depreciation resulting from dust. Less handling also will be necessary than when everything is kept in boxes, and this certainly will result in less depreciation.

At the present time, the question of help is indeed a serious one, as trained men are very hard to get. Now fixtures such as are being introduced by Mr. Fisher have been proved to be labor savers. With these fixtures, once their use is understood, three men, it has been estimated can do as much work as four, working under other conditions. Such has been the experience of merchants in the States who have been using these fixtures for some time. They are new in Canada, and there is not much Canadian experience to go upon.

## GOSSIP OF THE TRADE

(Continued from page 28)

effect of a silk shirt at a moderate price. Khaki shirts with collars and ties in mercerized poplin are a strong feature of the military trade.

"Reefers" promise to be popular this Fall, that is men's reversible tubular silk mufflers with cord tassel or floss fringe.

Satins are coming in again in neckwear and manufacturers are showing many pretty and new designs with moire stripes, also printed designs with two or three-tone combinations.

In men's coats, bath sack and overcoat, the lapel is

narrowing. In some cases is almost negligible and there is talk of the disappearance of cuffs on trousers, both as the result of a desire for a change and for the saving of high-priced material.

Pte. W. N. Jones, formerly with the Muir Cap Company, Toronto, is reported missing. He was with the Princess Pat's.

Kester and Kaiser, a firm recently from Medicine Hat, have opened up a men's furnishing store opposite the post office at Peace River, Alta.

E. A. Hudgin, before the war engaged with his father in the men's wear business at 1988 Dundas street, Toronto, was wounded in the recent engagements, and is now reported in hospital in France.

P. Robitaille, of 397 Notre Dame W., Montreal, has secured the contract for supplying the police and firemen with boots by a margin of three cents in the bid which is for \$3,879.

Although there is the usual variety of straws offered, the high shape and narrow brim is most prominent. Panamas are being sold more than ever, with fedora shapes predominating, and novelties in the way of stiff Panamas in conventional shapes are having a fair sale.

Some dealers report a good sale in pith helmets with the advent of warm weather. An increased number are undoubtedly seen on the streets. The opportunities for selling Summer military lines are not so frequent that such an important one as this can be overlooked.

The tailoring establishments of George Glover and H. Hoyland, the Yonge Street Arcade, were gutted by fire early in the month. Mr. Hoyland's stock was uninsured, and his loss several thousand dollars. Mr. Glover also estimates a loss of \$1,000 in excess of his insurance.

Straw hats came on with a rush in Montreal. In the middle of cool weather a hot day came and the streets blossomed out. The next day was very rainy and the sales fell off immediately, but the milder weather that followed re-established the line in favor at once. It was much this way all over Canada.

Advances continue to occur and the latest one talked of is the proposed one in fibre silk hosiery, following an advance in the yarn. This, however, will not affect deliveries for some time to come, but it is expected ultimately to boost retail prices at least 10c a pair. A similar advance of 30c a dozen at least is predicted for balbriggan underwear.

Although the retail stores generally report a better business than last year, they have not yet as a class experienced that great wave of prosperity which some of the manufacturers have experienced, and which would bless more were it not for scarcities of material, and the much more vexing point of labor scarcity.

It is said that Balbriggan material for underwear has become very hard to get so that in addition to higher prices a scarcity of goods seems certain. In hosiery, with the falling off in quality and advance in price of cashmere lines, there has been an increased demand for all varieties of silk hosiery, although for Fall the business in heavy woolen cashmere socks is said to have been exceptionally good.

Medium priced belts of from \$4.00 to \$4.25 a dozen are selling most freely to buyers from all parts of the country. The use of medium priced goods is much more the vogue than it has been for some years past and may be directly noted in particular cases such as this. Handkerchief lines are very badly hampered by the non-delivery of linens to manufacturers, so that the range, price and supply are all affected.



# NECKWEAR

## THE 25 CENT TIE PRACTICALLY OFF MARKET

Dear Silk Has Forced it Out—There Will be 50c Ties This Fall, But for Old 50c Value 75c Will Have to be Asked by Retailer—Silk Crop Prospects Poor.

**T**HE 25c tie has practically seen its day—that is, until the war is over, and until the immediate after-effects of the war have run their course.

For practically a year now, 25c neckwear has been unknown in the United States. It is true that ties have been selling at this figure, but these cannot be called properly 25c ties. What they really are is simply those exceedingly cheap ties which were, before the war, to be found on sale in the 5 and 10-cent stores—the tie which was devoid of anything but cotton, and which, despite its price, was a really dear article.

In Canada, manufacturers have had a fair stock of materials which for years past they have been using in 25c neckwear. While it lasted, many manufacturers have held their prices steady to the retailer; but the time has come when the end of these reserve stocks is in sight, and it is learned on a number of hands that there will be no more of these ties available after perhaps September, or at the latest the end of the year.

Every way it is looked at, the neckwear situation is serious. Manufacturers of silks are finding a greater demand, owing, of course, to the impossibility of securing cotton in many countries. Germany, for instance, is getting practically no cotton, as we all know. Turkey also is getting little or no cotton. Silk, therefore, is having a more widespread use, and in United States and European countries, as well as in Canada, it has been worn more than formerly, because its price is more nearly

the price asked for cotton goods. By reason of this situation and, of course, because of labor difficulties, manufacturers are having difficulty in filling their orders, and it is almost amusing to learn the action they take to the end of having orders cancelled.

### Suggested Discontinuing Orders

A Canadian manufacturer showed Men's Wear Review a letter from one of the big silk brokers of New York.

This man wrote in part as follows:

"However, some of the sets which are not mentioned in this order will be delivered to you too late for Christmas, and he (here is to be understood the name of the silk manufacturer) asked me if he could suspend these sets, or whether you will take them when they are ready."

Now, note this New York broker's advice—and it should be remembered he is a man who has spent his entire life in the silk business, having been a weaver, manufacturer, and manufacturers' agent.

"My suggestion in the matter is not to cancel the sets, as he writes me in the same letter that it is impossible to quote any prices. Goods which originally cost 2/6, to-day sell for 3/4 and 3/6, and the mills say it will be impossible to produce anything near enough to meet the demand."

Further, in this letter, the New York broker refers to a purchase of this Canadian manufacturer, and says: "It



An attractive summer show case trim—with its light colored hot weather ties and shirts, and its soft collars it makes a striking appeal which doubtless brought direct sales.

will be impossible to execute these orders below 3s. a yard, as the manufacturer is compelled to make them in all silk."

#### Outlook Much Higher

Then, continuing, he says:

"They are going much higher and the European manufacturers are unable to make any calculations at the present time."

To a Canadian manufacturer, who wrote one of the big New York brokerage houses regarding the possibility of securing United States silk, came this reply:

"In reply, wish to state that you will find it a pretty hard proposition to place any orders in American goods unless you are willing to pay the price; and, furthermore, to accept goods to put in the \$4.50 range, which formerly sold in the \$2.25 line." The Canadian manufacturer had expressed a desire to place an order for 100,000 yards. To this his broker stated:

"No manufacturer is in a position to-day to take care of big order, owing to general conditions here. It is almost out of the question to get any decent goods from 65c to 70c. The situation here, instead of becoming easier, is worse than ever, and the cheapest prices quoted for \$4.50 goods in the old qualities is 92½c to \$1 per yard—unless you are willing to place orders on cotton silks, which, to my mind, is a lot of plunder."

This cotton silk referred to is practically mercerized cotton throughout, and not at all satisfactory. Canadian manufacturers make no use of this, although they do use a silk made from a cotton warp with silk filling.

Still another manufacturers' agent, dealing exclusively in silks, says: "There are no goods in stock whatsoever, and no manufacturer is anxious to book orders for far into the future."

#### What of the Winter Ties

So it is good-bye to the 25c tie. Perhaps after all that will be a good thing for the merchant. He certainly is going to get ties this Winter which he can sell at 50c, but the manufacturers are frank to admit that this tie is not the same quality as the old 50c tie.

For the old 50c model—or something equivalent to it in quality and shape—75c will have to be charged to the consumer. It seems there is going to be a bigger business than usual in \$1 neckwear. A number of the manufacturers have been getting in some splendid stuff. One line which Men's Wear Review was shown was of all silk; and that it was not only all silk, but also well dyed, will be understood when it is said that the fabric would not burn. This, of course, is a test which weighed silk could not sustain.

The neckwear situation, taking the opinion of many manufacturers and forming one conclusion therefrom—is on the face of it a little hard to understand.

Practically all manufacturers are complaining about the difficulty in making shipment. The question, however, presents itself as to whether this means that the manufacturers are having difficulty in making the silk, or that larger orders are being placed. Replies to queries along this line indicate that the actual orders being received are greater than for some time previous to the war. One manufacturer states definitely that he has been turning out just twice as many neckties as he was a year ago, and he states that his output is greater than it was in 1912. His opinion is that merchants are not stocking up with this line. That, of course, would be foolish with regard to men's neckwear. That such stocking is not being done is indicated by the repeat orders coming for many patterns which prove popular.

#### Remarkable Tie Trade

Of course, it is impossible to say that such a satisfac-

tory growth of business has been experienced by all manufacturers. After going into the situation, however, it seems that the actual demand from the retailer for neckwear is greater than it was last year or the year previous.

That, in face of the fact that 300,000 men are under arms, seems a little peculiar. But some manufacturers explain the possibility of this.

What they say is about as follows:

Three hundred thousand men is a good size army, even in a mammoth war like the present. Nevertheless, it is probably only about 10 per cent. of the boys and men in Canada who could wear ties—or not much greater than that. Now all these men who are remaining—rather all these males, for the boys are also purchasers of ties—are earning good money.

When a man earns good money, a certain percentage of it will go upon his clothing and ties will be in demand.

The opinion prevails that while a big percentage of business has been lost by reason of men being under arms, these very men under arms are practically wage-earners, and the money they get and spend comes back to others along with other money more or less directly resulting from the war. That causes, what under different circumstances would be called good times.

In other words, the increased purchasing power of the men and boys not going to the front more than offset the loss of the purchasing power resulting from the departure of men to the front, or the putting on of khaki by these men.

Of course, this does not apply in every place. There are points where trade has suffered materially. But taking it all over Canada, it would seem that the demand is good.

The silk crop prospects are not especially good. The war has ruined the Turkish crop. In Italy the war has rendered proper attention of the worm difficult. China has had a poor crop, and even in Japan—whence comes the cheaper silk—conditions are not ideal.

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#### \$2,000 IN AN AVERAGE WEEK

(Continued from page 47)

in his pocket. They are a very handy size, just about 3½ inches wide. On an average 500 of these pocket blotters are given away free each week.

#### His Best Advertising

The manager of the store said that this is the best way of advertising in his opinion and certainly the result justified his view last year.

This store cashes in on military business simply by going right out and hustling after it. The two points worth remembering in the experience of this store are these: one is that you have to get out right into the camp and hustle after business and build up a trade for yourself rather than wait for the officers and men to come to you; the second is that a store which carries a complete line of every possible thing which a soldier might need is going to have a whale of a better chance of doing just that much more business than its competitors who stock only a few staples.

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The late George Rumpel of Berlin, whose death from heart failure occurred quite suddenly early in June, was prominent in the industrial field. He became owner of the Berlin Felt Boot Co. in 1879, and managed it until six years ago, when he sold out to the Canadian Consolidated Felt Co. He was an ex-Mayor.



# Cardwriting Made Easy

by R.T.D. Edwards

## LESSON NO. 17—MUSIC PENS

**T**HERE are many styles of cardwriting, which, when done properly, are equally as effective in bringing good business, but the cardwriter should not be content with this; he should be ever alert for new ideas in order that he may secure decided changes in his show-card effects so that his style will not become tiresome to the public.

A good change not only gives added interest to the customer but it keeps the work from becoming monotonous to the cardwriter himself.

In this month's lesson I am endeavoring to give as concisely as possible an entirely new phase of the cardwriting art so far as this series is concerned. This method is the making of attractive show cards by means of silhouettes for the decorative part of the card.

Silhouette drawing is an old art, in fact one of the oldest styles of hand-drawing, but of recent years it has been used more extensively for advertising purposes; but the show card has not received as much of this style of illustration as it should. The silhouette when properly and skilfully applied to the card is attractive and adds life.

The proper meaning of a silhouette is an outline drawing with the interior filled in solid black. Many drawings, however, in order to bring out certain effects show interior lines. This form does not require any drawing ability whatever.

The best system for making these is as follows:

You must first obtain the proper illustrations from magazines, newspapers, trade journals, or from any book or paper which has illustrations which are up-to-date. It is advisable to watch for these from time to time so that you will have them on "tap" when required.

In selecting a drawing for silhouette the outline is the main thing to go by. After the drawing is completed there must be life in it, and it must show clearly what it is supposed to illustrate. If the figure of a human being is being selected, it is best to have a profile face, but sometimes even this is not necessary if the rest of the outline is good. You must learn to judge for yourself. There is no set rule to follow.

### Transferring Silhouette on to Card

There are two methods in which to transfer the drawing from the printed paper to the show card. The easiest is to blacken the entire figure in with either show-card black or waterproof ink, then cut out neatly with a small pair of scissors and paste on the desired spot. This is the quickest way, but if you want the silhouette to be drawn right on the card itself then follow the method

as illustrated in Fig. 1. Make a tracing of the outline on transparent tissue paper. Then place carbon paper under the tissue over the desired spot on the show card, and retrace the outline. This being done you have the outline drawing on the card and all that is left to be done is to blacken in the interior. It is quite simple and can be done in a very few minutes. Care must be taken not to lose any of the detail, more particularly about the face.

The silhouette drawing should only be used on a white card with nothing but black used for lettering. No form of bright colors or shading is in keeping with the silhouette.

### THE CHART

**No. 1** shows a silhouette produced from a half tone figure of a woman in an afternoon dress. The outline of this is excellent as the imagination can fill in the detail from it. A drawing after this nature should be placed on the left side of the card.

Suitable wording to go with this illustration: "Our latest style frocks show foreign style tendencies."

**No. 2** shows a silhouette of a swallow flying. This is often used for placing on the card along with other drawings to lend variety.

**No. 3.**—You will not get many opportunities to use this form of illustration. A novelty card would be the best way to work up a show card from.

Suitable wording: "Our children's hosiery has that 'nine lives' propensity."

**No. 4.**—The figure of a man's head makes an excellent illustration in silhouette when it is in profile. This can be secured from full size figure. Make sure that the style of the hat is of the latest shape.

Wording suggestion for a hat card: "London and New York hat styles—well known brands."

**No. 5.**—The figure of a parrot makes a good novelty card and can be used in any store with wording that is suitable for any kind of merchandise.

Here are two suggested wordings: "Come in and talk it over with us." "Our values talk for themselves."

**No. 6.**—This figure provides an excellent outline for a silhouette drawing. One glance shows you the very style and cut of the dress and hat worn. This was taken from a monthly fashion book.

Wording suggestion: "We are small girl outfitters."

**No. 7.**—Here is another man's head silhouette. This is best used for a collar show card. In fact the collar shown here is one of the latest styles, widely advertised by a prominent maker. This was taken from a daily paper.

Wording for card: "Let your neck be free and

easy in our latest style collars."

No. 8 shows a specially good illustration taken from a magazine advertisement and transferred into a silhouette. It can be used on grocery show cards with good effect.

Here are some show card wording suggestions: "Good cooks say our groceries are always reliable and up to a high standard. Give us your weekly order."

"While doing your daily cooking don't forget that we have everything that good cooks require."

This drawing could also be used by a hardware merchant to advertise cooking utensils.

No. 9.—The hand makes an excellent and easily-made silhouette for show-card use. If a couple of sizes of these are kept on hand to be used as patterns the drawings can be made very rapidly.

No. 10 shows late style frocks and could be used on a show-card for a window display of dresses, of similar lines. This should be used on the left side of a card.

No. 11. — If the hardwareman carries electrical fixtures here is an idea for a silhouette show card illustration. It is a daily paper illustration.

Suggested wording: "Our electric fixture department is showing many new styles in table lamps."

No. 12.—The boot and shoe section has many opportunities to get the proper illustrations for this form of show-card work as nearly all of their illustrations have the right outlines for this work. Make sure to get the latest styles in footwear.

No. 13.—A very dainty illustration for children's headwear taken from a daily paper. The daily papers are full of just such illustrations.

Showcard wording: "We are featuring dainty Panamas for the little folk. Priced from \$2.25 and upwards."

No. 14.—If you are a handler of pipes, this will show what good silhouettes can be made from a catalogue illustration.



Chart 16.

No. 15.—A silhouette cut as it was taken from a cut catalogue. This pose is called the "Speaker," and can be used on a show card with general wording: "Let us show you that we are giving bigger and better values than ever."

No. 16.—A drawing of a cod fish. If you are a grocer with a fish department, a fish illustration in silhouette makes an attractive show card.

Wording suggestion: "Fish in large variety from fresh and salt water."

No. 17.—This drawing was taken from a picture of a hunt scene. It can be used on cards to advertise different kinds of merchandise.

Wordings: "After that invigorating gallop our excellent line of groceries will appease your ravenous appetite. Order a supply to-day." "We are outfitters to men who participate in the chase."

No. 18.—The ball player illustration is a good one for advertising sporting goods. Cuts like this can be secured from sporting sections of the daily papers.

No. 19.—The fly illustration can be used by the grocer to advertise fly paper and poisons. This was taken from a Canadian Grocer advertisement.

Wording suggestion: "Swat the fly. Arm your home against the fly nuisance."

No. 20.—An illustration of a man wearing a spring and fall overcoat. This was obtained from a daily paper and is excellent for card purposes.

No. 21.—A drawing that is full of action. From its outline you can see how eager the dog is. It makes a good illustration for a dog biscuit card.

No. 22.—The merchant who stocks bicycles will find many illustrations in catalogues which will make up into splendid show cards.

Wording suggestion: "We carry one of the best makes of bicycles our country produces."



Showing process of making silhouettes.



**No. 23.**—A very dainty illustration which can be used for afternoon or evening gowns.

A suggestion for show card wording: "Here you have daintiness and latest style combined, with good wearing qualities."

**No. 24.**—The bathing suit girl shows excellent lines for silhouette work. This looks well when used in a display of these garments.

**Nos. 25 and 26.**—Cuts like these which are found in catalogues make good show card illustrations for the hardwareman.

**No. 27.**—This is a fine illustration for a grocery card in a cereal display.

Wording suggestion: "Our splendidly flavored cereals make the children hurry down to breakfast."

**No. 28.**—You will have little trouble in obtaining a suitable automobile illustration for silhouette work. The papers and magazines are full of them.

Card wordings: "We are showing many new ideas in motoring garments."

"The auto part is not complete unless the hampers are filled with our cooked meats, canned goods and confections."

**No. 29.**—Here is a drawing of a diving girl. This

makes an attractive illustration when used on a card in a bathing suit window.

**No. 30.**—Here is a silhouette made from an ornamental floral design. This makes a very attractive card and can be used in any kind of merchandise display.

**No. 31.**—This is a striking cravat illustration. Note that this face does not show profile but enough of the chin and cheek bone is showing to give it the proper life.

**No. 32.**—Can be used for several different purposes. Here are some show card suggestions:

"You may knit for the soldiers while our fireless cookers do your work."

"We are headquarters for wool for soldiers' socks."

**No. 33.**—A little floral spray that can be used as an end piece for any show card.

**No. 34.**—A girl waving a handkerchief, evidently saying good-bye to friends.

**No. 35.**—A basket of flowers for any class of show card.

You must bear in mind that you may not be able to secure these same drawings to make silhouettes from. This is just to give you an idea of what can be made from illustrations you see every day.

## ALTERED STYLES IN MILITARY LINES STIFF STICKS NOW THE THING

**M**ARKET conditions and styles are becoming extremely important in military lines. It will readily be appreciated that an advance in raw materials necessitates advances in such finished products as spurs, etc., but one might have expected styles to remain more steady than has been the case. Nor were the extreme changes coming as the result of raw material scarcities looked for a little time ago.

Innovations have come in swagger sticks and canes since the commencement of the war, and it is well worth the retail merchant's while to take advantage of these changes so that he may offer the private soldier, the non-commissioned officer, and the commissioned officer exactly what is proper for his rank.

Now there was a time when the light bamboo cane or swagger sticks about 27½ inches in length, was the proper thing. Still this is used, but not as much as formerly, probably the real reason for this being that such flexible bamboos are practically off the market at the present time. The demand has been so great that the existent supply has all been consumed and new stocks cannot be grown fast enough.

There was a rattan cane covered usually with cotton which was very popular too, but it is practically off the market now.

What is being called for at the present time is a swagger stick of the same length as formerly, but without the bending qualities which were so desirable. A stiff stick, somewhat heavier than the old swagger cane, is what is wanted.

The manufacturers think that one reason for this is that the swagger stick is serving a real purpose these days. When a man is on patrol he likes a stick which may be some use as a weapon of defence and offence. A soldier sometimes get into a tight box even before he goes overseas, and a stick of this kind is appreciated.

Some of these swagger sticks are being turned out in very swagger style. One jobber is selling for the privates a line of real cherry which will retail at a \$1 each. The price does not seem too steep for a private at all, nowadays. They have the money.

As well as the difference in weight, and the passing of the flexible cane for the stiff one, a change is noted in the ferrules. These now are made largely in cartridge shape, and as metal is considerably up in price, there has resulted an advance in the price of swagger sticks. The cheaper grade being made now retailing at about 35c and as has been stated they range up to \$1.00.

For a non-commissioned officer a longer cane and a much stiffer cane is being shown. Time was when only the sergeants were allowed to use this cane, but now these have been authorized for the corporal as well, and the demand has been growing as a result. Of course, the head of the N.C.O.'s cane must not have any crooks on it. A cap of some metal is put on the top. A crook would never do—that is only for the commissioned officer.

Canes for the commissioned officers, by the way, have not changed materially since the war began. The cane is of bamboo with an ordinary crook, and the artillery and cavalry use a riding crop.

---

The Anderson Clothing Company, Bowmanville, for nine years carried on by Chas. H. Anderson has been taken over by J. N. Webster of London, Ont. Mr. Anderson has enlisted with the 136th Battalion for overseas. He is in charge of "B" Company, stationed in Bowmanville.

---

Charles Arthur Laframboise, for ten years past Montreal representative of Nesbitt & Auld, Toronto, passed away recently at his home, Elmwood Ave., Outremont.

### RETIRED

He used to be a business man, and had a whopping trade;  
From dawn to dark he used to plan, and quite a wad he made.  
But now he lives a life of ease, by no ambition fired,  
And in the business circles he's declared to have "retired."

It seems depression came; the skies of business all were dull.  
He thought that he'd economize because there was a lull.  
He stopped his advertising—so in memory he grew dim;  
He didn't retire from business—no, the business retired from him.

# READY REFERENCE GUIDE TO RESERVE STOCK

Port Hope Dealer Fixes Up Packing Cases, Numbers Them, and Indexes These With Contents on a Card Upon the Wall

*By a travelling staff member.*

**P**ORT HOPE, April 24 (Special).—There's a good idea in the basement of the Jennings' men's wear store in this town, as well as a number on the ground floor, and fortunately a representative of The Review was invited down to see something for which credit must be accorded to Mr. Barkwell, the right-hand man of the proprietor. We are about to introduce you to a device that any men's wear man can utilize for himself, a ready reference guide to his reserve stock.

This is in no sense a stock list, although the quantity end of the stock could easily be taken care of. This deals rather with fixing the location of the stock in its various receptacles. As a rule, one person is in charge of the stock room, and, although he knows where each line has been located, the rest of the staff are more or less at sea even in the case of a comparatively small reserve stock. Moreover, when there is a definite place for each line of goods it is far easier to keep track of the quantity of each line on hand. That is a second advantage of the plan of the Port Hope store.

## Sheet of Cardboard, 1, 2, 3, 4, etc.

On the wall of the basement, at the foot of the stairs, is a sheet of cardboard tacked up and filled in after the following manner:—1, Christmas Boxes; 2, \_\_\_\_\_'s Blue Label Shirts and Drawers; \_\_\_\_\_'s Red Ribbed Wool Shirts and Drawers; 3, Fleece Shirts and Drawers, \_\_\_\_\_'s 4, Tan Fleece Shirts and Drawers; \_\_\_\_\_'s 17, Ladies' Wool Sets, Wool Gloves, Silk Scarfs. And so on up to 22 or 23.

Now what do these numbers mean? Simply that there is an ordinary packing box along the wall of the basement with a number corresponding to that on the card, and in the box is kept the line that is described on the card. In other words, not only does that reserve stock card contain a list of the goods, but the exact location.

## A Double Advantage

"If anyone is waiting on a customer and wants a special kind of underwear, for instance, that is not 'forward,'" remarked Mr. Barkwell, "all he has to do is to look at that list, find the number of the box where these

lines are kept, and get them at once, without stopping me from waiting on a customer, it may be.

"There is another advantage—an easy way to know when stock needs replenishing. All one line is before you in the one box, and you can jot down the requirements at the time you happen to be getting something out, or you can go through the boxes specially in a very short time, for a glance is sufficient to tell you where there are gaps."

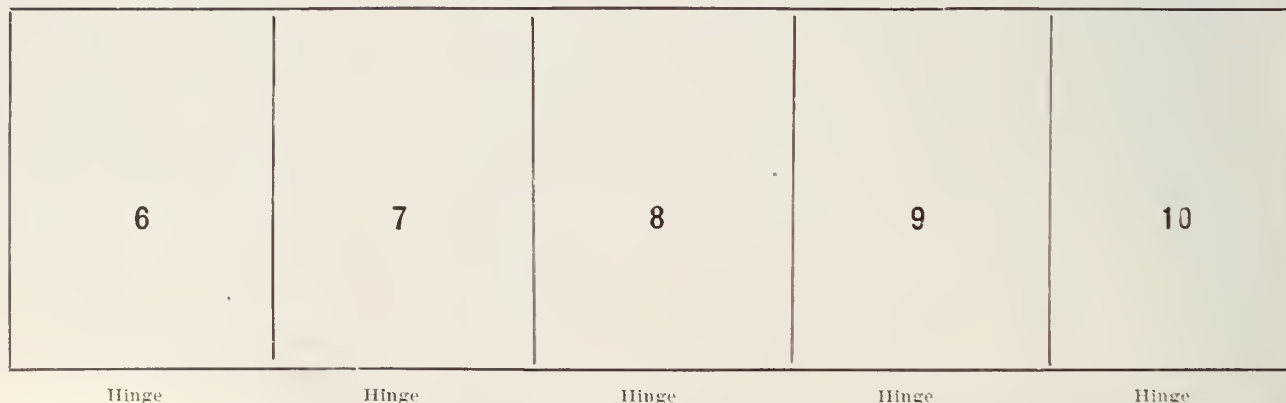
The list on the wall is revised, of course, not only season by season, but several times, perhaps, in a single season, as one stock is used up and another is replenished. Often the lessened stocks are doubled up as a season wanes, and one box will hold two or three lines, while another will be divided among several boxes at the height of deliveries.

## Turns Cases on Their Sides and Puts on Door

These boxes are made in a very simple manner. They are the ordinary ones that come with goods, and which most merchants consider as so much "junk." Mr. Barkwell, however, puts a new top on them, turns them over on their sides, attaches a hasp and hinges on the lower side of the top, and there they are, with a door opening outwards, handy to get at, and the stock inside is kept from the dust that accumulates of necessity when the reserve stock is kept on the open shelves of the basement, as in the ordinary store.

## Carries Motorists' Goods for Ladies

In the sample list of stock that is quoted, it will be noticed that several lines of ladies' goods are mentioned, mostly knitted. These have proved a lively side line for this store in the Summer season when a number of American visitors come over and board or have cottages in the vicinity of the town, and, of course, all own their cars. Mr. Jennings then displays in his windows ladies' aviation caps, gloves, silk coats, etc. This is all the publicity work he seems to require—these invaluable windows, the store's eyes—to work up a nice little extra business.



Row of packing boxes with numbers corresponding to list on the wall. The front is the "door" which opens on an improvised hinge.







# FOOTWEAR DEPARTMENT



## A TRIM THAT BOOMED SHOE FOOTWEAR SALES

Ideas Here of Value to Those Who Want to Boost This Department of Their Business.



**F**OR the readers of Men's Wear Review who are operating footwear departments in connection with their establishment—and the number of these is very considerable—the above illustration of a window trim of boots and shoes will be full of suggestions.

This trim was made, of course, in a case which offers the very best facilities for arrangement. The window itself is not particularly large, but standing right out in the centre of the store's main window, it is bound to command attention.





Protected!

**KANTKRACK**

Trade-Mark Registered

The features that have made **KANTKRACK** coated fabric collars unapproachable are fully protected by patents. **KANTKRACK** collars stand outside the pale of competition. Only **KANTKRACK** collars can be made with the *Flexible Lip* and the slit over back buttonhole. These features add to the wearing qualities of **KANTKRACK** collars, relieving all strain and preventing pressure on the neck from the back button.

*FURTHER PROTECTION IS GIVEN THE RETAILER* handling **KANTKRACK** coated Fabric Collars *by our guaranteed Sales plan*, which enables you to 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.

**ANOTHER POINT—KANTKRACK** Coated Fabric Collars are made in ONE GRADE ONLY AND THAT THE BEST; sold direct to the trade at one price to all. If your order should include styles that do not suit your trade, send them back prepaid and we will replace them with the quick-selling styles. Order a few styles to-day and take advantage of our square, straight dealing policy.

**We stand behind the 3 K K K and protect you. Remember the 3 K K K.**

The Parsons *and* Parsons Canadian Co.

*Makers of the famous KANTKRACK coated linen collar*

HAMILTON, CANADA



Be it said for the decorator, Mr. Edwin Oehmig of the Boston Store, Rossland, B.C., the opportunity afforded was seized upon.

Now many merchants who are anxious to play up their footwear department have not got such a window, but in a differently arranged front, many of the effective features shown in this trim could be employed, and no doubt being employed elsewhere, they would, as was the case in this men's wear store, do a great deal towards stimulating sales.

In describing this trim, Mr. Oehmig has this to say: "The upper part of the background consists of an embossed cut-out frieze of an oak forest, wherein there were beautiful shaded effects, ranging from dark to light oak. A piece of sky blue velvet was secured and tacked tightly upon a board. The frieze was placed upon this, the resulting appearance being that of a real forest, in which the blue sky was visible through the trees, the perforation causing the blue to show through.

In the centre of the show case was placed a lamp, the top of this being covered with violets. Around the edge of the lamp was made a border of violet leaves. From this border hung violet colored ribbons with the flowers themselves tied at different distances down the ribbon. The ribbons were cut at various lengths, this to get away from the awful set appearance one so often sees in window trims.

"The mats used were a deep shade of purple with a cream ball edging.

For the sign, which is so prominently in the front of the window trim, there was used cardboard of a rich shade of tan, and the lettering upon this was executed in two shades of purple and black.

The boots and shoes themselves were not labeled with price tickets, as in this particular instance such labelling was unnecessary, the prices having been brought out in the central card.

## OF A PERSONAL NATURE

W. Brown is taking over Pte. D. Small's tailoring business, Red Deer, Alta. Mr. Small is "doing his bit" in the great war.

E. K. Dallimore, who has been representing Cluett, Peabody in Eastern Ontario has joined the ranks of the 70th Battery, Toronto, for service overseas. Before joining the Cluett, Peabody sales staff Mr. Dallimore was with Hickeys, 97 Yonge St., Toronto.

Within the last few days a new concern has selected Saskatoon as its headquarters for the Province. "Bertrum's Limited," a company incorporated under the laws of Saskatchewan, will do an exclusive business of wholesale jobbing and manufacturers' agents in men's clothing, furnishings and small wares. It is the first concern of its kind to locate in the City.

The death occurred at Winnipeg, of William Rothwell, at his residence, 50 Sherbrooke street. For a number of years he was a member of the men's furnishing firm of McLeod & Rothwell, Portage La Prairie.

Bills Limited have opened a store for the sale of hats and caps, at the corner of Logan and Main streets, Winnipeg.

A prominent Toronto business man and ex-Dominion Trade Commissioner died in the person of Mr. George Anderson of 30 Roxborough street west. The late Mr. Anderson had been engaged in business in Toronto for the past thirty-three years. He served for many years as manager of the Toronto branch of the Imperial Oil Company, and latterly founded the Crown Tailoring Company.

Pickard & Pickard are putting new and modern front on their store on Cumberland street. The alterations will be commenced at once.

The Jackson Manufacturing Company, Limited, of Clinton, have started operations in the Campbell block, Seaforth, where they have installed 20 power machines to be run by hydro, and will add more machines from time to time if additional help can be secured. Mr. Palmer, of the Clinton factory, will be in charge and will move his family to town.

The Sanford Clothing Company have reopened their Seaforth factory and expect to have it running in full capacity by next week. The factory will be in charge of Mr. F. Robinson, who is a practical man. Hydro power will also be used in this factory to run the machines.

In Colcock's gents' furnishing store window, Brock-

ville, there is on exhibition a gas bag that has seen actual service on the field of battle in France.

Clayton Baughmann is now occupying his fine new stand in the Tecumseh House corner, Wallaceburg. He contemplates a few more changes which will make his one of the most up to date men's wear stores in Ontario.

L. L. Lyons, of Hamilton, head of the Lyons' chain of clothing stores, has been in Chatham in connection with the damage done by the recent big storm. The water poured in through the roof and skylight, flooding the store and soaking scores of suitings, as well as a part of the furnishings stock. While the water did not injure the cloth to any great extent, it has affected the selling value, and the firm's loss is considerable.

Just west of the main entrance of the Royal Connaught Hotel, Hamilton, is R. B. McLelland's new men's wear establishment. When the Old Waldorf Hotel was closed Mr. McLelland moved to a site beside the Wellington Arms, but is now going back to the old site.

The gas helmet sent by "Pete" Carr, of the Pioneers, to his brother, Frank Carr, is now on exhibition in the window of the Tip Top tailors, St. Thomas.

A large contract for 48,000 pairs of service pants has been awarded the Walker Pant and Shirt Company of Walkerville and Chatham, by the department of militia and defense. The approximate value of the order is \$50,000. Work will be started at once and the contract calls for the completion of the order by January 1, 1917. The Chatham staff at the plant will be increased to 75 or 100.

Frank Calbeck, formerly of Calbeck & Barber, has reopened a tailoring business at 91 Colborne street, Brantford.

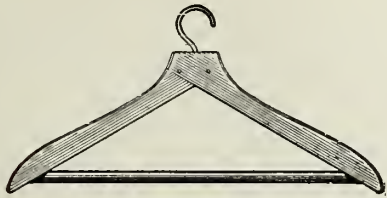
J. W. Lowes, has sold out his men's business on Second Avenue to A. H. Gebbie, from whom he purchased it six years ago. Stock-taking is now progressing and Mr. Gebbie will take possession very shortly.

Mr. Lowes intends to enlist and will leave for Winnipeg shortly to take the officers' course.

Malcolm McLean passed away in Hamilton, recently, after an illness of six months' duration. He was 41 years of age. He had been a resident of Hamilton for the last seven years, and previous to his illness carried on a men's furnishing business at 276 King street.

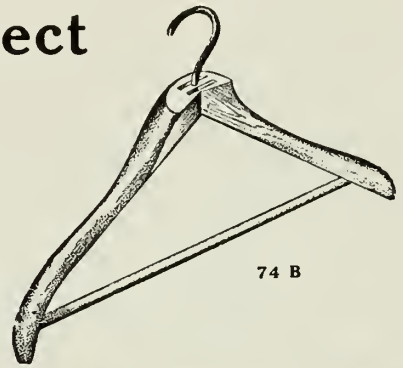
Bilton Bros., Toronto, have moved from 99 King street west to 113 King street west.





33 I.B.

# Taylor's Perfect Coat Hangers



74 B

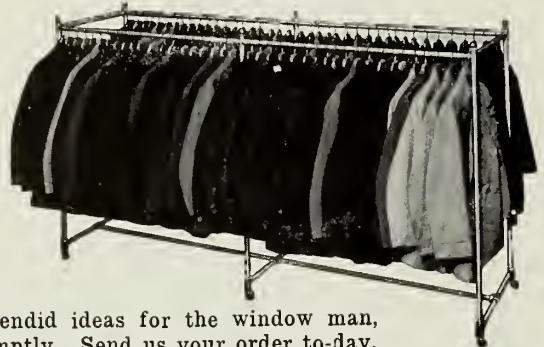
- No. 33 I.B.—Combination Suit Hanger, per 100 \$ 7.50
- No. 33 B.—Boys, 15 inches wide, per 100.... 7.50
- No. 74 B.—Combination Suit Hanger, with inserted Trousler Bar, per 100 ..... 15.00

A Perfect Hanger

## Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers.

- Six feet long, six-post ..... \$13.00
- Eight feet long, six-post ..... 14.00
- Ten feet long, six-post ..... 15.00



Our complete Catalogue No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders filled promptly. Send us your order to-day.

**The Taylor Manufacturing Co.** 43 Hughson Street HAMILTON, ONT.



Will Stand Comparison with any Chambray Shirt

*Values Unsurpassed.*

*Are you profiting from this stock?*

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



EMPIRE MADE



## A Nugget of Profit

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

*There is a good profit for you.*

**The Nugget Polish Company**

LIMITED

9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

- QUEBEC - - - - - R. E. Boyd & Co., Montreal
- NOVA SCOTIA - - - - - Arthur Fordham & Co., Halifax
- NEW BRUNSWICK - - - - - C. A. Munro, St. John
- BRITISH COLUMBIA - - - - - J. Leckis Co., Vancouver

The Men's Wear Review Chart of Correct Dress for all Occasions  
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 hat-wing	Yellow chamails or tan cape	Cotton, lisle or silk; black or subdued colors	Black or tan	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; knickerbockers with straw or buckie, knickerbocker 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	Raglan loose-fitting or cape or Burberry	Plain gold bar pin; gold links.
WEDDING, MATINEE, 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 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 plique or linen or black or grey fancy silk	Same material as coat, with or without braid	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or smart plique, one stud showing	Poke or wing	With straight ends, plain white or small plique 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 or linen, single-breasted.	Same as above	Soft or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gum metal pumps	Same as above or dull calf	Same as above	Same as above

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# J

## The New Way

Economy in Retailing by reduction of overhead expense.  
Greater Efficiency from scientific and modern methods.  
Increased Business from better store service.



### The New Way Revolving Wardrobe

Only one line in the New Way System. Others are Wardrobes for Hats, Furs, Ladies' Wear. Sectional Units for every department of Men's Wear and Department Stores.

The E. R. Fisher Store, of Ottawa, is being equipped completely with New Way Wardrobes and Units after a personal investigation of the New Way method by Mr. Fisher.

*Send for particulars and demonstration booklet.*

**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.

*In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.*

# Western Canada Headliners in July MacLean's

The three leading contributors to MacLean's Magazine for July are from Western Canada: **Robert W. Service**, the song-writer of the Yukon Sourdough; **Agnes C. Laut**, the distinguished author of "The Lords of the North" and numerous other stories of Western Canada life, and more lately the dynamic contributor to current literature on war and business topics; **Nellie McClung**, famous throughout Canada as speaker, campaigner and writer, and who carries with her all the vigor and freshness of a prairie breeze.

MacLean's Magazine is vibrant with the spirit of Canada to-day interpreted by the Canadian writers of first rank best fitted to treat of the topics assigned them. It is a Magazine with a universal appeal, a live interest for every member of the family. It is the Magazine every Westerner will appreciate.

Consider the following list of writers and articles in the July issue and ask your news dealer for the July MacLean's.

**Robert W. Service** whose virile verse places his books at the head of the best sellers, is driving an ambulance car at the front in Flanders, and his war poems, appearing exclusively in MacLean's Magazine, are saturated with the spirit and color of the trenches. "The Haggis of Private McPhee" in the July Number, is a humorous and yet pathetic treatment of a subject dear to the heart of every Scotchman. C. W. Jeffrey's illustrations make it more realistic.

**Agnes C. Laut** Well known to MacLean's readers for her amazing revelations of German machinations in the United States, and whose intimate connection with those high up in financial, business and diplomatic circles in the neighboring Republic, has given her series of articles in MacLean's presence positively startling, contributes to the July MacLean's yet another of outstanding import under the heading of "Canada's Greatest Service to the Empire."

**Nellie McClung** raises the startling question, "Now that women have the vote in Western Canada, will they want to sit in Parliament?" Mrs. McClung, herself a leader in the Western feminist movement, answers this question in a characteristic article in the July MacLean's.

**Brigadier-General Logie** A fascinating character sketch of the Hamilton lawyer, who, casting aside his gown and his briefs, is organizing and training as head of Number Two Division, a Canadian army larger than that Britain sent to Waterloo under Wellington. By Hugh S. Eayrs.

**Immigration after the War** Some plain facts are given and deductions drawn by Fisher King. No more vital question is occupying the minds of Canadian statesmen. Every business man should read this article.

**Stringer and McFarlane** continue in the July MacLean's their captivating stories, "The Anatomy of Love" and "Behind the Bolted Door?" Both these men are first flight fiction writers, and both Canadian born and bred, and both with continental reputations.

Then there is that ever-popular department, The Review of Reviews, which gives the busy reader the cream of the world's best periodical literature.

Buy the July MacLean's. Learn at first hand just how good and how interesting this thoroughly Canadian Magazine is.

*If you can not secure a copy from your newsdealer, send 15c. in stamps for a copy of July issue, or \$1.50 for a year's subscription.*

The MacLean Publishing Co., Limited, 143 University Ave., Toronto

**JULY** ON SALE AT ALL NEWSDEALERS **15c**



# 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

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# The Publisher's Page

**S**O many of Men's Wear boys are now in khaki that merchants everywhere are experiencing a new difficulty. Inexperienced boys are taking the places of their trained men who have enlisted.

These young fellows have a lot to learn about the goods sold in a men's wear store. The easiest way for proprietors to train these new assistants, under present conditions, is to insist upon their studying each month's issue of Men's Wear Review.

The advertising pages will be specially valuable, for they will give detailed information regarding articles that the new clerks should know in order to develop selling efficiency.

G. R.





"MADE IN CANADA"



CEYLON  
*an* ARROW  
LIGHT STARCHED  
COLLAR

WORN WITH PIN—OR WITHOUT—  
AN ULTRA STYLE EXPRESSION

**CLUETT, PEABODY & CO., Inc., Makers**  
Factory: St. Johns, Quebec

Salesrooms: Montreal, Toronto, Winnipeg, Vancouver

# Mentally, are you inferior to a bank president?

This advertisement is addressed to the younger men at or near the head of business houses.

It is addressed to you because you have ambition not chilled by the experience of many failures.

It is addressed to you because you have a will — and the strength — to attempt big things.

It is addressed to you because the circumference of your world is always widening—this because of energy on your part and a vision of things far off.

Your world is the world of money and business—very big worlds. They are worlds concerning which you ought to know much.

In particular, you want to know—or should—about Money and Business in Canada. This desirable and essential knowledge can be obtained from reading and study.

But you require an index—a guide, and this you will find in THE FINANCIAL POST, a weekly newspaper, the subscription price of which is \$3.00 a year.

This newspaper tells you about Money and Business in Canada. It lifts you out of your own rather confined world, and puts you into the world of the men who are doing big things.

Now it is clear that you can make more money if you understand Money and Business after the manner of these men at the head of our great banks, financial institutions and manufacturing establishments.

Now this same Big World is open to you—but you must enter it of your own accord, and with a sincere purpose to become familiar with it. The bigger world will adopt you and reward you if you choose to live in it.

These men are probably not a whit better equipped mentally than you. Their advantage lies in this circumstance: namely, that they have chosen to live in a bigger world—the world of Big Money and Big Business. And living in this world, they have stretched out farther and higher—in the direction of richer prizes, by preparing themselves constantly for greater opportunities.

The Post's Business Outlook alone will give you an invaluable acquaintance with big affairs and with the tendencies in business. This helps to give you that foresight so essential in directing your own business to greater success. Read The Post for this Business Outlook if for nothing more. It alone may easily be worth the subscription price to your business.

This is why we urge you to become a regular reader of THE FINANCIAL POST OF CANADA.

And as a young man of ambition and outlook, you will, we feel sure, fill in the form below and return to us.

## THE FINANCIAL POST OF CANADA

143-153 University Ave.

Toronto

THE FINANCIAL POST OF CANADA  
143-153 University Ave., Toronto.

.....1916.

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.....





# "Dominion" Raincoats

MADE IN CANADA

*Best for Style, Fit and Finish*

Materials of the highest standards: workmanship, the best that money and skill can provide: style, fit and finish to please the most critical dressers. That's why DOMINION RAINCOATS have become the recognized standard by which to judge Waterproof Clothing.



We insist that DOMINION RAINCOATS shall be the best possible raincoat-value the trade can buy. Don't accept our statement for this fact. EXAMINE the garments. COMPARE them with any line in the market to-day and JUDGE FOR YOURSELF.

*Write for Catalogue, Price List and Swatch Books.*

**Canadian Consolidated Rubber Co., Limited**

MONTREAL, P.Q.

*28 "Service" Branches Throughout Canada*



# Tooke

## KUM-SEALED

### Athletic Underwear



Each suit in a sanitary sealed package and always fresh from the laundry.

Tooke's Kum-Sealed Underwear is light, cool, and comfortable, and has a perfect fitting crotch. Is soft, like silk, yet is very durable.

Every seam is reinforced. "Gives" with every movement of the body.

Each garment is in a transparent package, and can be featured in your window.

Made in two-piece and combinations.



## Tooke's D.S. Shirt

D.S. means double service, and that's what your customers get when they buy D.S. Shirts and Drawers all in one piece.

They won't have the uncomfortable feeling of the shirt crawling up under the belt, as with the drawers being attached, the shirt keeps its smart appearance when the coat is off.

It is the only shirt of its kind on the market, and a man need not completely undress to take it off.

Sell this to your golfing, bowling, etc., customers who want to be well dressed and yet comfortable

*Write your nearest branch.*

# TOOKE BROS., Limited

Montreal

Toronto

Winnipeg

Vancouver



# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI

PUBLICATION OFFICE: TORONTO, AUGUST, 1916

No. 8

Reid's  
"Shure-two-Slip"  
Cravat  
PATENTED MAY 1916



**T**HIS cravat is a **real success**, because it is backed up by a **real idea**. During the past Spring season it has proved to be the **only tie** that will slip with ease through any **style** of collar.

The neckband being **all satin—both sides**—permits the tie to slip through the smallest space. It looks good too—the **colors** of the neckband are carefully **matched** with the silks used.

The "Shure-two-Slip" patented neckband is on Reid's Neckwear for Fall at prices ranging from **\$4.25 to \$16.50** per dozen.

**A. T. REID CO., LIMITED**

*Makers of High Grade Neckwear for Men  
Including Reid's Real Bengalene Cravats  
In Forty Plain Shades*

**TORONTO**

**CANADA**

# Does the "Price-in-the-Pocket" Help the Merchant?



Some Merchants say that it does not—and that it is usurping the prerogative of the independent seller.

That is the one disadvantage—and the one that ever Hammer knocks—for, in the language of our Competitor, it is "pure dictation."

Yet when we offer to leave the label off altogether—there is again strong objection.

Nor could we leave the price off if we would—for we are bound by our own twenty-year bonds—and the People know that Semi-Ready has a Price-in-the-Pocket Policy, and would naturally question any garment without it.

Advantages of the price-in-the-pocket outweigh any theoretical disadvantage.

That price-in-the-pocket holds us to our standard of quality—and it is a stronghold in war times.

Any young man with \$1,500 cash can start a business of his own.

We help him if he has experience and ability to back up a small Capital.

We help with Credit, with Promotion, and in getting in touch with the right people.

Some of our most successful Merchants in Canada started in Business with \$1,500 cash—some had less.

We have the Plan—and we have some good open towns that are ready for present occupation, for a Men's Wear man.

It has been proven that a Semi-Ready Store will pay in any good town—will get the business and hold it.

It eliminates bargaining and bartering by the buyer who likes to beat the price down.

It is put on by makers who know what the wool costs per pound; the cost of the suit is governed by the value of the cloth.

It makes the stock standard, and staple; many big Semi-Ready Stores have never sold suits below the price-in-the-pocket; while others have clearing sales only once in four years. There is not the loss usual to bargain sales.

The Customer likes it, and the Customer is King. Plain prices and fixed prices appeal to the fair mind always. And a man comes to a store because he trusts the owner; if aught occurs to arouse distrust he never comes again.

"I've been wearing Semi-Ready for years." is the oft-repeated statement of many men who proudly show the label in the pocket.

It's a great asset; it has no liabilities other than the prejudice based on an idea, and that idea is a "non-existent."

"What the People Like" is what pays.

Ours is a Selling System of Co-operative Effort. We neither interfere with nor seek to control any man's business policy.

We simply let him use ours—a system with Twenty Years of Success behind it.

Open Towns in Canada like Owen Sound, Berlin, Smith's Falls, Hull, Portage la Prairie, Prince Albert.

Tell us where you would like to locate, and we will find the Store for you.

Get in touch with our Department of Business Locations.

We are in Earnest. Where we have no Customer at present means that there is an opening for a high-class Men's Wear Store. We will look up a good store for any man in any town where we are not now represented.

Address all enquiries to H. A. Nelson, President

## Semi-ready, Limited

Montreal, Canada



---

# SUCCESS COLLARS

are still

**2 for 25c**

and the Quality and Workmanship  
have not been reduced in any way.

---

Can you do without  
a 2 for 25c Collar?

---

*Order from your nearest wholesaler.*

*The Canadian Converters Co. Limited.*  
*Montreal*

## THE "AEROCAP"

THE LAST WORD IN MILITARY TRENCH CAPS

Self Ventilating  
Cool and Light as a Summer  
Zephyr

MADE IN

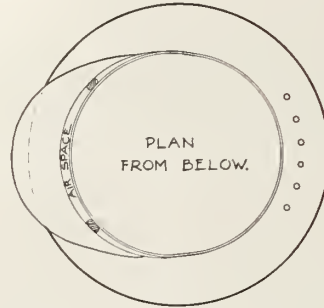
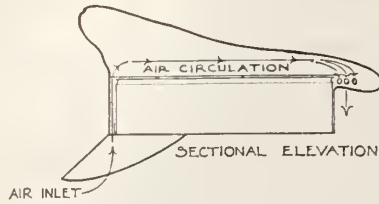
Light Weight Serges and  
Gaberdines (Shower Proof)

## HELMETS

OFFICERS' KHAKI "WOLSELEY  
PATTERN"

Two Grades, Fine and Extra Fine

THE AEROCAP



PATENT APPLIED FOR

Full Line of  
METAL TRIMMINGS  
FOR NURSES' UNIFORMS

## FOX'S REGULATION PUTTEES

## LEGGINGS

PIG SKIN AND HIDE

Spiral Strap and Spring Front

## CANADA MILITIA BUTTONS

BRASS, RANK AND FILE

Special Prices in Quantities

## WATER BOTTLES HAVERSACKS SWAGGER-STICKS

# WILLIAM SCULLY

Office

320 UNIVERSITY STREET, MONTREAL, QUEBEC

Factory

# MILLER MILITARY BREECHES or "PEG-TOPS"

—the most popular military line yet introduced

Dealers everywhere find Miller Breeches an exceptional seller—the material, "snappy" appearance, fit and comfort of these lines make an immediate appeal to every soldier.

## The Men Will Keep Coming Home on Leave from the Summer Camps

Make your Military Department stronger than ever, as most every soldier will want a new outfit when he comes home on leave.

Play up "Miller Peg-Tops" and the rest of the Miller Military Family, and a big cash business will be yours.

Miller "Rite Fit Spiral" Non-fray Puttees are real big sellers; \$21.00 dozen pairs, left and right.

**Fox's Puttees.**

Straight Puttees, \$10.00 to \$15.00 per doz.

**Haversacks.**

Privates' and Officers'.

Fatigue Shirts and Trousers.  
Officers' Drill Summer Uniforms.

**Miller Mfg. Company, Ltd.**

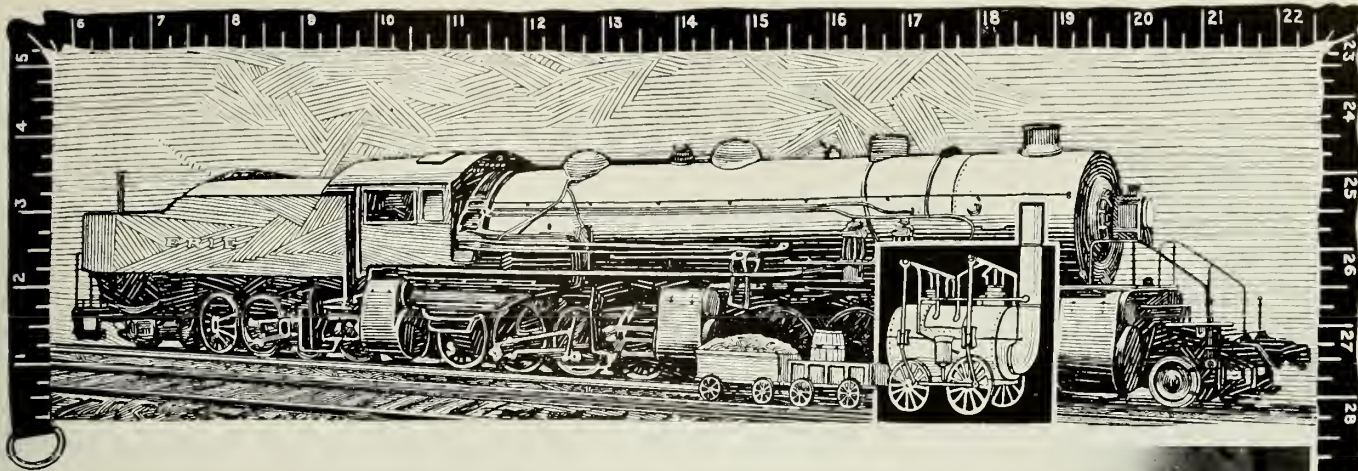
44 YORK STREET - - - TORONTO, ONTARIO

Uniform Contractors to the Dominion and Imperial Governments



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





## Measuring Lengths and Strengths

**T**HINK of it! The 9-foot locomotive hauling 8,000 pounds. Then a march of a hundred years and the 105-foot locomotive with a hauling capacity of 90,000,000 pounds!


# Stifel's Indigo Cloth

*Standard for over 75 years  
for*

## Overalls, Jumpers and Uniforms

has been a close traveling companion of the railroad in this march of progress. In the textile field Stifel's Indigo sets the standard for strength, length of service, and fast color. It's the "fabric indestructible" that imitations have never been able to measure up to.

Think of the selling value given garments of STIFEL'S INDIGO—a sales record of over 75 years, and the power of continuous advertising!

This little mark  is your buying signal. Look for it on the back of the cloth—it means full measure of satisfaction for you and your customers.

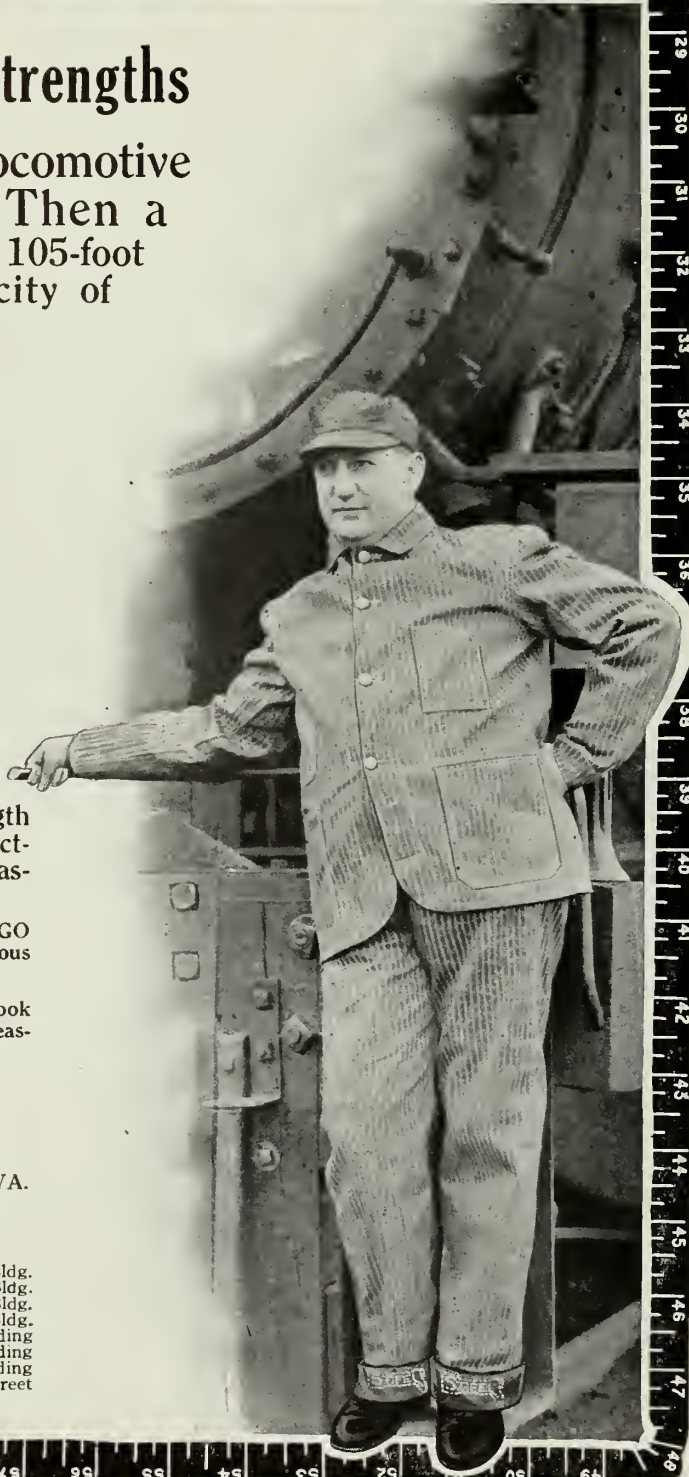
*Cloth manufactured by*

**J. L. STIFEL & SONS**

*Indigo Dyers and Printers*

**WHEELING, W. VA.**

- |  |                                      |
|--|--------------------------------------|
| New York.....260-262 Church St.            | San Francisco.....Postal Tele. Bldg. |
| Philadelphia.....324 Market St.            | St. Joseph, Mo.....Saxton Bank Bldg. |
| Boston.....31 Bedford St.                  | Baltimore.....Coca-Cola Bldg.        |
| Chicago.....223 W. Jackson Blvd.           | St. Louis.....928 Victoria Bldg.     |
| St. Paul.....238 Endicott Building         |                                      |
| Toronto.....14 Manchester Building         |                                      |
| Winnipeg.....400 Hammond Building          |                                      |
| Montreal.....Room 500, 489 St. Paul Street |                                      |



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





## Every Tommy needs one

Handy, unbreakable, rustless. Rogers' Military Service Mirror is a big favorite with the soldiers everywhere, and military dealers find it one of their most dependable sales bringers.

People are buying them every day to send their soldier friends overseas. Why not secure your share of this steady business? Begin now by ordering a sample dozen.

**CANADIAN WM. A. ROGERS**  
Limited

Toronto - - - Canada

## THE WINNERS



# CASH'S POPLIN

POPULAR

# NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At \$4.25 and \$6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

**J. & J. CASH, LIMITED**  
301 ST. JAMES STREET, MONTREAL



## Smart New Model for Boys' Lines

Will help to build up your boys' trade. It's a

# DALE

That means perfect workmanship and attractive values.

*Let us send you particulars of this model and catalogue.*

Canada's Leading Display Fixture House

**Dale Wax Figure Co., Limited**

106 FRONT ST. EAST, - TORONTO, ONT.

## Seasonable Goods for Military and Holiday Camps. The Best in Import and Canadian lines.

See what you require from the following list:

Camp Blankets, all qualities  
"Sam Brown" and Money Belts  
Summer Shirts and Underwear  
Khaki Handkerchiefs and Ties  
Haversacks, Redio Cloths  
"Soldier's Friend," \$6.00 gross  
Button Sticks and Royal Polish  
Military Books and Badges  
Fox's Lightweight Puttees  
English Leggings and Spurs  
Flannel Trousers  
"Aertex" Underwear  
Coatless Suspenders, Khaki, etc.

Sole Agents for

Young & Rochester's Shirts,  
Aquatite Trench Coats,  
The Tress' Official Service Cap,  
Unlined Sport Caps.

## Wreyford & Co.

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

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



# Brotherhood Overalls

Union Made

are filling the demand for an Auto or Union Suit.

And our plan of selling direct to the trade by eliminating salesmen's expenses and jobber's profits enables us to give our agents the very best quality in overalls, for less money than they would have to pay for inferior brands.

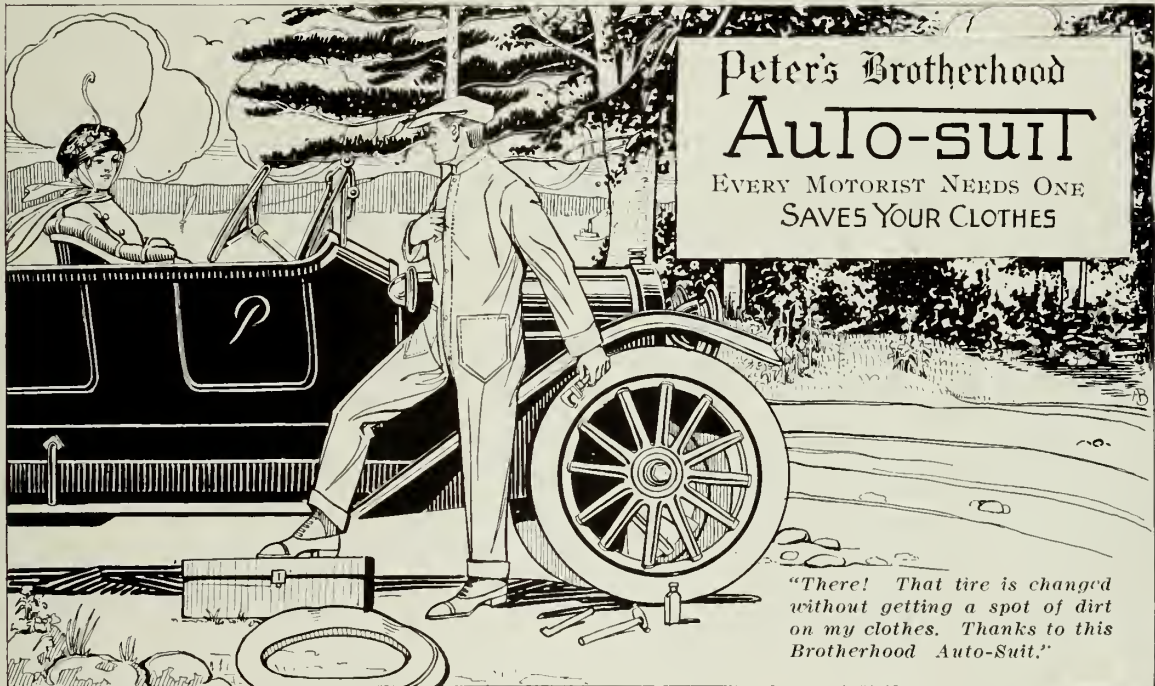
It only costs you a postage stamp to find out how easy it is to increase your customers and profits and enrich the agency for BROTHERHOOD OVERALLS in your community. This agency is open only to one merchant in each town. And we protect him. Here is an opportunity you can't afford to miss.



Front View  
Auto Suit or Union  
Suit



Mogul Apron



There is a BROTHERHOOD OVERALL for every requirement. The Auto Suit, the first garment of its kind made in Canada, is a splendid idea, one that will appeal to every motorist.

The BROTHERHOOD line embraces Overalls of every description. Smocks, Brownies, Service Coats, Carpenters'

Aprons, and Machinists' Aprons. **Quality, Service and Satisfaction** are the outstanding features of Overalls and Auto suits bearing the name "BROTHERHOOD."

Write us now. We will send you a trial order of five dozen. Or, if you prefer it, samples, express paid. Our values will speak for themselves.



## H. S. PETERS, LIMITED

WELLAND, ONTARIO

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



*The underwear that clinches the  
come-back sales by giving  
perfect satisfaction*

Your sales of underwear this Fall will be more profitable if you feature the underwear "that is different." There is extra good quality in "Imperial" Brand, and many exceptionally attractive features such as

*Lap Seam Shoulder  
Comfort-Fitting Col-  
larette  
Snug-Fitting Flap  
Closed Crotch  
Imperial Knit Cuffs  
and Anklets*

To be had in combination and two-piece suits for men.  
Push "Imperial." It's worth while.

**KINGSTON HOSIERY CO.**  
KINGSTON, ONTARIO  
ESTABLISHED 1880

## KUM-A-PART KUFF BUTTON

TRADE MARK REGISTERED

Pat. No. 12020 Aug. 19, 1902



CLOSED

OPEN

### Sells at Sight

Stays securely in buttonholes whether fastened or unfastened.

Buttons like a glove.

Makes rolling up sleeves easy.

No chance of losing buttons while sleeves are rolled. No need of forcing hands through buttoned cuffs. Overcomes every disadvantage of old-fashioned buttons.

Just what men are looking for. Supplied in a variety of designs. Three grades—\$2.50—\$3.75—\$4.50 dozen.

Advertising Matter Supplied.

**Pearson Bros.**

31 Notre Dame St. West, Montreal, Canada

## ARMY and NAVY EQUIPMENTS

The oldest and largest manufacturers of Military and Naval Equipments in the world, for

<b>Badges</b>	<b>Buttons</b>
<b>Medals</b>	<b>Swords</b>
<b>Caps</b>	<b>Helmets</b>
<b>Belts</b>	<b>Gold Laces</b>
<b>Etc.</b>	<b>Etc.</b>

*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.*



# *A User of Waterproof Collars*

and why he prefers

## Challenge Brand



### There's the Schoolboy!

—A romping, careless chap to whom a collar is often a yoke. Yet he must wear one—Society says so—Society with a capital S.

A fresh collar for the lad every day? Not on your life! He doesn't want it, and certainly Dad won't stand for it. Three cents for washing and ironing a collar! Whew! Twenty cents a week! Ten dollars a year! for one son's collars! Father can't see it!

The answer is an Arlington Collar—**Challenge Brand**. It looks exactly like a linen collar, having the finish of one; and as for wear, well if your customer wants to buy bonds, get him started by saving three cents a day.

School will reopen very shortly and stiff collars will have to be worn again—and for the school lad the sensible collar is an **Arlington**.

We wonder if you have looked at Schoolboy trade just right. Take it from us, it is mighty good trade to go after. It brings to you the mothers of many sons, and every now and then the mother enters your doors with the father in tow. First thing you know you'll catch a full grown man and all his little men.

But to the point: The right collar for Schoolboys is our Challenge Brand, 25 cent line. Every popular and favored shape. And when it comes to matching Arlington Collars with other makes of Waterproof collars, remember that our collars are one-third heavier than the same priced competitive collar.

### 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., S-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.*

# GLACIER SILKS

*New  
Fall Designs*

Beautiful, rich Swiss Silks in newest creations for Fall trade.

We are showing "Seventy-five" different designs—in our own special colors.

Our travellers now on their territory with full range for Fall.

Be sure to see these "Glacier Silks"—you will not be disappointed.

---

**E. & S. Currie  
Limited**

Manufacturers of Neckwear  
**Toronto**



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



Every Merchant Who Sells Overalls Can Swell

# Canada's Tobacco Fund

Organized by the Over-Seas Club  
Patron—His Majesty the King

Help us to take advantage of the generous offer of the manufacturers of

## Peabodys Overalls

and work clothes to assist us in supplying TOBACCO for the Soldiers.

You are asked to help by collecting the tickets from every Peabody garment you sell.

### "DO YOUR BIT"

The Peabodys Company will pay into the Over-Seas Club Tobacco Fund \$.01 for each Peabody Overall Ticket turned in.

The Peabodys manufacture about one million garments a year, which, with your help, can mean 40,000 packages of tobacco for Canada's brave sons.

The Over-Seas Club is supplying "Made in Canada" tobacco, and can send for 25 cents as much as you can buy and send for \$1.00.

The soldiers have no opportunity to buy it over there—let us do our part.

Twenty-five tickets supply one soldier with a week's outfit.



### Read what they say:--

Pte. Edward Henneberry, 25th Regt. Can. Comp. Co.:—"There is no gift more appreciated on active service than tobacco."

Pte. A. Melhurst, No. 402,450, 1st Can. Batt., No. 4 Co.:—"What the life out here would be like without something to smoke I cannot tell."

Lieut.-Col. W. H. Harrison, O.C. Div. Anm. Col., 2nd Can. Div.:—"A Tommy cannot carry on without tobacco."

The Peabodys Sale Corp. Ltd., Walkerville, Ont., will upon request furnish to you advertising literature, store-cards, ticket box, plans and complete outfit of window display matter.

If you will co-operate, don't delay, but write at once direct to the Peabodys Sales Corp. Ltd., Walkerville, Ont., or—

### CANADA'S TOBACCO FUND

Organized by  
THE OVER-SEAS CLUB

*Francis R. Jones*

Organizing Secretary

Windsor Hotel, Montreal, Que.



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

## Just what you need to sell more caps



The handsome cap stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all of his size carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5' 8" high, 27" wide, and contains 18 spaces to display 15 dozen caps. Sells at \$25.00.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

**Miller and Company**  
Sault Ste. Marie, Ont.

## 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



## Helps to Sell Boys' Suits

# "GOVERNOR" FASTENERS

FOR BOYS' KNICKERBOCKERS

have met with the greatest approval everywhere as being the only device proved perfect for adjusting knickerbockers about the boy's leg.

No Straps to tear. No Buckles or Buttons to fall off. Guaranteed to outlast the Pants itself. Instantly adjusted. Fits fat or thin legs. It saves the boy discomfort, and the mother annoyance.

Ask your clothier to furnish your Boys' suits with the "Governor" Fastener, because it helps to sell the suits.

**The Governor Fastener Co.**  
of Canada, Limited  
46 St. Alexander Street  
MONTREAL



## The Jackson Manufacturing Company, Limited

CLINTON, - - ONTARIO

Factories at Clinton, Goderich, Exeter and Seaforth

## Makers of the Celebrated "LION" BRAND of BOYS' CLOTHING



We are Specialists in Boys' Suits  
and odd Knickers

**The Largest Exclusive Boys' House  
in Canada**

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



# Here are two lines that should be installed in every well-ordered Men's Wear Store

## Taylor Perfect Coat Hangers

Made in many different styles, these coat hangers will be found excellent value. The Service rendered to dealer will quickly cover their very moderate cost. Here are some of these big values:

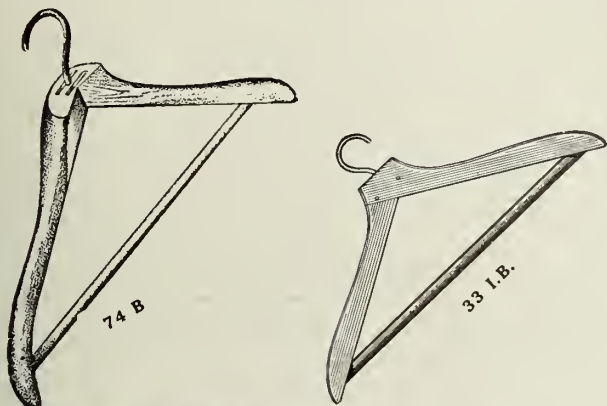
- No. 33 I.B.—Combination Suit Hanger, per 100 .. \$ 7.50
- No. 33 B.—Boys', 15 inches wide, per 100..... 7.50
- No. 74 B.—Combination Suit Hanger, with inserted Trousler Bar, per 100 ..... 12.50

## Taylor Wood Display Fixtures

—the very thing that every window man will appreciate. They offer a splendid scope for individual and attractive display.

Every fixture is finished in new Fumed Oak. Ready for Immediate Delivery. We make special finishes to order.

It will pay you to get in touch with our values and prepare for bigger Fall and Winter Selling. A postcard will bring you our complete catalog containing many valuable "tips" for better window and store display.

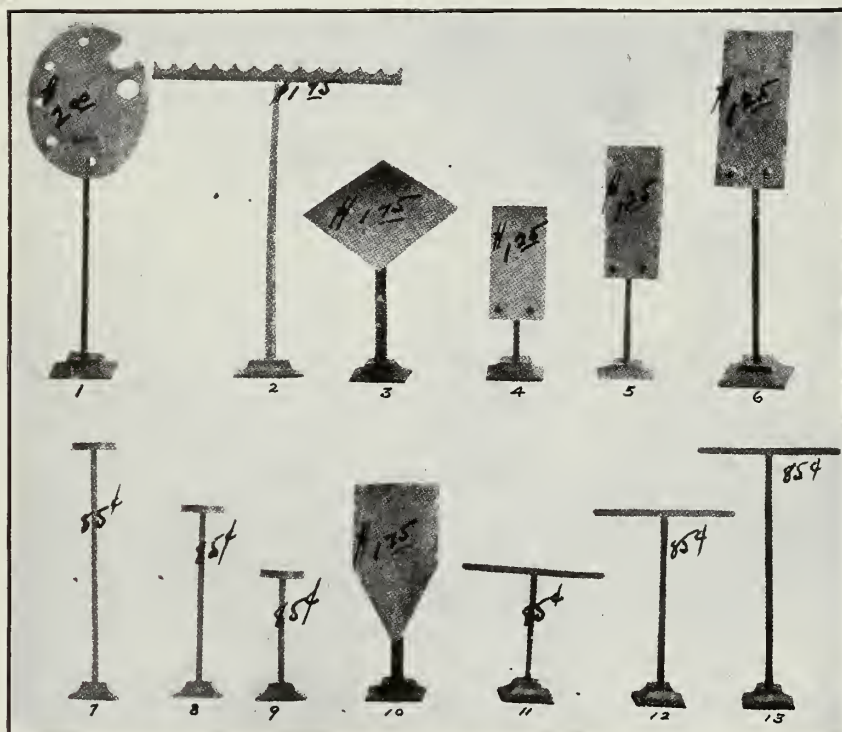


## A Perfect Garment Rack

Made of Polished Steel Tubing.

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers:

- Six feet long, six-post ..... \$13.00
- Eight feet long, six-post ..... 14.00
- Ten feet long, six-post ..... 15.00
- Suit racks, 5 feet high, 26 inches wide.
- Overcoat and Ladies' Garments 6 feet high.



**The Taylor Manufacturing Co.** 43 Hughson Street HAMILTON, ONTARIO

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

# *August 30 is the Day*

Then will appear Men's Wear Review's big issue of the year, the September Spring Buying and Fall Merchandising Number.

From all parts of Canada we are gathering information which will be of value at this important season, and in this September Number you'll see the result.

Our departments will deal fully with Spring styles.

The latest information on price changes will be given, and price tendencies noted.

Plans for increasing Fall sales, as formed by some progressive merchants, will be outlined.

Business-bringing Window Trims will be illustrated.

In short, the issue will give what you want.

And you'll get wonderful assistance from the advertisements in this number. The manufacturers and wholesalers will be using it to tell you of their new lines—will be telling of their goods, so that your young clerks will understand and be able to explain these better.

You'll get a world of valuable information from the advertisements.

Remember the date of the issue, August 30.



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*The Deacon*  
SHIRT

---



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# 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.

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# Your Spare Time

IN EXCHANGE

# For Our Money

Will you exchange a part of your spare time for our money? Does it interest you to know that we are employing hundreds of men and women, right here in Canada, to represent us during spare time and "off hours." For their otherwise leisure hours, our representatives are greatly increasing their regular incomes. A number of our best representatives find that their spare-time efforts earn for them more than their regular occupations.

Our plan takes no time from your regular duties — your spare time is all we want at present. Are you willing to exchange it for cash, providing we prove to you that money can be made? Supposing you write us a line by return mail and say, "Send full particulars regarding your spare-time, money-earning plan," *that will do.*

The MacLean Publishing Co., Ltd.

143-153 UNIVERSITY AVE.

- - TORONTO, CANADA

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

The H. G. B. Boys



Made out of Wool Khaki in ages from 3 to 10

Preparedness??

Now is the time to begin to think about your Fall requirements in the Boys' uniform lines. We have been very successful with this line ever since we put it on the market, and at times have been compelled to delay repeats 3 to 4 weeks owing to the very big demand from all over Canada.

Order now and be prepared

HELLEUR, GARIEPY & BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes  
16 Craig Street West - - MONTREAL, Quebec

"Craftana"  
Registered No. 262,000.



THE HALL-MARK OF  
Maximum Comfort and Durability  
at Minimum Cost.

First in the Field and Still Leading.

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The new Autumn and  
Winter Style-

*W.G.R.* Collar

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"MADE IN CANADA"

Embodying the Latest  
Fashion Ideas

Will be ready for delivery to  
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The Williams Greene & Rome Co., Limited.  
Makers of Fine Shirts

Warehouses: Kitchener, Winnipeg and Vancouver



# MEN'S WEAR REVIEW

*Published Third Wednesday in Each Month*

VOL. 7

TORONTO, AUGUST, 1916

No. 8

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# Men's Wear Review

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

VOL. VI.

TORONTO, AUGUST, 1916

NO. 8

## CHANGES IN HAMILTON'S MEN'S WEAR TRADE

One New Firm Starts and Several Stores Add New Departments — Window Trimmers Move

**C**HANGES of importance have taken place in the men's wear trade of Hamilton, during the month. Doubtless these have been under consideration for some little time, but nothing became generally known until early in July.

In June there came the announcement that the partnership of Begg and Shannon was being dissolved, and since the July issue of Men's Wear Review went to press comes definite knowledge that as well as Mr. Begg continuing Mr. Shannon will also retain his connection with the men's wear trade in Hamilton.

But these are not all the changes taking place. Briefly, the situation may be outlined as follows.

Begg and Shannon partnership dissolved, Mr. Begg continuing under the name of Begg and Company. The stand to be the same.

Mr. Shannon, going into business under the name of

Shannon and Grant, having W. L. Grant and W. F. Quinn associated with him as directors.

The firm of Shannon and Grant takes over the stand on James Street North, formerly occupied by Jim Joy.

Mr. Joy will continue in the clothing and men's wear business, probably, also securing a place of business in the Lister Block, a centre for the men's wear trade of Hamilton.

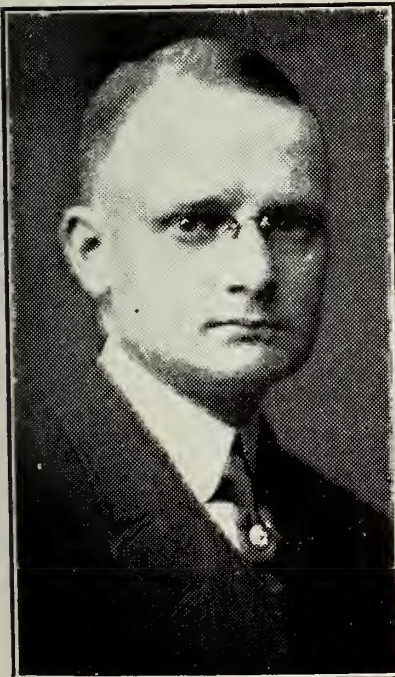
Dunfields, who have been carrying on a furnishing business in the front of the Fashion Craft Store, King Street East, are leaving Hamilton.

Fashion Craft are taking over the entire store, the additional room having proved necessary.

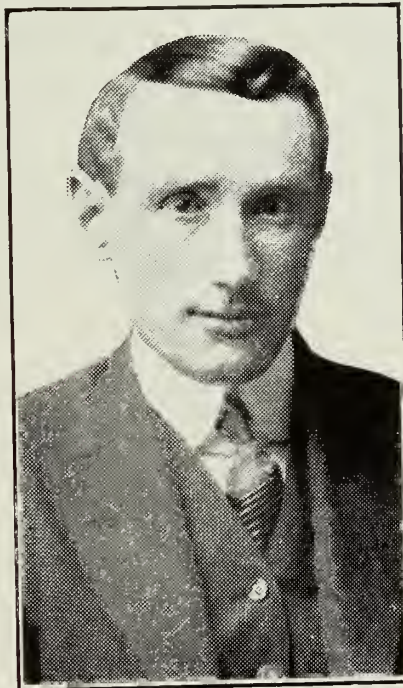
W. F. Rogers, who has been in charge of Dunfield's Hamilton business is going to open a men's wear department in connection with the Scottish Woolen Mills in the Lister Block.

H. Lindsay, with Mr. Tobey, as window trimmer, is going to the Grafton firm to act in the same capacity.

### DIRECTORS OF NEW HAMILTON FIRM



C. R. SHANNON.



W. L. GRANT.



W. F. QUINN.



Fred Petrie goes from R. MacKay & Co., to take charge of the Fashion Craft windows.

In brief such are the changes. A little fuller information, however, will be of interest.

The new firm of Shannon and Grant opened for business early in July with a sale of Mr. Joy's stock. The store was crowded.

Plans are underway for enlarging the store, which is already commodious, having the splendid windows which its corner position allows. The side windows are to be made still larger. As two stores at the back are to be taken in. These alterations will take time, but the hope is to have the store in finished shape by September first, ready for a good start at the Fall trade.

The intention is to handle men's and boys' clothing, children's clothing, men's and boys' furnishings, hats and men's and boys' shoes. The 20th Century Agency, formerly held by Begg and Shannon, has been secured by Mr. Shannon.

Shannon, Grant and Quinn seems a pretty strong combination. All have been associated in a business way for a long time.

For over twelve years Mr. Grant has been in the men's

clothing department of the old firm of Begg and Shannon—joining that firm three weeks after it opened. For the past five years he has been manager and buyer of that department.

Mr. Quinn is given credit with building up the children's business in the old Begg and Shannon firm. He was head salesman and buyer of that department.

Mr. Joy, whose store is being taken over by this new firm of Shannon & Grant, will, as has been said, continue; but is not yet definitely decided on his new location. He will retain the agency for the Thornton and Douglas line of clothing, and will carry a general furnishing line.

E. E. Bell, manager of Fashion Craft's Hamilton store, states that the rearrangement being made then will probably be completed by the middle of August. More room has been needed for the clothing department, and the fixtures necessary to allow of an increased stock are already being planned.

While the Dunfield business—which has been carried on in the front of this King Street East store—is being discontinued, this does not mean that furnishings will not be sold here. Fashion Craft intend carrying furnishings of popular price. Hats will not be carried.

## OPPOSE SALES OF STRAW HATS

These Unnecessary, Destroy Profit and Kill Business in the Best Months—Men Do Not Now Buy Only One Straw Hat a Season—The Problem of Varying Size Demand.

*Based on an interview with J. H. Rubine, Manager Hat Department, Goodwins, Limited, Montreal.*

**G**OODWIN'S Limited, is opposed to straw hat sales, and further more, sees no necessity for them and does not intend to hold any.

July 1st, instead of representing the top of the peak of the straw business, should represent about the middle of the upward incline in the sales chart. This date, that is reached by the average retailer in a state of mind bordering on panic as he begins to watch his competitors for signs of the inevitable straw sale, should instead be the date of the beginning of the biggest straw sales. This argument is based on the soundest logic. July and August are the hottest months; straw hats are so cheap and smart dressing so prevalent that many men now purchase two or three hats in a season and those that do not do so are by way of becoming educated to it. Cleaning, however good, only restores a hat for a few days; the first rain bleaches it yellow again.

By carrying a big line of \$1.00, \$1.50 and \$2.00 hats the merchant can turn over the line better than two times without a cut price sale. This at least is the course of reasoning that governs Goodwin's Ltd.

### Cheaper Hats Wanted

The demand for high-priced straw hats has declined noticeably and men incline more and more to buying two or three cheap hats than to buying an expensive one that must be cleaned if the value is to be had out of it. If this trend in buying is developed by the retailer, there is no reason why the Summer business should not run on into the middle of August.

At present, Goodwin's Ltd., is not planning any sales of Summer stuff with the one exception of odd or broken lines which cannot be filled up. These are cleared off the counters at any price, irrespective of cost or selling price. Otherwise the feeling for price maintenance is most firm. Furthermore, this feeling is spreading in both the United States and Canada. The tendency is to get away from sales.

If, instead of getting cold feet when July 1st rolls around the retailer would stop to think that this is just the beginning of the men's Summer season, and that even the sales-educated man will not go Summer hatless too long

*A word should be said here—a word of cheer. In Ontario as in Quebec, and in Western Canada, too, slaughter sales of straw hats have been delayed as never before.*

*True, the weather may have been responsible to a considerable extent. So wet and cold was the early season that straws did not sell to any extent until well on in June. Then came real summer weather, and the demand for straws burst forth.*

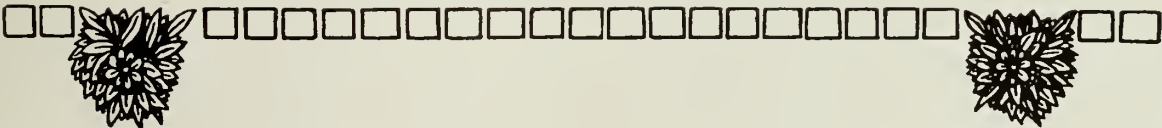
*But it is a fact that in many places merchants have formed a tentative agreement to delay slaughter sales until August at least. Let one break the agreement, and sales will doubtless become general; but it does seem a better spirit of co-operation has been reached on this point—that merchants are more generally appreciating what is emphasized in the accompanying article, namely, that men are coming to buy two or three straw hats in the season, rather than have one cleaned and re-cleaned. It does seem that a step forward has been made in straw hat merehandizing—a step which should lead to still greater things next year.*



# Trade Bringing Hat and Cap Trim



*Certainly W. Reeves, 89 St. Lawrence Boulevard, Montreal, is a believer in price cards—yet, as this illustration of one of his trims shows, the use of these does not detract from the appearance of the window. Men are said to be the greatest window shoppers in the world—and no wonder this display brought business.*



while awaiting the Summer sales, he would realize that he is in a very strong position.

The same thing applies to all Summer lines. Bathing does not really set in until July. The biggest buyers are now begging the mills for delivery on bathing suits and many other hot weather lines. In view of that fact it would be suicidal to turn around and clear the stock off at a sacrifice once it is received.

#### No Need for Sacrifice Sales.

The man with goods to-day does not require to give special sales, but only to let the people know he has them. Every one is looking for goods, and nearly every retailer is opposed to sales. He rushes into them because he fears others are about to do so. It is time a more constructive method replaced the destructive one.

Possibly another important factor in this case is the fact that some merchants place too high a value on their stock early in the season, restrict sales and thus are forced eventually to make wholesale reductions, thus reducing the general average price on a smaller volume of business than would have been done if a reasonable price had been set in the first place, and adhered to throughout the season. The relation of the merchant to the general public is such that what helps the latter, benefits the former. And the reverse is equally true. Hence the most selfish reasoning would dictate that it is sound policy on the merchant's part to protect the public in every possible way, buy close and avoid imposition of statement or price.

#### Big Increase Noted

Our straw hat purchases were over three times what they were last year and it looks as though we will be cleared out while the season is still young. Panama sales in particular were very good. This is chiefly owing to the fact that buying preparations were made early, plans were laid and carried out last year. The buying agencies in London who see the hats as soon as they are shown to the jobbing trade, selected samples suitable for the Canadian trade and mailed them to us so that orders were placed early and goods received in time to push the line before the season opened this Spring. This resulted in the public being impressed with the fact that the goods were here.

Straw hats were featured by us two weeks ahead of the other stores. They were first shown in an introductory way on April 15—afterwards occasionally with other lines, so as to keep people reminded that they were on hand. The first big showing was made on May 1. The idea was to impress upon the public that the hats were here, thus creating our own individual demand—a task which was made easier by the fact that other stores were not featuring this line on account of the bad weather.

The consequence was that we began to sell hats one week before the other stores and got rid of 140 dozen in that week. Then we settled down to the normal competitive trade.

#### Huge Demand for Small Sizes

The small sizes have practically all gone, and this condition appears to have been general in Montreal, presumably as a result of recruiting as no other large movement affecting the general buying public has occurred. This feature, however, is not new. It is simply more pronounced than usual. No two successive seasons appear to call for the same sizes in hats or shirts. In the latter the call has been known to jump from 14½ one year to 16 the next. Hosiery lines appear to be less affected.

This change in sizes which will be in especial demand constitutes one of the hardest problems in buying lines so affected. The plan adopted here is to keep a record of

sales so as to scale hat sizes for the next year along the lines of a scale worked out by Eaton's, Gordon McKay and A. T. Reid for initial handkerchiefs. Even so comprehensive a scale as that would not apply in French Quebec.

The present plans for next year include a use of 1914 and 1915 sale in hats as a basis for determining the sizes which will be wanted for the same general circumstances govern now as then and all buying must take these circumstances into account. Even the ending of the war would only alter this fact to a limited extent, as some time will elapse before the soldiers return to civil life. A further change will be necessary then of course.

#### Protecting the Customer

Stocks in the men's wear department of this store have been largely increased during the war in order that low-priced reserves might be on hand during the period of an advancing market. This plan provides protection for the customer, as the merchant's function is to serve in order to make a profit for the customer there is a moral obligation on his part to buy wisely, else he is not serving—only robbing. This policy is expected to gain customer-confidence on the basis of giving them the benefit of a large buyer's hard-bought knowledge.

#### Hats for 1917

Wholesalers and retailers unite in speaking of the amazing call for small size straws this year, and predicting a further demand for them. An unusually large Panama business is reported on all sides and importers are planning for this demand to continue next year. Flat and pencil brims are being given special attention in next year's orders.

#### IS COMPULSION COMING?

Preliminary steps were taken by the Montreal Board of Trade Committee on Recruiting yesterday with regard to a movement which is expected to go far in the direction of filling the places of men fit to serve at the front by returned soldiers and men who have offered their services but have been found physically unfit. This move at present has only gone as far as the munition factories, but it is expected to spread amongst other employers of labor, to a certain extent. It is hoped by those behind it that its ultimate result will be that the man physically fit, and not otherwise prevented from serving at the front, will be forced out of their jobs, and their places taken by men who have done service or tried to go to the front. The idea is not Government conscription, but a somewhat severe form of compulsion on the part of employers, in order to ensure that men who should be at the front are at least not taking the work that might be done by men who have been in the trenches, or who have shown their desire to serve.

In addition to Mr. Huntly Drummond, of the Board of Trade Committee on Recruiting, representatives from the following companies were present at the meeting: Northern Electric Company, Montreal Locomotive Works, Darling Bros., Steel Co. of Canada, St. Lawrence Machinery Co., B. W. Coughlin Co., Canada Tube and Iron Co., Dominion Bridge Co., Canadian Car and Foundry Co., John McDougall Caledonian Iron Works.

After considerable discussion it was suggested by the chairman that Lieut.-Col. Clarence F. Smith, president of the St. Lawrence Machinery Co., form a committee representative of the leading munition manufacturers of Montreal and district, in accordance with the lines personally set forth, and also to generally go into the entire matter of the interests of the munition manufacturers with regard to recruiting.



# WORKERS ON GLOVES BADLY NEEDED

Big Opportunity For Increasing Canadian Production of This Line, But Laborers Are Few and the Labor Highly Developed—The Story of Glove Making.

One of Men's Wear Review's Series on Processes of Manufacture.

ONE of the prime causes of the present glove situation is the shortage of skins. It is commonly reported that tanners could sell at least ten times the present output of American and Canadian factories. Formerly, 75% of the leather used in gloves was imported, but now that no dressed leather is coming forward from Europe the burden of the production has fallen back upon the United States and Canada, chiefly the former, of course. Unfortunately, the task is beyond these countries. They cannot begin to dress all the leather required.

The embargo recently placed on French goods has been one of the severest blows at the trade as it kills all supplies of wash capes and skins.

New interest has naturally been created in Canadian and American glove making by these conditions, and drafts of skilled workers are constantly being received here from Gloversville, New York, with the object of creating a nucleus around which to build up a greater quantity of skilled labor for the permanent upbuilding of the industry.

## A Case of Individual Work

Each factory has its own standards and methods. There is no standardization except in a very general way. The whole operation of glove making is such that each operation depends to a very great extent upon the individual skill of the operators, and is thus not amenable to rigid rules.

Manufacturers maintain agents throughout the country, continually marking down their game—all available skins. These buyers may go for months without buying. It is only when the market takes a favorable turn that the word goes out to buy. They sweep the country bare, buying every lot offered of all they have spotted in the long period of preparation.

The skins are then stored in warehouses, and held for varying and indefinite periods, according to the needs of the moment. But irrespective of the duration of this storage, each skin is turned every week, as long as it remains there, in order to prevent any mouldiness developing through lack of air. This is absolutely necessary, as the skins are naturally full of fatty animal matter. Unless great care is exercised while in storage, the skins become worm eaten or are ruined entirely by the decaying of the animal matter.

If being kept for export, however, the skins are salted or pickled, to guard against deterioration.

## Keep Track of Each Skin

When the time comes to prepare the skins for cutting, they are sorted and graded, and each skin numbered and registered in a book that eventually contains detailed information as to the number and value of gloves made from each skin.

The first treatment consists of burning all the animal matter out of the skins by soaking them in vats containing mixtures of urine and chemicals which will digest the fats. After this they are washed in a cleansing solution and then dried.

This operation leaves the skin in a very dry and porous condition, and the next task is to give to it its former natural, pliable quality. The operation is generally spoken of as feeding up. In England the skins are usually

soaked in a malt mixture for this purpose. Elsewhere a solution which largely consists of the whites of eggs is used, especially is this used in the case of white gloves. Of all varieties, duck eggs are considered the most valuable for this purpose.

## Sorting for Grades

The skins are now sorted again into three groups; the very clear skins that show few fever spots and other defects, are used for the making of white gloves. Medium

**Persons who desire to be well-gloved should be cautious in selecting their right size, as comfort and a good fit can be afforded only by a glove measuring the size of the hand. Should a pair of these gloves rip we will repair them, they may be sent us by mail and they will be returned at once. Gloves tearing when first tried on will be exchanged only if caused by manufacturers imperfections, but must be sent to us for inspection. SOILED or WORN gloves will positively not be exchanged.**

*The guarantee which has, it is said, been abused, and which will have to be modified or given over altogether.*

grades are used for tans and greys, and the poorest quality for blacks. The last two classes are resorted and subdivided into classes for various gloves. Thus for the pique sewn glove a very light, good quality skin is used; for the P X M sewn gloves a heavier skin is employed. In the cape leather the flesh side is used for suede glove-making, and the raw side for the grain or glaze glove.

As nearly all skins show defects, the art of cutting so as to hide them in the finished article becomes of prime importance. The idea is to cut the glove in such a way as to avoid the defects and yet to so conserve the native elasticity that the glove will fit snugly to the hand. The grain must run up and down the length, the fingers be of the correct length—to a shade and so on ad infinitum. These things go to make the difference between good and poor gloves, but it is when they are put to the test of wear that a glove's real value may be discovered. In the show case they all look of equal worth, but only use can definitely determine the extremes of looseness or tightness and the hundred and one other details that go to mar the glove.

## Value of Advertised Line

It is for this reason that well-informed persons advocate the handling of well-advertised lines that must have good workmanship in them, for in gloves more than in most articles there is ample opportunity for inferior workmanship that is not evident even to the trained eye. A prominent manufacturer says:

"We could in many cases handle the product of small manufacturers at less cost than we can manufacture ourselves under prevailing conditions, but to do so would only invite returns and general dissatisfaction, because,

Continued on page 40.

# Gossip of the Trade



## *Guarantee on Gloves Likely to be Discontinued—Will Colors be Fewer?*

WITH the improved, well nigh perfect weather of the past few weeks, there has been a very decided improvement in business in men's wear lines. This, following the unsatisfactory spring business that resulted from the uncertain weather, is enabling merchants to make up for the losses sustained in late May and June. In addition, supplies have been coming forward much more freely, as a result of an improved ocean freight condition. The difference this makes is seen in the quantity of new British goods shown.

### **Guarantee on Gloves**

The feature of this month's news is undoubtedly the policy under discussion by manufacturers of gloves, who are considering but have not yet decided on a proposal to discontinue the present guarantee of all leather gloves. The movement is yet in its infancy, but if carried out will entail a complete reversion of policy that will affect the entire trade, as it will shift the responsibility from the manufacturer to the merchant.

Manufacturers state that this movement has grown up as a direct result of an abuse of the guarantee by customers, who were rather encouraged in it than otherwise by merchants who guaranteed gloves to wear for ever. A guarantee that was meant to have covered only imperfections of manufacture, it is stated, has been stretched to cover the natural wearing out of the glove.

It is quite possible that the present condition of the glove market has influenced manufacturers very largely, leading them to consider the abolition of the guarantee. They are now overwhelmed with orders and turning away business every day. Moreover, prices on what are selling are not regarded as satisfactory by them. Silks and woolen gloves will not be affected by the new ruling if it is enforced, as the present guarantee for them refers only to the tips, whilst the guarantee for leather gloves covers the whole question.

### **Glove Stocks Low**

Stocks continue to grow smaller, and the statement by a leading glove manufacturer that he has less than half the stock of last year although doing a 10% bigger business is indicative of the general condition. This manufacturer is well covered for next year in silk gloves and cotton, lisle and silk hosiery, but future supplies of chamoisette and leather gloves are said to be doubtful.

Sales of straw hats have not averaged quite as well

as last year, owing to the inclement weather, but the business done has lately become satisfactory, nevertheless, and although as far as is known no definite plans have yet been made, the sentiment of all the stores interviewed was for delaying the Summer straw sales as late as possible. Yet such is the competition in this respect that an early sale by one will undoubtedly cause all the other merchants to do likewise.

A remarkable feature of this year's business is the fact that small sizes have been exhausted in almost every case. There are very few straw hats of less than No. 7 size in Montreal to-day, and there is much speculation as to the possible relation of recruiting to this fact.

Sailors, as usual, went best, and Panama sales were fair, but not at all in proportion to their sale to the women in dry goods stores where there has been a veritable run on Panamas.

Men's office lines are in good demand, particularly coats, and it is a common sight to see men who are otherwise smartly dressed appearing on the streets or at a hasty lunch in office coats; while the practice of wearing them at work has extended to the most conservative and well-to-do classes as well as elevator men and office boys.

### **Collar Sales Unaffected**

The recent advance in collars was effected simultaneously by the entire trade in all its branches, and in no case has there been any report of dissatisfaction nor of any decrease in sales. The duplication of this policy in the United States on July 1 has tended to add to the strength of it here, and increase speculation as to just how far the movement will extend in staple lines of a standard price that are well known to the trade.

The tendency toward substitutes is also receiving some attention. The wood fibre trunks have made a great hit, both on account of their cheapness and durability; a new line of heavy canvas substitute for leather in suit cases was noted the other day. Advances of \$1.00 a pair are again talked of by shoe manufacturers, so that there is double interest in the announcement that a large American rubber company has perfected a cheap and thoroughly satisfactory composition substitute for leather shoe soles.

A development of the season is the increasing number of

(Continued on page 40)



# LACK OF NEEDLES AGGRAVATES KNIT GOODS SCARCITY

German Supplies, of Course, Are Unavailable, and Not Sufficient Needles in Country to Meet Demand—As Result Machines Are Standing Idle.

**A**LWAYS it is a serious matter to have machinery standing idle, but especially so at a time like the present when the output of every bit of plant in the country is so urgently needed.

Nothing perhaps, is in greater demand at the present time than knit goods of all character; the difficulties of getting raw material and of securing competent labor is making it exceedingly difficult for manufacturers to keep their output sufficient to meet the abnormal demands. To add to their difficulties many of them are finding it absolutely necessary to let the expensive machines lie idle because of the huge difficulties in securing needles.

## Man Collects What He Can

Needles for knitting goods have been largely secured from Germany. They were bought before the war at prices varying from \$12 to \$18 per 1,000, but are now off the market. Literally, knitting manufacturers are going into the highways and byways in search of needles. A big concern operating in Hamilton has a man going around among the jobbers, knitters and manufacturers of United States buying up what he can get. This man takes a bag along with him. If he finds a wholesaler who has a few needles, he asks the price of them. If the price is \$20, the man buys them and takes the needles with him. If the price is \$60 he buys them just the same, and puts the needles—as many as he can get—in his bag. The thing is to get the needles.

## Price Not the Consideration

Manufacturers state that they would be much ahead of the game to pay \$100 for such needles as they secured before the war. The additional cost is not really very much, and it would be much more than offset by greater

productiveness. With needles being turned out by inexperienced people and apparently made of poorer steel than formerly, the quality is not very good and breakages result which require resetting of machines, and which may result in a good deal of spoiled knitting before the break is noticed and remedied.

## Factories are Borrowing

Knitting factories are doing everything they can to help one another out. For instance, some mills have needles suitable for a certain machine they are not using. They will give these to mills who have the need of such needles, and accept from these mills other needles which are pressingly needed in their plant.

But in spite of everything which can be done there are knitting machines standing idle because the proper needles cannot be secured. One Canadian concern, for instance, had bought two English knitting machines just before the war. They only got a few dozen needles with these at the time, and since then have been unable to get new needles of the required pattern. The result is that the machines, which not only represent a considerable investment,—but the production of which is pressingly needed—are standing idle.

## Plant at Paris, Ont.

The needle scarcity does not seem likely to work out its own relief at once. There is talk of a concern starting in Paris, Ont., to make needles for knitting machines. It will be some little time, however, before it can do very good work, and for the time being Canadian knitters have to depend upon what they can get from the one Canadian concern manufacturing the line in Quebec province, and from the American mills.

# SLAUGHTERING SOCKS WHICH CAN NOT BE REPLACED

Doubtful Methods Employed at Hamilton Sale—Great Scarcity of All Cashmere Hose

**E**VEN in these days, when retailers are experiencing great difficulty in getting their goods, it is surprising the slaughter prices sometimes put upon stock. In Hamilton, this month, there have been several sales, and at one of these cashmere socks were offered at prices from 19c to 29c.

A man who knows socks when he sees them was in this store and picked out some pairs at 29c which he says cannot be bought at the present time, no matter what the price, and which could be sold at 50c as a bargain. It is just a question if selling such a line at 29 cents is particularly good business. The firm, of course, wanted to move its stock rapidly, but after all, lines such as this could have been carried to any other place where the firm intended carrying on business, or could have been sold out at a much better figure and almost as rapidly.

The huge demand which there is for cashmere at the present time, is indicated by a hosiery manufacturer who has not done much in that line, but who recently got a good offer on some wool and decided to make up some hose.

A price of \$3 was put upon this line, which the manu-

facturer is frank to say would not have sold at \$1.50 per dozen under ordinary conditions. He says buyers came in to see these, inquired the price, and at once placed orders, although saying that the stuff wasn't worth the figure asked under ordinary conditions. Of course, the manufacturer had the satisfaction of being able to reply that he knew the goods were not worth it under ordinary conditions, but neither was wool worth what he was paying, under ordinary conditions. The sequel of this story is that shortly after buyers from various Canadian houses had taken the entire stock of \$3 cashmere hose, a buyer from Australia came in, and seeing some of this, offered to give a premium above the \$3 to secure it.

This indicates pretty clearly that while there is some difficulty in getting hosiery in Canada, it is as nothing compared with the difficulty which is being experienced in Australia—the country from which the wool comes.

By the way, there is a report which seems authentic that United States houses have ordered six million bales of wool from Australia, whereas usually their order would be about 60,000 bales annually.

# REFUND MONEY ON REQUEST, SAY MANY

Even if the Customer's Attitude is Unreasonable He Should be Satisfied — Opinions of Many Merchants on This Point.

**F**ACING a future, in the foreground of which further advances in prices are to be seen, and the background of which is clouded in uncertainty, what should be the attitude of the men's wear trade, as regard prices?

*In other words, should a men's wear dealer turn over to his customer goods which he has carried from a former year, and which he bought at prices much better than are possible to-day, at a fair profit upon to-day's prices, or at a fair profit upon the lower price at which he secured the goods, eight, ten or twelve months ago?*

*Or should some action, perhaps mid-way between these extremes be taken by the merchants—that is, should he give his customer a part of the benefit from his having bought at a better price than is to-day possible, and should he get a part of the benefit of this fortunate purchase himself?*

**A**RE you much troubled by customers who make a purchase, and then shortly afterwards wish to return the goods?

On the whole, men's wear dealers have little difficulty in this respect, but the problem is a serious one when it does present itself.

What should be done if a man buys something which on closer inspection he finds he does not like? Supposing he buys some collars which he discovers are a little too large—should he be allowed to return all but one which may have been somewhat spoiled by trying on?

If a mother purchases a suit for her boy, and later thinks it is not exactly what is required, does she get her money back or should she be asked to exchange this suit for another, which perhaps more nearly meets her boys' needs?

These are questions which even in the men's wear business are coming up frequently, and it will be of interest to all, and of value to many, to consider what other merchants have decided upon these points.

H. B. Wright & Son, Perth, Ont., say:—"Provided the customer returns the article promptly and free from any damage we refund the money without further remark. Then, this deal being finished to the customer's satisfaction, we find out from the customer why he returned the goods; and if we learn that they were not satisfactory to him we try to show that they certainly were exactly as represented by us. Sometimes the man will repurchase the goods, or more often he will take something similar, which we suggest, in their place. If, however, the customer impresses us with the idea that he has simply come to the opinion, after having taken the goods home, that he does not need them, we simply give him the money back, treat him courteously and ask him to call again when in want of anything in our line."

Stephen King, Prince Rupert, B.C., states that he has practically nothing returned and considers each case as it arises on its merits. "In three cases out of four," he says, "the customer offers to take something else for the line which he is returning."

Papin, Painchaud, Montreal, states he always refunds the purchase price of any article which any customer may want to return. "Never," he says, "does he insist on the customer exchanging the article for some other. To return the money paid for the article which later on the purchaser finds unsatisfactory is my best advertisement and the cheapest."

J. J. Rowe, Belleville, Ont., states: "We never insist on

a customer keeping an article which is unsatisfactory in any way. It would be a trade killer for us to do so. Nor do we insist on the customer taking other goods in exchange for the article or articles he has found not to his liking. If the customer decides he does not want anything he has purchased, we refund it cheerfully and solicit his future business, simply asking him to come and see us again."

H. M. Shaw, Perth, Ont., says: "We always try to satisfy our customers, even if the demand is unreasonable. We consider it pays in the long run."

T. S. Church, Arnprior, Ont., is another merchant who always refunds the purchase price. "He does not," he says, "unduly urge the customer to take something in exchange. He adds that the customer usually suggests this, and is quite willing to take this action."

F. J. Kelly, Stratford, Ont., takes a little different view-point from that expressed by some others. "Satisfy the customer," he says. "Give the money back if necessary, but it is better to change the goods for something that will prove absolutely satisfactory and thus keep the customer buying your goods. Someone may have made him dissatisfied, and if you give the money back you may be only putting your money in the till of an unscrupulous competitor."

Thomas R. Winter, Simcoe, Ont., says: "We do not insist on a customer keeping goods purchased. Nor do we insist on him taking other goods as long as what he wants to return is in good condition. We just ask what he would like in place of the article, which gives him a chance to ask for something else or the cash. If he requests cash it is given promptly. The customer, we feel, will appreciate this attitude and will come back again."

T. S. Watson, St. Mary's Ferry, N.S., states "that reasonable customers are always willing to accept goods in exchange for those which have not suited them. If, however, the customer insists on getting cash, this is promptly given."

## AND HE WANTED ONE AS GOOD

**A.** LUDLOW, of Ludlow Bros., Dalhousie St., Brantford, tells a story on one of his customers which he declares is absolutely true.

The customer—one of the last of that class of farmers affecting a clean shaved upper lip and chin luxuriously depicting the state of the crop—came into the store one day and asked if Mr. Ludlow could give him a new waterproof collar.

"I want one as good as the last I got here," he said.

"Well I guess we can give you that," replied Mr. Ludlow.

"Well, I don't know," said the old timer, "you know this was a mighty good collar," and he pointed to the remnant about his neck. "You see I don't dress up often like you fellers, but I've used this here collar for thirteen years."

The button holes in that collar were the largest part of it, Mr. Ludlow states, but he agrees that a man so thrifty should be able to pay bills for anything he may buy in the store.



# LEARNING WHEN TO CIRCULARIZE CUSTOMERS

“Jim” Joy Has Method Which Enables Building Live List, and Also Determining When Each Man on List is Ready to be Sold—System Simple to Work.

THE old idea that there is only a certain amount of business to be secured from a given number of people has pretty well passed away. The great majority of merchants now realize that all they have to do to increase their business is to create the desire for more things in the minds of those who regularly deal with them. A man may very well get along with one or two suits a year, but if he can afford it he will be more comfortable and happier with three or four suits; and it is the function of the men's wear dealer to see that the suggestion to buy three or four suits is given.

That these suggestions may arrive at the right time is very important, and to this end great attention is being given telephone lists, etc., by many dealers. There is one thing certain, however, which is that no list can be as valuable as one compiled by the merchant himself from his one knowledge.

## Right Time for Approach

But to be more effective a list should not only insure letters or circulars going to the right people, but going to the right people at the right time, that, in short, letters sent out to those on this list reached them at a season when they will be ready to consider a purchase.

If a man buys a suit to-day, and gets a circular urging him to buy clothing next week, that circular or letter is as useless as any circular or letter can well be.

On the other hand if the same letter or circular reaches the man three or four months after he has bought a suit, and when a change in weather makes him realize that another suit would be a comfort, then the circular would give the impulse to buy which is so necessary.

## Method of Building Cost

A remarkable good system of securing a really live list of prospective buyers has been adopted by “Jim” Joy, men's wear dealer, of Hamilton.

Every time a suit is delivered, a return post card, as reproduced here, goes out with the parcel. This has the date of the sale upon it, the order number—and there is the inducement for it being returned.

The recipient of the suit simply has to mark opposite any one of the premiums he would like, sign his name and address, and send in the postcard. The whole operation would not take up a minute, and this half-minute is given by practically all who buy suits of Jim Joy.

Now here is the beauty of this system. These returned cards enable Mr. Joy to tell exactly when the merchant got his suit. The card here shown, for instance, indicates that Wm. Jones, of 20 Robinson Ave., bought coat and pants No. 9378 on the 24th April.

Now this makes it practically certain that Wm. Jones will not want anything more in the way of clothing until near the end of July. This card is put away under a July master card, and early in July is taken out and looked over, as are all the other July cards which may have been filed. Then about three months having passed since Mr. Jones made a purchase, a letter goes to him asking if the coat and pants he bought have proven satisfactory, and suggesting that if anything should be unsatisfactory, that he bring the clothing in and have the matter looked into.

## Hint to Buy

There is also the suggestion that Fall goods are on hand and it would be a pleasure to show these to Mr. Jones at any time he is passing.

That card brings Jones in and others like him. Sometimes there is a slight change which they would like to make in the garments purchased before. Such change is carefully attended to, and the fact that this firm has shown its anxiety to look after goods after they are sold makes a splendid impression on the customer, and practically ensures his future business.

When Jones and the others like him, come to the store moreover, they will look at the Fall samples and order often a suit at once. If orders do not go through so promptly, another letter goes to Wm. Jones, again suggesting that he look over the Fall stock.

Date 24-4-16 Name William Jones  
Order No. 9378 Address 20 Robinson Ave  
Garment Coat & Pants

Dear Sirs: Agent Jim Joy.  
Please forward to the above address free of charge:

Choice of following } Screw Lead Pencil  
indicate by X } Morocco Cord Case  
} Nickel Mounted Pocket  
} Match Safe

Post card sent out with each suit sold. It brings answers which enable a follow-up letter being sent when a follow-up letter will do most good.

By this method of following up the purchaser about three months after a purchase was made, Mr. Joy has secured an exceedingly live list. All upon it are live customers for they have already bought clothing. They are, moreover, hit by letter or circular when they are very live prospects—when they will be commencing to feel the need of clothes.

Also the request for their patronage is put in a way which indicates to them that the firm asking them for their trade is a really live firm, as it is willing to stand behind the goods which it has sold and make anything right which may have gone a little bit wrong.

## INTERESTING THE CLERKS

Goodwins Ltd., of Montreal, has inaugurated the policy of interesting the clerks in store's business by educating them in the goods they sell.

Originally tried out in one department the idea is spreading all over the store so that now regular classes are held in which the manager gives lectures that go into the history and antecedents of the goods thus placing within the clerk's grasp a knowledge that enables him or her to intelligently answer the natural queries of the average customer.

In the words of this manager: “The goods that are understood and are appreciated by the salesman are already half sold.”

# WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By MACLEAN, MONTREAL

**A**N increasing number of Montreal men's wear shops are showing towels in their windows as a necessary adjunct of bathing lines. The most popular lines are in colors with broad borders of plain white. Nearly all the bath robes seen are made of towelling. Beauvais carries a full line of these in conjunction with the woven fibre bath slippers that are so commonly seen now. This store features in its displays plain and striped Palm Beach suits and in a special interior display, a full line of fancy vests mostly in stripes. Office coats, mostly of dark shades are very much in evidence in this as in every store and in popularity for street wear they are beginning to rank with that other abused garment, the sport shirt which is often met with on the street, worn over the coat collar of a business suit.

## Showing Shirts

Shirtings in a wide range of prices are always prominently displayed in this store, and are extremely well displayed in an individual case which houses a rather unusual arrangement of the goods. The upper tray of the case contains three shirts well laid out on separate pedestals, while the lower floor contains two two-foot high diagonal piles of varied and alternate colors of shirting. The effect is one of rare distinction and in no way injured by the fact that the obvious method of display is used instead of the spectacular which has so generally replaced it. In fact there is seen a tendency in one or two of the best stores, as in the case of Goodwin's, where there is an unusually able staff of window dressers, to centre effort on single unit displays; and the sight of a window given over to two or three hats or suits no longer occasions surprise.

In this connection it is noted that in the case of those men's wear stores whose proprietors are primarily merchant tailors who have gradually added to their lines until they do a general business, as in the case of Gibb & Co., the most popular form of display of shirtings and similar lines next to an actual spreading of the goods is a studied piling of the bolts of cloth.

Riley-Hearn continues to feature all sorts of uniforms, as well as suits for every sport and pleasure.

## Adding New Lines

Occasionally other stores make tentative moves in this direction as in the case of Max Beauvais, who has just laid in a line of riding crops.

Summer resort goods are shown less than last year: displays run more to the wants of the worker than of the man who haunts the beaches. The reason is not far to seek in view of the serious inroads recruiting has made on this class of man.

Shoe stores and shoe departments of men's wear stores offer continual evidence of the changes that are occurring in the trade. Aside from the generally higher prices it is safe to say that the goods displayed as a whole do not average up in quality with the offerings of previous years, as far as leather is concerned. The sale of the adaptable sneaker is greater than ever, both in the low and high shapes, and canvas shoes are being shown and worn more this year than ever, both because of a greater natural demand and the advances in the buckskin article. Some stores that carry no other shoes carry a full line of sneakers and canvas oxfords.

## Checks Strong

Shepherd's plaid check suits are stronger than ever apparently, for they are seen in a great variety of variations of grey and mixed colors in windows and almost every man appears to own one. Sangster's window shows three suits, one a grey shepherd's plaid, one grey suit with the popular large striped checks and one grey suit overrun with a delicate purple stripe. The one outstanding feature was that all were grey—the shade that has been rediscovered for Summer wear by Mr. Average man. Soft grey cheviots and tweeds are seen more frequently than in the past and the Norfolk effect of jacket appears on a surprising number and variety of coats shown.

Stripes, of course, predominate everything, but signs are not wanting that this will be a dead issue next year, popular though it is at present. Goodwin's have used stripes to great advantage in all classes of displays, from men's suits and ties to combing striped canvas with striped figures in the window.

## Blazers Scarce

Striped blazers are not seen in any great quantity, but not because of any lack of demand. Quite the reverse. It is a question of supply. One leading store is showing only a line of solid colors, greens, blues, browns, etc., in blazers as a result of sheer inability to get good stripes.

Black and white broad-striped shirts have not been as prominent as they promised to be early in the season and are only seen here and there in small quantities and with but few worn. Instead, the variation of a Shepherd's plaid overrun with broad, bright stripes, or a larger check—the patterns which look so well in New York—is seen in practically every store window here. Marks in particular features these in his St. James St. store, where a recent window display was confined entirely to shirts and underwear. The shirts were mostly broad stripes in silk and taffeta, this last material having taken on well here. White, or very light ties, with small, wide spaced figured designs, were used by way of contrast on every shirt.

The increasing use of substitutes has become a feature of all trade and its latest successful development is the feature displays of canvas suit cases and wood fibre trunks to be seen in men's wear shops and department stores.

*Maclean,  
Montreal.*

## WALTER MICK DIES

Walter R. Mick, of the W. R. Mick gents' furnishing store, 204 Dundas street, died after a brief illness. Mr. Mick was born at Barrie, Ont., and had been in business in Toronto for the last six years. Before that he had been a representative of the T. H. Westwood firm. He was a member of the Oddfellows and attended the Methodist Church. He is survived by his widow, who was Miss Jennie E. McCluskey, three brothers and one sister.



# "WAR BABIES" BRING PROBLEMS TO MEN'S WEAR MERCHANTS

Bring Opportunities, Too, as Workmen Flocking to Work in the Munition Plants Have Big Purchasing Power—Need of Being Ready to Fill Previously Unknown Orders—Keeping Down Overhead.

From an authorized interview with H. J. De Villers, of the De Villers Sales Co., Maissonneuve, Montreal.

**I** FIND that the war has upset the selling market in men's wear quite as much as the buying market. Whole populations have shifted and changed, and the movement has resulted in a corresponding change in the demand of the section affected. The merchant's success depends upon his power of adoption to new conditions.

"For instance, this business before the war depended almost entirely upon fancy gents' furnishings. But most of the buyers of that class of goods have enlisted. Fortunately, war orders at the Vickers plant near here brought in a heavy influx of American steel workers. So the demand is heavier than ever, but for a different class of goods. Now it is for good quality, plain and also high-grade working clothes. Fancy stuff is taboo here.

## If You Don't See It, Ask For It

"This development has been assisted in our case by our custom of encouraging customers to ask for what they want, regardless of whether we have it not. Then, instead of selling him something 'just as good,' that may fail to satisfy him and so insure his not coming back, we take his order and order exactly what he wants. What one man wants, others buy and the stocking of asked-for lines leads to more repeats than all the forced sales in the world could. If a merchant sticks to the lines he thinks a customer should want, he will wake up some morning and find himself high and dry on the beach.

## Changing Shoe Stocks

"A few months ago our highest-priced line of working boots was the \$4.50, and we thought that pretty high, as in the down-town section a \$3.50 or \$4.00 working boot was looked upon as nearly top-notch. Now our lowest-priced shoe is the \$7.00 line. Customers insist on asking for that grade and they must be the judge. Another similar development in this store was the initial changing over from an almost exclusive shoe stock to a general gents' furnishing stock. In 1914 the shoe stock was at least two-thirds again as large as the furnishings. Early in 1915 large submarine contracts were let to the Vickers works, and skilled mechanics were brought here from San Francisco and other American cities for the work. The demand for furnishings doubled over night. Now it is the chief part of our trade.

## Studying a New Clientele

"Two hundred men came in the first bunch and others continually after that. Coming from a warmer country, they lacked nearly all the necessary clothes. Flannel shirts had been a dead line with us. These men bought their original outfits at the company's expense. So they bought prodigally of flannels and woolens—shirts, underwear, socks and sweaters and in a small business we made a \$5,000 increase in the year. It took some hustling, though. The demand was so sudden and unprecedented, no one was prepared for it. We saw it and put through hurry-up orders on small lots with different manufacturers, as we had to be sure of getting the goods at once.

## Creating a Line of Goods

"Another development of the trade of these men was a special one in riveter's mits. We found that we were constantly being asked for a heavy leather riveter's mit, unlike

anything we had in stock, something that would not be so clumsy as to interfere with work and yet heavy enough to withstand great heat in a tool. So we placed an order with a manufacturer that was based on study and consultation with the men who were asking for this mit. The result is that to-day we have a good, steady sale in a mit that sells for \$2.75, and is handled absolutely by no one else. And any merchant knows what it means to a store to handle an exclusive and popular line.

## Overhead Cost Chief Enemy

"In studying the details of business, I am struck more and more by the part overhead costs bear in the cost of running a business. And there are so few opportunities for cutting the overhead down that the available ones must be eagerly seized. A certain amount of floor space is an absolute requirement: That entails rent, heat, light and insurance and clerk hire. These are not flexible charges, they are fixed ones. There remains depreciation and interest. These are governed by the amount of stock on hand, and to my mind that is the one big loophole for the merchant to crawl out of. If he can move the dead stock off his shelves and avoid ordering similar lines, his greatest trouble is removed. And it is such an insidious source of trouble that, until it has attained a healthy growth, it is unseen by any desultory examination.

## A Perpetual Inventory

"We have instituted a perpetual inventory system that promises to eradicate this trouble. Every line of every bill of goods as it comes in is given a stock number, which it retains even after it is sold; and each number is given a separate sheet in the sales book so that at any time it is possible to tell at a glance how any line is selling, and all other information about it is at hand, as this sheet copied from the sales slips of each line sold, shows the cost and selling price, size, style, etc. The stubs of the sales book proper are in duplicate and are copied off every day into this stock book upon which all ordering is based.

"The plan works so well that we are ticketing all the old stock with this same information, so that in the space of a couple of stock books we will have a detailed duplicate of the stock.

## A Bigger Store and a Lower Overhead

"Although we have moved into a bigger store at double the rent, already our overhead cost is down to 27%, where a year ago it was 33%. This is partly accounted for by increased sales, which we are helped in securing by a better location and a good corner window which may be seen a block away. Also we have made a saving in clerk hire by putting clerks on a percentage basis, by which their sales govern their earnings. But chiefly the saving in overhead is due to the smaller stock which is now \$11,350, as against \$13,000 a year ago and the lessened depreciation and interest that results. This matter is of greatly increased interest at this time when a possible price slump may curtail the earnings of the owners of large stocks for years to come.

## Serve Yourself Selling

"Sales have been greatly increased in some lines, not-  
(Continued on page 38)

# WHO SHOULD BENEFIT FROM GOOD BUY?

Was Merchant Right in Selling Duck Trousers Bought Last Year at \$1.00, When He Could Not Give as Good Value in Goods Bought This Year at \$1.25?—What They Think—Necessary to Provide Against Possible Future Losses.

Greater clearances will perhaps be given this problem by citing an actual sale made this month by a men's wear merchant who is doing a splendid business in one of those self-contained residential sections in the city of Toronto. One of those sections which has become practically a separate city of perhaps 25,000 people, with its own business centres, a little city lopsided only from the fact that the great majority of the people who live in it, earn the money which enables them to live there, in the down-town part of Toronto.

Now on a recent Saturday a young man dropped in upon this merchant and asked for a pair of white duck trousers.

The merchant who has an exceedingly pleasing manner, made the young man feel at home and made him feel that he was dealing with an absolutely reliable man. For the merchant at once said that he was not absolutely certain he could fit him, as his full stock had not arrived.

A little investigation of the available goods, however, showed there was one pair of ducks which suited in every way.

## The Sale is Made

Now note that the sale was made at this point. It was here that the decision to buy was reached in the customer's mind. He did ask, "how much is this," but in his mind he already had those duck trousers on, and there was no thought of haggling over price.

"Let me see," said the merchant, "this is stock that I bought last year. You know how prices have advanced; I can let you have that pair for one dollar, because it was bought last year." It was here that the merchant warmed up to his subject, and brought out some other white ducks, which he stated he is able to sell for a dollar this year. He indicated the inferiority of these to the other line bought last year. Also he brought out one of the lines which he had purchased this year, for retailing at \$1.25; and indicated that this line is not quite as good as the line which the customer was getting for \$1.00.

Now here is the question:

Was the merchant wise to give this young man this particularly good purchase? Was he fair to himself in doing it? Was he, by making this good price, doing the best kind of advertising? Was he, in making that young man realize that the merchant was giving him a particularly good bargain, thinking that this would be a good place to do all his business, or was he making that young man—who after all was in the business of money-making himself—feel that here was a merchant who was rather cheating himself—a merchant who, therefore, perhaps would not be as shrewd a buyer as some others, and who therefore, in the long run, would not give as good values as could be secured elsewhere.

These were some questions worth considering, for while this sale of duck trousers was only one sale, it is just the kind of sale that is going on all over the country almost every day in the week.

## Was Merchant Fair to himself?

Now at the end of the duck trouser season, 1915, the extra stock was put away. It being brought out this year,

was found to have greater value than the most expensive lines being bought for this year's trade. But the stock was not marked up because of this extra value. The merchant, it would seem, thought that he was getting rid of old stock and getting his profit upon a basis of last year's cost, satisfied him. Whether he counted any profit for having the small investment tied up all Winter or not is a question.

But was this merchant fair to himself, when he sold this line at last year's profit, realizing that it was better value than the goods bought this year?

Was he fair to himself, also, when it is remembered, that after the war is over will come a period of uncertainty. That there will be any immediate drop in prices is unlikely. On the other hand, many merchants are now putting in large stock, and when hostilities cease, the value of these may be reduced, before the stocks are entirely disposed of.

This might well mean a merchant would lose a part of the profit which he counted upon when laying in his supply. Of course, if all merchants held prices, it would not be necessary to sacrifice the stock at all, but that all merchants will hold stock for a fair price is absolutely unlikely.

In selling those duck trousers for \$1 the merchant was getting a fair profit, probably, over his last year's purchase price. But there was a fair additional profit to him of 25c. Was he not entitled to it?

Would not that 25c and many similar 25c additional profits safeguard him against some future unavoidable losses of profit?

## What Others Think

Talking with a number of retailers on this subject the information received is almost unanimous. That the goods which were bought at better prices should be marked up beyond the profit which would have been acceptable at the time the goods were bought is said to be the course of wisdom—the only wise course. A number of merchants, however, feel that such well bought goods should not be marked up to the point which would be necessary to give a fair profit upon the prices which prevail at the moment. In other words, the majority seem to feel that advantage of this good buying should accrue to the customer, as well as to the merchant. This they feel does a great deal towards creating goodwill.

Getting back to the case of the duck trousers. The opinion of the majority of the merchant's questions seems to be about as follows:

The merchant sold these trousers for \$1, thereby getting a fair profit on his last year's purchasing price. On the other hand he could not sell trousers bought this year at \$1.25 and give as good value as he gave in the line sold for \$1. To give similar value in goods bought this year he would have had to sell for at least \$1.35 or \$1.50. Now they claim it would have been unwise for him to have advanced his price to \$1.50, although he might very well have done this. On the other hand they feel that to set the price at \$1.25, instead of the \$1, would have been quite proper, and would have been conducting business on a little sounder lines.





# COLLARS & SHIRTS



## ARE YOU SELLING PROPER SLEEVE LENGTHS?

Many Young Men Complain of Inability to Get Sleeves of Proper Fit—They are Being Driven to Buy Made-to-Measure Shirts—What the Manufacturers Say on this Subject.

“**W**HERE can I get some shirts made to measure without paying any Fifth Avenue price?” The inquirer was an ordinary young man, earning an ordinary young man’s ordinary salary, and dressing in the ordinary young man’s ordinary way—which, be it said with satisfaction, means dressing well.

There was one extraordinary thing about this young man. His arms had a little more than the usual length. He had experienced difficulty in securing shirt sleeves which permitted any passerby to know a cuff lay concealed in the coat sleeve. He wanted to have this fault remedied, and thinking the only way was to get specially made shirts, asked the editor of Men’s Wear Review where he could get what was necessary.

The editor of Men’s Wear Review sized up the arm length, and suggested that the young man see a certain retailer.

“Does he make shirts to order?” came the question.

“No,” answered the editor, “But he has shirts with different sleeve lengths. Moreover he knows he has them, and he knows the value of a satisfied customer. He’ll sell you a shirt that will fit in every way.”

This dialogue caused the editor to think of the number of men he had heard complain of shirt sleeves too short or shirt sleeves too long—but principally shirt sleeves too short. A shirt sleeve too long is a thing easily remedied, but it takes a genius and more to add one cubit to the length of a shirt sleeve once the garment is made.

### Some Pointers of Value

Remembering this the editor determined to give the facts regarding this question of shirt sleeve lengths—for a careful inquiry among retailers showed this to be needed. The merchants themselves, of course, realize in the majority of cases, the importance of selling a man a shirt which permits the cuff to show sufficiently, yet not too much. But many of the new clerks who are employed now, do not understand the question of sleeve lengths; and as a result customers are being at times poorly satisfied; are being led to go elsewhere for their shirts; are being driven to buy made-to-measure shirts.

To get the view point of the manufacturers on this point, would, it was felt, be of value.

Here is what one says:

“There are several things that will enter into the cause of this complaint regarding sleeve lengths. One of them will be that it is only recently that Canadian manufacturers have started to make sleeve lengths. This we were compelled to do for the particular trade, and as it is not prac-

tical to manufacture our product two ways it necessitated putting through all our lines with different sleeve lengths. To the average small dealer or inexperienced clerk who has never had the handling of sleeve lengths it was an unknown thing. We have noticed a great many salesmen never think to ask a customer his sleeve length and as a consequence a man who takes a 35 inch sleeve will sometimes get a 33 inch.

### How to Measure

“Sleeves come assorted to the box originally in three lengths of 33 inches, 34 inches and 35 inches. This measurement is taken from the middle of yoke at back to the end of cuff with the arm raised level with the shoulder and bent at elbow. It is a very easy matter for a salesman to put a tape on a customer in this manner and it is a mark of attention not very readily forgotten by that customer. One of the points in connection with sleeve lengths not usually mentioned but nevertheless existing is that soft cuffs or French turn back cuffs are usually made  $\frac{1}{2}$  inch to  $\frac{3}{4}$  inch shorter in the sleeve than laundered cuffs, but the shirts are marked with same sleeve lengths. This marking is done to prevent confusion as when a man gets to know his sleeve length he will buy same, but a soft cuff shirt to hang properly in sleeve must be made a half inch shorter.”

And here is the word of another manufacturer—a word of especial interest to those having large business with the working man:

“The manufacturers endeavor to work to a happy medium that suits the average man and always tries to meet the wishes of the buyers. We only manufacture working shirts and outing shirts and we presume there is just as much complaint about the working shirts as there is to the higher grade shirts.

### The Fixed Price Evil

“One of the worst evils of the shirt manufacturing business is the “fixed” price. The dealers seem to consider shirts as the grocer does sugar. They give as little attention to the sale of shirts as they possibly can, and the average stores does not give much attention to the shirt end of their business, for they think any young chap can sell a shirt. Accordingly if a big chap comes in and he has a thin neck they fit him according to the collar size, whereas they should measure his chest and fit him accordingly. Then they say the collar does not fit. It may not, but, it is possible to carry a line of shirts for the oversize man and have the right size collar to fit. We have been showing three different sizes of shirts for many years, a



*An attractive summer trim arranged in one of the splendid windows of D. E. MacDonald and Bros., Limited, Guelph. Shirts, straws, and ties are splendidly used to make an easy, and artistic window. Price cards are conspicuously absent—which, generally speaking, might be considered a fault.*

regular size, which is a good sized shirt and all our trade is based on this size; then we have been showing an over-size, being longer in the body and sleeves, and a little wider in the chest, but, that has had a very, very limited sale. Then we show or make a giant size shirt. This line has quite a sale in two or three lines, but, some stores will not handle them, for they claim it makes their stock run up into too much money.

"As manufacturers we can make up anything the trade asks for, but, the retailer will not and has not got the money to carry a good range of shirts. The American retailers that make a specialty of shirts carry a very large assortment, and can furnish two or three lengths of sleeves, for they know their trade and cater to it. The Canadian retailer generally wants a shirt at a price and the manufacturer tries to satisfy that demand by making up shirts to sell at 50, 60 or 75c. and he generally loses money on all \$4.50 lines.

"Owing to the scarcity and high prices now prevailing in the cotton goods trade an opportunity now presents itself to get away from the old established price rule and the necessity to make shirts to suit some price. According to U. S. statistics of the shirt trade 22 per cent. of the product of shirts has been sold at a loss, this loss caused by bad retail price making and ridiculous competition.

"Then loss is accounted for by cancellation of orders, returns, allowances, and large cash discounts. Shirts returned or cancelled have to be sold at a sacrifice in order to dispose of them.

#### Some Recent Advances

"While we are on this subject it might be well to just mention in your paper that the shirt manufacturer is up against unusual conditions, owing to the great advance in price of everything entering into our product.

Piece goods have advanced about 40 per cent.

Flannels	40 to 50 per cent.
White thread	35 to 50 per cent.
Colored thread	50 to 75 per cent.
Tissue paper	70 to 100 per cent.
Twine	50 per cent.
Pins	75 per cent.

"When we consider that within 6 months every manufacturer will be filled up with goods at high prices it would be well that the jobber and retailer as well as the public were enlightened along these lines.

"If the public should feel that at the end of the war

prices should go down every manufacturer would be facing a loss that he could not withstand.

"We hardly think the retail trade can be expected to carry a big stock of shirts of different sleeve lengths, for the demand is not as great as one would suppose. If we were in business in some of the smaller cities we would merely carry the regular stock shirt. If the sleeves are too long a short tuck can easily be placed in the sleeve by the women folk of the household. If the man is out of proportion with long arms he should order a dozen shirts made up to suit his measure, for shirts will always be good stock to carry on hand. But, men do not seem to use the same amount of intelligence about such matters as they do about other things and will only buy one shirt at a time, and if it does not happen to fit or suit a great howl goes up.

#### Chest Measure, Not Neck Measure

"But last of all the clerk should learn to sell shirts by chest measure instead of by collar or band measure. My own experience in buying underwear and shoes has been that they always sell things too tight or too small.

"If the retailer wants sleeves of a certain length the manufacturer can produce them, but, they must expect to pay a trifle more if ordered in small quantities, unless the trade takes the matter up throughout the country and will order accordingly.

And here is an opinion expressed by a manufacturer who doesn't favor a variety of lengths—who blames merchant and clerk, to some extent, for agitating this:

"The writers's opinion of this sleeve length question is too much agitated by the clerks trying to tell a man the length of sleeve he should wear, when the customer had no intentions of asking for a sleeve length. Up to a few years ago Canadian manufacturers were not making sleeve lengths. The sleeves were all made the average length and there were less complaints from the average individual. Of course when the sleeve length became a permanent fixture, naturally the stores carrying shirts in sleeve lengths would think he was offering something a little better by telling the customer he had certain sleeve lengths, and instead of finding out the correct sleeve length he should wear by measuring, he would take a guess and in a great many cases he would give him the wrong length, this of course is a worse evil than selling shirts without sleeve lengths.

(Continued on page 38)



# Suitable for the Dog Days



TRIM BY A. MATTHEWS, OF FRANK STOLLERY'S.

*Can't have too much Summer underwear these days. It's a case of changing before the evening meal. A display of the line emphasizes this—makes the man realize his needs—produces sales.*



# MEN'S WEAR REVIEW



VOL. 6. AUGUST, 1916 No. 8

## SELLING IN QUANTITIES

**M**ANY merchants are now going after big sales—many, but not enough.

The advantages are apparent. A customer comes in to-day and buys two collars. They fit perfectly. He finds he needs some more and buys them, perhaps, elsewhere. With a little more work he could have been sold half a dozen or a dozen in the first place.

So with shirts, so with underwear, so with half hose and handkerchiefs.

It is quite largely a case of a little trouble on the merchant's part—or on the part of his clerk. If he makes sure a shirt or a collar will fit, then he can suggest the advisability of getting enough of these.

A man, for instance, remarks that he has had trouble getting shirts of the right sleeve length. The merchant takes pains to get the exact fit. What more natural then, that he should suggest a purchase of half a dozen? And what more natural than that the customer should agree? In the past he has had trouble. Now he has a shirt that fits. Why not get a good supply?

Such salesmanship takes a little more time, but it builds bigger business, and is moreover real salesmanship. While selling, surely it is worth doing it right.

## SUMMER SUITS TO THE FORE

**“O**NTARIO'S hot wave is a Record breaker. Rational Clothing for men may be a result.”—*Toronto Globe*.

\* \* \*

Yes, it will.

In fact the evidence is on every hand that “Rational Clothing” is already gaining ground. In the cities, on the boats and at the summer resorts clothing appropriate to the season is to be seen. A man in a Palm Beach suit is no longer a mark for derision. He is coming to be a mark first for envy and second for emulation. He is setting a standard.

“Why that fellow looks cool,” some will say. “Wonder what his suit cost?”

And the men's wear dealers windows, fortunately, are giving the answer. They are showing Summer suits—linen, flannel, silk. Palm Beach. They are showing that these may be had at very moderate prices—from, say \$7.50 to \$20.00. They are making it generally known that for even our limited

period of intense heat such an investment cannot be considered extravagance.

The work of the men's wear dealer, and the courage of the pioneer wearers of Summer suits is having increasing effect. A Canadian hates to be noticeable—to seem extreme. But he is realizing that the use of a light suit doesn't make him freakish any more; and he is buying.

There will be many more such suits bought this Summer and next Spring, it seems the demand will be greatly increased.

## A SAD CASE

**I**N a young country there naturally is a certain freedom in dress—a lack of observation of conventions which might shock many from an older land. With this state of affairs Men's Wear Review, and The Review believes, its readers also, have no quarrel. Let there be freedom. Let individuality be displayed, but let there be taste—let there be evidenced some regard for the feeling of others.

If a man wants to be informal, why no harm done; but when he sets out to be formal, then, surely, should he remember certain rules. If he has not been brought up to know these, then he should consult with a men's wear dealer who has the knowledge.

What is meant may be made clearer by mention of a man seen this month in a Toronto street car. His frock coat was well cut, but from the lapel gleamed a secret order emblem. His shirt gave the lie to the report that dies are scarce, and the cuffs (the shirt sleeve length was unfortunately ample) were of the French style. Then the collar was of the stand-up turn down variety—a collar highly regarded by all and sundry, but not for use with a frock coat. Somehow this man had resisted what must have been a temptation, he did not wear a bat wing tie, but he had a plaid tie—no plain black or grey for him. But then either would have been out of place with that shirt.

The high hat was of an ancient vintage and did not detract from the sparkle of the diamond scarf pin—which might or might not have cut glass.

And by the way the cuff buttons represented some secret order emblem—though it is true plain gold links may be secured for formal attire.

And when this individual—incorrectly—hitched up his trousers as he took his seat, it was noticed these had cuffs.

Oh the tailor who did that. To the front trenches with him.

Thinking over the sartorial efforts of this man, doubtless well intentioned, there comes the fear that some men's wear dealer was to blame. No not directly, but through a sin of omission. For instance, are you really helping the man who wants to dress for an occasion but who doesn't know how? Do you ever



enclose little pamphlets on this subject with your parcels. If you do good must result, and some trade come too.

#### REMEMBER YOURSELF

**H**OW about the profit resulting from an extremely good buy?

Something is said of this elsewhere in this issue, but just a word here.

It's a fine thing to give your customer some advantage. That makes for his high opinion. But don't forget yourself, Mr. Merchant. There may be some trying days coming when the time of price revision downward comes. It's only right to build up a reserve against that possible day, and how better can that be done than by taking for yourself a part at least of the advantage you have secured through some fortunate purchase.

Some goods, of course, you have to sell off cheaply—perhaps as cheaply as you can buy replacing stock. If you have a regular clientele you want fresh stocks of such lines as ties. The old patterns won't stimulate sales. But where a good buy makes a better profit possible—will be sure to get a part of that profit to improve your position. Such profits may be the umbrella against a possible showery day.

#### HATS OFF!

**I**N the Spring Men's Wear Review urged the avoidance of too early slaughtering straw hats with special sales. Many readers approved, giving their

reasons, and suggesting ways in which these sales might be delayed. It is now gratifying to note that a big step forward in this regard has been made.

Some slaughter sales have already been held—but the number has been encouragingly few. Merchants, on the whole, have held off. Perhaps the intense weather has prevented any seizure of "cold feet," any fear of being left with big stocks.

The straw hat season this year got an exceedingly poor start, but all July the sales have been brisk. It now seems merchants will clean up their stocks, and at prices which mean a fair profit to them.

The experience of the year should lead to still better things in 1917.

**L**AST month was mentioned the horrible sight of a man in evening clothes with a four-in-hand tie. But have you ever seen anything sadder than a red tie worn by a frock-coated Mayor?

**S**URELY, while these things be, the men's wear dealers have a mission higher than that of mere money making.

**D**O your Christmas Shopping Early. Retailers have for years been urging this action upon their customers. If they are to have the goods to sell this season they'll have to remember to do their own shopping early.

## OF A PERSONAL NATURE

C. A. Workman, McGill and Notre Dame Streets, Montreal, has been holding a patriotic sale, giving 10c on every dollar spent in his store during this sale to the fund for returned soldiers.

W. W. Ferguson, who has taken up his new duties with the C. C. Begg Co., Collingwood, was given a rousing send off at Petrolea, being presented with a Masonic emblem among other things.

Clarence Ferguson, formerly employed in the men's furnishing department of A. B. Scott's store, Smiths Falls, recently died in Paris, France, from wounds sustained while fighting for freedom with the Canadians.

Sam Ryckman Manson, for eight years one of W. E. Sanford Company's bookkeepers, has been made Major of the 173rd Highland Battalion. As "Sammy" Manson he was known throughout Canada as the great half-back and captain of the famous Hamilton Tigers.

Howard Owen Bennion, who has been a clerk in the mens' furnishing department of the Hudson's Bay Company, Winnipeg, for some time, has enlisted with the business men's company of the One Hundred and Eighty-fourth battalion.

A new 5, 10 and 15c department has been opened in the store of the W. W. Cooper Co., Ltd., Swift Current, Saskatchewan, manufacturers of lines suitable for a department of this kind are requested to send catalogues.

Merchants of Woodstock, N.B., have suffered a good deal through residents smuggling goods across from Maine.

Recently the customs officials paid the city a visit, searching the trains, and all on the trains, at Debec Junction. It is thought the penalties imposed will have a good effect—making many realize the home stores at least give "honest" values.

After completing six years' service with The Peerless Store, Wellington Street, Ottawa, the last two as manager and buyer, Mr. J. F. Duff has severed his connection with this firm and entered business under his own name.

Mr. Duff's new store is located at the corner of Somerset and Rochester Streets, and will be devoted to Dry Goods, Boots and Shoes and Men's Furnishings exclusively. The premises, which have been re-fitted to accommodate the new business, present a very inviting appearance, and under Mr. Duff's capable management its success is already assured.

In the fire which occurred in the Mackie block at Calgary, the Boys' Special Clothiers suffered greatly, and as a result of the damage to stock, the store has been closed for a few days. Insurance adjustors are detailing the losses, and the store will be open for business soon.

W. J. Rassey, who recently conducted a general clothing and furnishing business on Christie Street, Sarnia, has moved into the store recently purchased by him on Lochiel Street, in the rear of the Bank of Montreal, and will continue the same line of business carried on in the old quarters.

# CLOTHING WINDOW WINS MONTHLY PRIZE



W. Hallgarth Arranged Trim Which Has Artistic Merit and Big Sales Bringing Value.

**A**FTER consideration of the trims submitted our judges have decided that to W. Hallgarth should go the prize for the best July window. The trim which receives the award is shown above, and it will not be hard for all interested in window trimming as a means of securing greater sales, to understand why this window was looked upon so favorably.

This is a window which shows a rather wide range without having anything like a crowded appearance. There is, too, a skilful use of price cards. On every suit appears the announcement of cost; yet while the figures are quite large enough to be easily read by those attracted by the trim, they are not so large as to draw attention away from the garments. The suit is the thing but the price at which the suit may be had is there to be seen.

“The “Dress Up” card in the foreground is effective. So, also is the use made of manufacturers’ booklets and display cards.

And the grouping of accessories, such as gloves, hats, canes and ties is to be commended. Indeed, this is a good example of a window which features clothing, yet shows also general lines. It is a dignified window, and certainly a business bringer.

Mr. Hallgarth, who does all the window trimming for this Guelph store, is on the executive of the Canadian Association of Display Men. He has been successful in winning a number of prizes, recently being awarded \$50 in the Rice Leaders of the World prize competition. The successful display then was of silk gloves.

## LET US HAVE YOUR BEST WINDOW

*Men’s Wear Review’s Monthly Window Trimming Contest is encouraging many to do better work. Not only the winners benefit, but the others who receive hints from the work of the winners. There is always something to learn from the work of another.*

*Now you have a trim which possesses some strong feature. Have it photographed and enter it in our monthly contest. Do it at once. We want to show a number of trims in our September issue, which will be our Big Spring Buying and Fall Merchandising Number.*

*To the winner goes a cheque for \$5.00 plus \$1.50 to cover cost of photograph.*

*To others, whose photos are kept, we send \$1.50 to cover cost of photograph.*

*But we believe the biggest reason for sending picture of your window trim is that it will give ideas to others, as their windows will give ideas to you.*

*Have you a good trim in now?*

*Have it photographed.*

*If you aren’t satisfied with your present trim prepare one at once—one that will help sales, that is the only kind we want to illustrate.*





# NECKWEAR



## DO YOUR XMAS TIE BUYING EARLY

More Variety to Manufacturers' Ranges Now Than There Probably Will be Later—Cancellations Will Exceed New Numbers Offered—Knitted Ties in Demand—Not Pushing \$4.50 Range

THE unsettled condition of the neckwear market—the uncertainty as to what even the next few months will bring—may be judged by this extract from the letter of a reliable manufacturer.

"The situation does not look good to us at all, on account of the high prices of silks (and apparently the market will go higher). Unfortunately there are several manufacturers in Canada who are producing altogether too big a shape for their own good, consequently, this upsets conditions for other manufacturers.

"By doing this, they create an impression with the merchant that the houses that are showing a smaller shape are not in a position to buy as close, etc., and when the houses that regulate their costs properly, come round and show their samples, this matter is brought up, and it is unfortunate for the tie manufacturers in general, that two or three of their number endeavor to upset conditions like this, especially when working under an advancing market, as the silk market has been for the past year and a half.

"We think the merchant will have to either pay a higher price, or accept a much smaller shape for the coming season, as the big shape hitherto shown cannot be produced at the present high price of silk and at the same time bring a proper return to the manufacturer.

"It would be a good thing if the Canadian tie manufacturers could put out an article that the retailer could make a satisfactory profit on, and, at the same time, give the manufacturer an ordinary profit, and not try to outdo one another, by making the very large shapes now in vogue."

That there is a tendency to overlook proper costing, on the part of some manufactures, as implied in the letter above, is illustrated by the frank confession of one neckwear man.

He states that a line of ties, with silk fronts and sateen backs, which he thought would be a fine range, enabling the continuation of big shapes at the old prices, has proved unsatisfactory. The additional cost of cutting, and making generally is, it has been found, more than enough to offset the reduction in the price of materials, as a result of sateen being partially used to take the place of silk.

In the cities there has been noted a revival in the demand for knitted ties—perhaps as a result of merchants wanting to make sure of these for their Fall trade. The \$4.50 line, made of artificial silk, is scarce, but the genuine silk ties in prices from \$8.00 to \$12.00 per dozen are selling very well.

Undoubtedly there is a tendency on the part of merchants to buy ties which they must sell from 75c up in order to secure a profit. They evidently realize that the 50c ties being sold, are, of necessity, poor, and will not satisfy their more particular customers.

One manufacturer speaks of a big customer from the west—a regular buyer of 50 cent lines—coming into the manufacturing show rooms. He was not given a single 50c tie to look at, and without any hesitation placed a \$1,400.00 order for \$5.25 and \$7.50 ties.

This house indicates that while they have a \$4.50 line it is not their intention to push this. The better ranges they can now be sure of—which is much more than can be said of a \$4.50 line under existing conditions, and there seems no doubt the merchant now stands ready to get 75c., \$1.00 and \$1.50 for neckwear from his customer.

Certain it seems that this is a year to order Fall, and even Christmas ties early. The supply of tie silk, and of production facilities is not equal to the demand. To make sure of goods they will have to be ordered early.

This has been urged upon the travelers of one house: This has been urged upon the travelers of one house: said the sales manager, "but they won't begin to make up for the numbers we will have to cancel. The merchant who looks over your range now will have the widest selection."

The size of the present demand in view of the large number of men at the war, is indeed remarkable. Manu-

### SOME NEW NECKWEAR



Wm. Milne Van Allen Shirt Co. E. & S. Currie.

facturers—not one but a number—state they are doing a bigger tie business than ever. Is therefore, the actual demand for ties greater than formerly? Are the men remaining in Canada buying ties so much more freely than in other years. They more than make up for the men who have ceased to be tie purchasers by reason of going into khaki? That is doubtful, but it must be remembered that the war has proved very hard on the small manufacturer as upon the small retailer. A good number of these small manufacturers have succumbed, and the business they formerly secured—quite a bit of business in the aggregate—comes back to the strong houses which have been able to weather the present storm.

Then there has been, in the past, a good volume of importation. This has been greatly reduced; and the good Canadian manufacturer, being called upon to fill practically the entire Canadian demand, finds himself hard put to it. Under ordinary circumstances he would have his plant running with the elasticity to make this increase in business possible—but now, raw material scarcity, and worst of all labor scarcity, makes the problem of production a problem indeed.

The labor difficulty by the way, is another reason for the passing of the very cheap tie. When only a certain number of girls are available, a manufacturer wants to have these work upon lines which are profitable and at present prices there is absolutely no profit in the cheap tie.

#### WAR BABIES BRING PROBLEMS

(Continued from page 29)

ably gloves and other articles that lend themselves to easy examination, by displaying them in such a way that they can be handled by customers. This might not do with a fancy kid glove, but for working gloves it is ideal. We have them arranged according to price from 15c to \$2.50 in a long box that is sub-divided into compartments and attached to the counter. The gloves sell themselves literally.

“To leave goods at hand in this way is an ideal scheme for moving dead lines, especially of what might be termed low class goods. When customers cannot see goods, they ask only for well-known lines and in consequence valuable and high-priced lines suffer.

“This fact has led us to make the experiment of a “Serve Yourself Sale” in which the entire floor space is given over to the display of goods on tables on the Woolworth plan; the customer making his own selections from the price-marked piles.”

#### ARE YOU SELLING PROPER SLEEVE LENGTHS?

(Continued from page 32)

The proper way to measure a sleeve is from the button hole in neckband to the end of sleeve. Of course some people have a different idea as to length of sleeve they want.

#### Chance for Larger Orders

Interesting opinions these, and informing. They should help merchants and clerks in giving shirt satisfaction; and shirt satisfaction means quite frequently a steady customer. If a man knows what he wants in sleeve lengths he won't be satisfied until he gets it, whether it be in one store or another.

This whole question moreover indicates another way in which a merchant may build for larger individual sales. If a shirt perfectly fits a man the advisability of buying three, four or six will appeal to him if suggested.

#### COLLARS ARE UP—WELL, YES!

AT the Allies' Bazaar held in New York City recently, Will Morrissey, an actor, sold a collar for \$1,000.00. It was auctioned off to the highest bidder, who was Mr. C. W. Band, of Montreal, Canada. The bidding started at five cents and after over an hour of bidding, Mr. Morrissey let the collar go for \$1,000.00. This is undoubtedly the record price for a collar. The collar auctioned by Mr. Morrissey was an Arrow.

Mr. Morrissey was assisted in the work of auctioning off this collar by Margaret Mayo, the famous playwright.

#### GENERAL MOVE TOWARD SUBSTITUTION

A NEW development that may well have widespread influence on the leather industry is the discovery by an American Rubber Co. of a composition that is believed to be suitable to replace leather soles in shoes, thus releasing large amounts of leather for other purposes. It is reasonable to suppose that this will be found suited to other uses also, in response to the present trend toward substitution.

A similar movement has already set in in the case of leather trunks which are now being duplicated at one-third the old cost in a wood fibre that is said to be as durable as the leather.

The immense consumption of silk as a substitute for leather in gloves and wool in shirts and socks, is another fact of immense importance. Cotton is replacing linen in much the same way. There is apparently no end to the limits of the substitution movement.

#### ANOTHER WORD ON EARLY CLOSING

A. Brown & Co., Watford, Ontario, write Men's Wear Review:

All merchants in Watford close at 12 p.m. on Wednesday afternoons during June, July and August. We close at 6.30 every evening but Saturday, during the whole year. Business is better, the people just as well pleased and the merchant and his employees are at least once removed from being common prisoners.

Yours,  
A. BROWN & CO.

#### WON'T REGISTER TIGER MARK

It is pointed out in advertising circles that the failure of the Royal Tailors, of Chicago, to secure the registration of their familiar tiger as a trade-mark is of great importance to all concerns using the figures of animals to distinguish their product. The rejected trade-mark consists of a full-length representation of a tiger reclining on a pedestal upon which is inscribed the words, “The Royal Tailors, Chicago-New York.”

The mark was refused registration to the Chicago house because J. M. Robinson, Norton & Co., Louisville, Ky., was the prior user of the figure of a tiger as a clothing trade-mark. An appeal was taken to the examiner of interferences, who upheld the trade-mark division, and from his decision a further appeal was taken to the Commissioner of Patents, but without result. The matter was then taken to the Court of Appeals, which has just rendered its decision upholding the Commissioner of Patents in his findings that the mark of the Chicago house bears too close a similarity to the Robinson-Norton mark to permit registration by the former.





# KNITTED GOODS



## SURPRISING ADVANCES IN COTTONS FOR 1917

Underwear and Hosiery Prices Out for Spring Show 20 to 52 Per Cent. Increase—Fibre Silk Almost off the Market—Cashmeres Doubled—Few Colors, Except White and Tan.

**W**HEN the knit goods travelers start out next month on the road with their Spring, 1917, lines of underwear, hosiery, etc., retailers probably will be surprised at the heavy advances in price that are being quoted. If conditions keep up the way they have for a few months past cotton will have become as great a luxury as wool. Indeed, the latest advances in cotton yarns are sharper than in wool, and this is reflected abundantly in the cost of cotton underwear for next Spring.

### Cotton Underwear 25% Higher

The wholesalers are now placing their job lot orders and find that cotton underwear has gone up on an average 25 per cent. compared with prices for Spring, 1916, while cotton hosiery is up 10 per cent. on present prices or nearly 20 per cent. compared with placing prices for Spring, 1916. The slight difference, of course, is accounted for by the larger element that labor plays in the cost of making underwear.

Why this big increase, with the cotton market practically stationary for months?

### Raw Material vs. The Yarns

"The difference between the cost of raw material and the yarn is wider than it ever has been before," said a dealer in cotton yarns, in discussing the market situation with *The Review*. "This is partly due to higher labor costs; partly to the tremendous demands for cotton yarns, which are in so many lines replacing wool. Most spinning mills will not quote any price on cotton yarns to-day and the majority are sold up to the end of the year."

A buyer for a large wholesale house confessed that he was amazed at the heavy advances, and, remarked on the seeming contradiction between the raw market and the made-up goods.

"The spinning mills are making a great harvest out of present conditions," he observed. "It is they chiefly, not the knit goods men, who are responsible for the high level of Spring prices. They can sell all and more than they can make."

### Woolen up 12½% to 15% Over Present

The actual advances on woolen lines for next Spring will run 12½ to 15 per cent. over present quotations, but, of course, these have been very high. Probably 20 per cent. will cover the 12 months advance in the coarser wools and cotton-wool mixtures. In the finer cashmere it is higher, but these, of course, are practically out of range.

A jobber who has laid in—so far as ordering is con-

cerned—his Spring hosiery, says that his former \$2.25 line is now \$4.50, and little available at that. He has a mixture to sell at \$2.40, which is about one-third wool and two-thirds cotton.

—Silk fibre unquotable—black—

Cotton prices are bad enough, but the silk fibre outlook is worse than ever. In fact, mills if they quote at all cover only supplies that can be made up from the small quantity of yarn on hand. Germany was, of course, the chief source for fibre yarns, and Canada and the States have had to supply the made-up goods since the war, as England has barely touched them and nothing has come over for a long time.

### No Navy Blue Guaranteed

So far as colors for next Spring are concerned, white and tan are the only two that can be procured for men, with a few odd lots in grey. Navy blue may be said to be absolutely off the market, not because there is no navy blue dye, but none that can be guaranteed fast, and whatever can be said as to dress goods, fastness is an absolute requisite in hosiery, and not one hosiery buyer in a hundred, probably, would take any colors that were not guaranteed. A few tried them out last year, and complaints of the dyes being transferred to the feet of the wearers were so disquieting that the risk has not been run again.

A hosiery mill representative who was in Canada early in July, stated that his U.S. mill was sending thousands of dozen cotton and lisle hose to England. What wonder then that prices are soaring?

Even with the market so high, jobbers have been placing orders heavily for next Spring.

A letter from a mill that makes worsted and woolen yarns says that the future is very uncertain, and they cannot take any orders before the last month of this year, and the prices for this are not known.

### Germans Buy up South American Wool.

The wool market received an impetus that was not exactly needed, most would judge—by the embargo on wool from New Zealand except to England, and most U.S. buyers were disappointed by Germany gobbling up the Argentine crop. There are two views taken of this action, one is that it was done under instructions from the German Government, so as to make certain a supply of wool after the war. If this wool is taken there to be converted, prices will be influenced in the upward direction.

(Continued on page 42)

## GOSSIP OF THE TRADE

(Continued from page 24)

## GUARANTEE ON GLOVES LIKELY TO BE DISCONTINUED

Japanese goods shown and it is thought that this development may ultimately affect men's wear lines.

## Educating the Clerks

In connection with the new goods constantly appearing on the market it is interesting to note that merchants are coming more generally to recognize the necessity of educating the sales force in a better selling knowledge of individual articles. Goodwin's Ltd., maintains regular classes for this purpose, and in all cases the utmost gratification is expressed with the results attained. In the same connection it is noted that stores display a tendency to branch out more all the time in the variety of goods displayed. One high-class store doing a general trade has recently added a few riding accessories, such as riding crops, etc., although stores catering to an exclusive trade have long carried this line.

The call for skirted bathing suits, both in one and two piece garments continues to outstrip all other demand in that line. Originally introduced as the result of a United States law requiring the use of a skirt in mixed bathing, the movement has automatically spread to Canada, and although unassisted by the impetus of a similar law here, the call is all for skirts.

For the moment the usual mid-season dulness is at hand, but no fears are expressed for the future as far as the volume of business is concerned. Merchants are rearranging stocks; and manufacturers, at the tail end of their season, are busy storing left-overs. The chief consideration at present is the price outlook for Spring. In some quarters it is held that if the war ends this Fall prices will go down. Others, and they are in the majority, and, be it said, they appear to be best supported by the facts, maintain that such a thing is impossible because prices are at their present level not through any shutting off of supplies as was the case for a time, but through sheer exhaustion of the market, not only for the finished goods, but the very raw material itself. One thing manufacturers are unanimous about is the fact that prices will undoubtedly be higher for Spring at least. The utmost emphasis is laid on this fact and instances are cited to prove it, such as the paying by a manufacturer of \$4.80 for a line of Balbriggan underwear he had been selling for \$4.50 a doz. Cotton goods in particular will be very high and if the war continues it is impossible to estimate the ultimate effect on prices in this line.

## Colors Will be Fewer.

In addition it is authoritatively stated that some colors in cotton will pass out of existence, notably greens and reds. The whole tendency of style and design in cotton goods in general for next Spring is toward a complete reversion of present standards, and it is on the cards that men's lines will reflect the change to some, although to an unknown extent.

Although American men's wear manufacturers have placed a great many cheap cotton mixtures in a wide range of colors on the market for the next Spring season, dress goods factors state they have not been able to produce colored cotton and wool substitutes for worsteds in a satisfactory way because dyes that will set fast on cotton warps cannot be obtained except at prices that are pro-

hibitive. For a small quantity of fast blue suited to dyeing cotton warps, \$28 a pound was asked recently in New York. A couple of years ago this same dye was quoted at 80c a pound. As the blue and red dyes that are available have been found to be fugitive, manufacturers think it best not to offer any kind of cotton warp dress goods unless the dyes used therein are fast. The consensus of opinion in the trade is that the policy to follow in cotton warp goods is to maintain qualities irrespective of price, and if buyers do not take hold at the figures that must be put on the goods the best thing to do is to stop making such fabrics until manufacturing conditions improve. At least, this is the view taken by selling agents who are jealous of the reputation of the products of the mills they represent.

## WORKERS ON GLOVES BADLY NEEDED

(Continued from page 23)

however nice these gloves look, they do not stand up to actual use."

The glove-cutter's trade is one of the most skilled; the hardest to learn and the poorest paid. It requires five years for even a clever workman to learn the trade, such are its intricacies. Every variation of shape, texture and color must be noted and allowed for in the cutting, and each skin has its own individuality. A pile is given the cutter after having been most carefully estimated, so that for each skin a certain number of gloves of a certain standard are required. The cutter is charged up with this number of gloves and credited with them when his task is completed. The minimum of scraps is allowed, small pieces going into thumbs and fingers. The layout of the cutting must be on the basis of the shape and size of the skin and yet such that the colors of odd pieces put into one glove will correspond.

## Only Finished Article May be Judged

But even with the most unremitting care it is not until the glove is made up that any worth-while judgment of it may be formed. It is often the case that a poor skin which is full of fever spots will make up beautifully. Equally, a good skin may make up into very inferior gloves and so it is throughout the sewing of kindred operations, a ceaseless contest between human skill and judgment on the one hand and the natural faults of the raw material on the other. More and more Canadian manufacturers are devoting themselves to duplicating the best efforts of other countries and thus constantly improving the quality of their output. But at best that output, combined though it is with all of the available imported stock, is woefully inadequate for the needs of the present situation.

## ORIGIN OF THE KILT

The exact origin of that interesting garment, the kilt, is lost in the midst of antiquity, although its history goes back to the time when it was a part of the national dress of Ireland and Wales, as well as of Scotland, says Pearson's Weekly. In the Middle Ages the kilt was a kind of a shirt, called a "lenn." It was worn with a jacket and a single piece of cloth thrown over the shoulders. In those days, although the "lenn" was colored, it had nothing like the variety of colors of the present-day plaids.

The Scot found that this garment, reaching far below the knees, interfered with his freedom of movement in a fight or an athletic game, and so he tucked or kilted it just above his knees.



# Cardwriting Made Easy

By R.T.D. Edwards

## LESSON NO. 18—"BRADLEY" LETTERING

EVERY cardwriter, no matter how accomplished he may be, can always afford to add more styles of lettering to his list—Therefore it behooves all who are interested in the art of lettering to keep their eyes open for something new in letter formation.

There are dozens of new types of letters appearing in the advertising sections of journals and magazines which are the work of high-priced artists, from which you can glean many new ideas to work up what appears to be an entirely new form of lettering.

The way to go about it is this: as you run across these letters, sketch them in pencil and the balance of the alphabet can be worked up to correspond with them. You will notice some predominating feature which should be followed throughout the alphabet. For instance, while the "Bradley" is far from being new you will find many new formations that will add new life to the old type. The outstanding feature of this form of lettering is the small angular strokes at the beginning and ending of strokes also the square-cornered junctions in the curved letters.

### "Bradley" Alphabets

The lettering we are teaching this month is what might be called by some a fancy letter on account of its out-of-the-ordinary formation. This may be true but nevertheless when the letters are put together to form words they make a very readable card as you will see in the finished work. This style is most suitable for the better class of display cards but it can be used for sale purposes with good effect.

A first glance at the chart gives one the impression of it being a most difficult letter to read. This is not the case: in fact it is one of the most readable forms of lettering that a cardwriter will run across. The rules for arranging these letters are simple and easily understood. Never use all upper case letters in one word. If a capital

is desired have it at the beginning of the word only. The remainder of the letter to be lower case.

The "Bradley" alphabet is not by any means a new one. It has been in use a great many years but has not been used extensively: thus it is uncommon. The principle of its formation is quite simple. First of all you must possess brushes that are in excellent working condition, brushes with red sable hair all the same length. The hair must not split and come to a perfect chisel point when filled with color.

The "Bradley" type is an entirely brush stroke alphabet. That is, each stroke is completed with one sweep of the brush. No finishing strokes are required if the brush is in good condition.

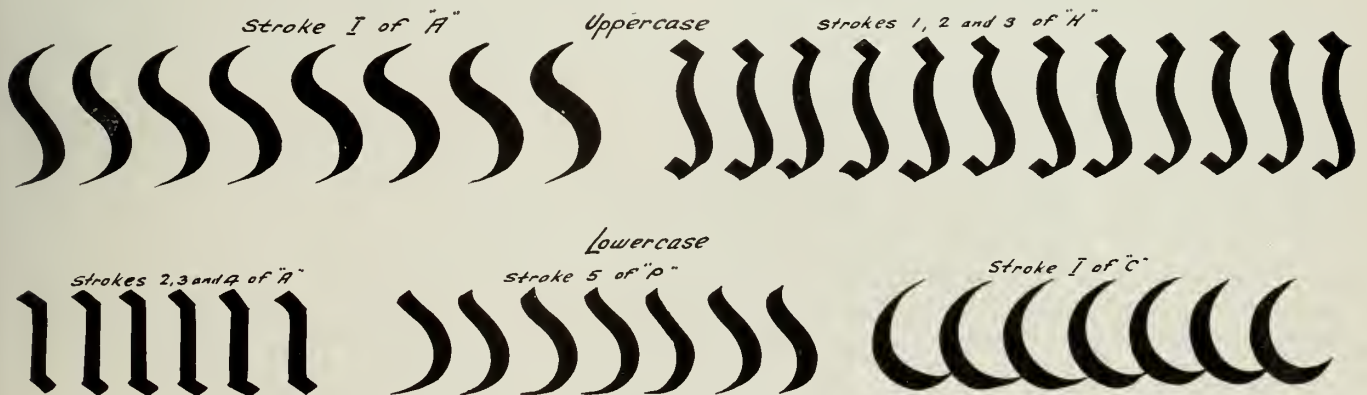
### Directions for Painting

As explained in previous lessons, work the color into the brush by drawing it back and forth on a piece of scrap cardboard until the color flows evenly from it and the point of the brush is the right width. A No. 8 red sable writer is a good size brush to use for a letter two inches high. If a small letter is required use a smaller brush. Don't try to make a big brush do small lettering. Hold the brush quite rigid between the thumb and forefinger. It must not roll as is necessary for the brush stroke block lettering shown in this paper some months ago.

### THE CHART

The first "A" shows a very gracefully formed letter. The main thing in this letter is to have it balanced up properly. Practice that stroke No. 1 many times. Stroke 4 of this letter is one of the most prevalent and needs much practice.

The second "A" is of entirely different formation. Stroke No. 1 is made with one sweep of the brush. This stroke has appeared many times in previous alphabets. Stroke 3 is the same as stroke 4 of the first "A."



... Practice Exercises ...

"Bradley" Alphabets

In stroke No. 1 of the first "B" we have the same stroke that appeared in the other two letters. Practice well strokes 5 and 6.

Stroke 1 of the second "B" appears often in the alphabet and should be practised carefully. Combination strokes 2 and 3, and 4 and 5 of this letter need a lot of practice.

"C" is a simple letter to form. Stroke 1 is the same as stroke 1 of the second "A."

Stroke 5 of the first "D" is a peculiarly curved stroke and needs a lot of attention.

Stroke 3 of the second "D" should be paid particular attention to on account of its long sweeping character.

"E" is only one style of many used in "Bradley" lettering. Take particular care of strokes 1 and 3.

Strokes 1, 2 and 3 of "F" appear often during the chart. These three can be made without lifting the brush off the card.

Two entirely different are shown of the letter "G." Pay special attention to stroke 3 of the first "G." The second "G" is the easiest read and the most used.

The "H" makes a nice capital letter. It shows a good combination of strokes in 1, 2 and 3. The "I" form is comprised in many other letters. Strokes 1 and 2 of "J" are the same as 1 and 2 of H. Much practice is required to make these strokes graceful. The "K" shows another nicely formed letter. Stroke 6 is a new one so far and should be paid special attention to.

The combination stroke 3, 4 and 5 of "L" should be practised often. This letter needs a lot of attention to get it properly balanced. The "M" and "Ns" are of a similar formation. Their lines appear in other letters. Strokes 1 and 2 of the first "O" are the reverse of one another. Practise this letter well. The second "O" has the third stroke added to give variety.

The "Q" is the same as the first "O" with the tail added.

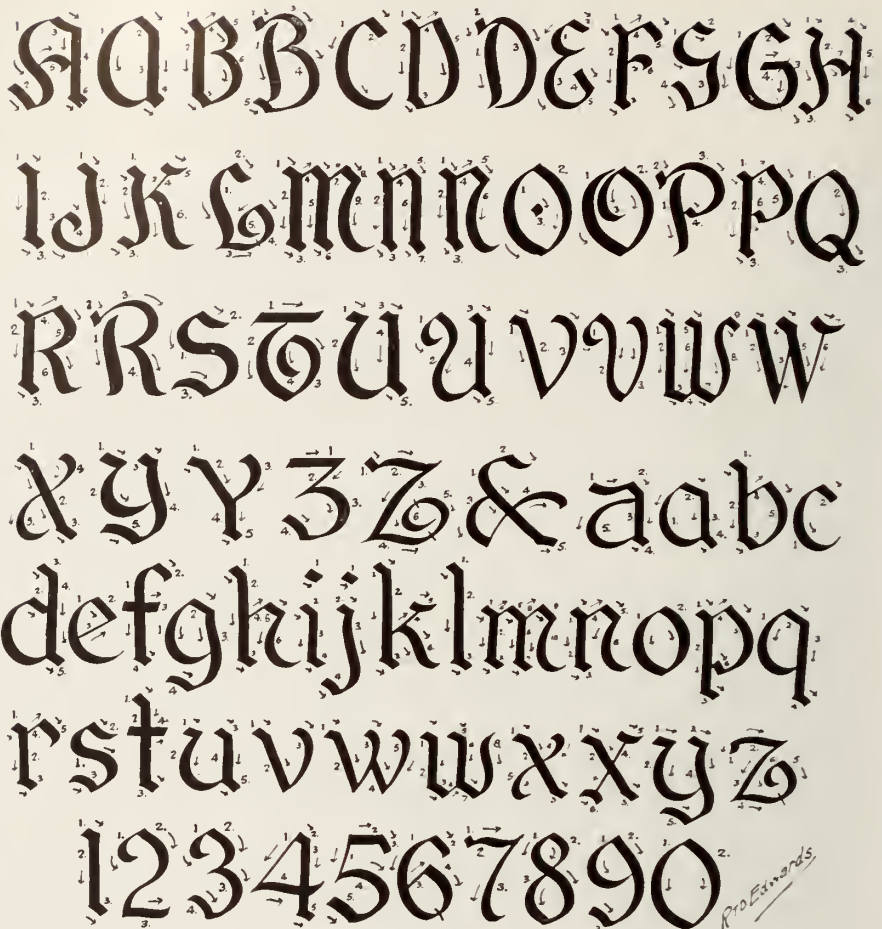


Chart 17

You will notice a similarity of the two "R's" to the two Ps.

Stroke one of "S" has been shown in brush stroke Roman lettering and should be well known to the writer. The "T" is a very graceful letter but requires a lot of practice to make it such. Strokes 2, 3 and 4 require much attention before they can be made to appear properly balanced. All the strokes of the first "U" are comprised in previous letters. The second "U" gives a variety in the first two strokes. This former letter is the easiest to read.

**SURPRISING ADVANCES IN COTTONS**

(Continued from page 39)

On the other hand many believe that the transaction was an investment of Germans who were looking for something that was safer outside their own country, and that when the time comes this South American crop will be sold in the world's markets, tending to ease up prices. Meanwhile we can take our choice of the alternative explanations.

**RECRUITING LEAGUE FIGURES ENOUGH**

THE CANADIAN Knit Goods Manufacturers' Association reconsidered their decision to submit a memorial to the government dealing with the drawing off of labor from the mills as a result of indiscriminate recruiting. When the Recruiting League's figures became known, it was felt that these covered the ground of a large number of industries

thoroughly and that as these were presented to the government at Ottawa about the same time as it was intended to submit knit goods figures, this would be sufficient.

The war has been responsible for a great many changes in business methods. Perhaps none more notable than the progress of the special Made-to-Measure special department of the clothing manufacturers. H. Vineberg & Co., Montreal who inaugurated a very successful department of this sort, state that the war did a good deal to popularize this branch, both with the manufacturer and the retailer. The benefit to the retailer in being able to fill orders on short notice without having to carry any stock, is quite obvious. To the manufacturer in normal times, the sale of this stock is of prime importance, but in times like these, when many of them do not know where the stock is coming from, naturally manufacturers too, were glad to fall in line.





# BOYS' DEPARTMENT



## BIGGER SIZES THAN EVER IN BOYS' SUITS

30's to 36's in Demand This Year—But Almost Entirely in the Good Ranges — Ludlow Bros., of Brantford, Comment on This Unusual Demand—Probably It Results From Desire of Large Boys to Appear No Older Than They are in This Year of the Recruiting Sergeants' Activity.

"The Old Order changeth, yielding place to new."

Tennyson had a wonderful way of expressing a truth and the above line is just as applicable to the business world as to any other phase of man's activity.

The Old Order is considerably changing in men's wear business, and the dealer who can see this change coming, or who detects the change by some mental seismograph as soon as it has come is sure to make a success of his business. Those who lag behind—persisting in doing business exactly as it was done a few years ago—are likely to find that the Old Order has given place to new, and that new merchants are securing the business.

Now one of the changes which is being evidenced at the present moment is an inclination on the part of boys to

get boy suits even when they might well graduate into a suit of long trousers. There never was a time seen when so many large sizes in boys suits were sold as in this year. This is a state of affairs, which possibly will not last very long, but while it does exist it offers merchants an opportunity to get business which might be lost to them otherwise.

A. Ludlaw of Ludlaw Bros., Dalhousie St., Brantford, states that boys' suits in sizes up to 36 are exceedingly saleable at the present time. Just why this is the case he does not know, but from what he has discovered, and from what is learned of other sources, it would seem that one big feature is the recruiting activity.

Now there are many boys who, while only 15, 16 or 17



*The boys are eager enough to go, but they know they can't and they hate being put in a false position.*

years of age look much older. Once in long trousers probably many of these would be approached by those anxious to secure recruits for the army; and while these boys would not be eligible, and would not be accepted, they would be put in what to them would be an exceedingly embarrassing position. Hence they are quite ready to continue for one more year in boys' clothing and to defer for one more year the long-looked-forward-to long trousers.

#### The Mother's Influence

The mothers of this land of ours have unquestionably a great deal of influence regarding the clothing of their sons, and it may be generally stated that any boy who can possibly be clothed in a boy's suit this year will have the advisability of purchasing this suit brought home to him by his mother. She does not know how long this war is going to last, and while unquestionably the mothers have been making huge sacrifices in allowing their sons to go, no mother likes to think that her 15 or 16 year old boy may be called upon; and to keep him in short trousers seems to make the possibility of his joining the army more remote.

Now this state of affairs will not continue after the war. There is another class, however, who must be considered—the boy who has grown rapidly, who is big enough for long trousers, but whose friends still are boys who naturally wear knickerbockers. These big fellows are frequently sensitive about their size, and want to keep in suits similar to those worn by their friends. Hence a demand for boys' clothing in big sizes regularly exists.

#### As to the Future

Looking into the future another point presents itself for consideration. It seems certain that many big fellows are continuing in knickerbockers to make it very evident that they are under military age. Yet the very fact that these big fellows have continued in short trousers may create a feeling in favor of the boys' suit for the "hobble-dehoy—neither man nor boy" class—a feeling, a style almost—which may last and have a very real influence on buying after peace has come.

But after all, whether the merchant will sell large sized

boys' suits in great quantities after the war will depend largely upon the way he goes after this business. He will certainly have to have the large sizes in boys' suits if he is to catch the trade of those who will not go into long trousers; but as Mr. Ludlow at Brantford, has found, he will be able in many cases to get the boy wearing men's suits.

#### Only in Good Materials

Speaking about these larger sizes in boys' suits, Mr. Ludlow points out that these need only be stocked in good materials.

The 30 to 36 sizes go to boys who are, this year at least, earning money. That is to boys who are able to pay for a good suit and are anxious to secure one of real value.

This suggests another explanation for the unusual popularity of the larger size boys' suits. It is Mr. Ludlow's belief that this popularity is partly the result of a general advance in clothing prices. Many mothers realize that they will have to pay considerably more for their boys' long trouser suit than ever they have paid for his knickerbocker suit; and they realize, moreover, that the same material in knickerbocker style can be secured at lower price, than in the long pant suit. Hence another reason for their urging one more boys' suit.

Mr. Ludlow is convinced that he secured business by reason of having large sizes in boys' suits which he could not possibly have secured without this stock. Some boys simply would not go into long trousers, though they were quite willing to pay up to \$15 for their boys' suits.

On the other hand a number of boys who were quite large enough to go into long trousers, Mr. Ludlow did get to change this year.

To help in the purchase of the first suit of long trousers Mr. Ludlow regards as of great value. This sale, he says, makes an impression on the boy which lasts for years. That first long trouser sale is a milestone in the boy's life, and to the merchant who makes it is practically sure to come a good share of the young man's future business.

## MILITARY ACCESSORIES FOR BOYS' SUITS OTHER MILITARY FEATURES STRONG

**C**OTTON lanyards, such as are used by soldiers for watch, knife or whistle chains are coming extensively into use for the same purpose with boys' suits, especially in the khaki.

This fact is stimulating interest in these accessories, and manufacturers report more or less of a scramble for whistles in particular, which are limited in Canadian stocks. Jack knives with rings and cheap watches are expected to be similarly effected.

A feature of the boys' lines is the demand made on it by the other sex and other ages. Boy's 13½ shirts are now being asked for by men who wish a tight-fighting effect and one line at least of overcoats, the raglan, has been raided by the young girls who are reported to be wearing them extensively although bought directly out of the stock in boys' departments.

Juvenile styles have suffered as a result of the great growth of khaki business. Buster Brown's are rarely seen now. There are more of middy styles, Tommy Tucker imitation vests and Norfolk and sock coat effects, for the boy is becoming a smart dresser, but let it be remembered, not an ornate one. English sailor suits in all varieties are

very popular in long and short trousers, blouses, jackets and all manner of facings. Galatea and linen suits are also selling very well. Middy jackets are most popular and a high-class department store line includes a larger number of mixed suits of midddy blouses with navy blue or shepherd's plaid collar, lapel and cuffs and pants to match so that the latter may do service with two widely dissimilar coats.

Summer khaki drill has taken the place of many lines of washable goods, and one manufacturer states that in thirty years he has never sold so much of one number as of this line.

Narrow lapels on both coat and overcoat are becoming more pronounced. Patch pockets, pleats in the back and a two-piece belt attached on each side of the coat are strong features.

The young man's overcoat of the coming season is an adaptive imitation of the British worm, especially for the mid-season trade. It is both smart and sensible and makes a universal appeal. The colored vest for young men is disappearing and promises to go out altogether.





# SUITS & OVERCOATS



## SOME NEW MODELS DESCRIBED

Suits and Overcoats for Fall, 1916, and Spring, 1917, Have Some Original Features—  
Tendency to Longer Skirts—Velvet Not in Great Evidence—The Young Man  
Still Kept in Mind by Designers Despite War Conditions.

**T**HIS month, or next at latest, clothing models for Spring, 1917, will be shown the trade; and as deliveries of suits constructed on these lines will be possible this Fall, it is quite likely that many merchants will immediately order these. Therefore the Spring styles, as now being evolved by expert designers, may properly be here considered along with new Fall lines which will shortly be offered the trade.

Speaking generally there seems a greater tendency than a year ago, to have the young man in mind when designing suit or overcoat—this in spite of the large number at the war. The idea is that what suits the young man will suit the middle aged man, if not too extreme; and that, after all, there are a great many young men still abroad in the land. The young man, moreover, is the one who popularizes the styles.

Speaking of the general tendencies there is noted one toward a lengthening of coats. Young men's sacs, for instance have been generally made in 29½ inch length, but some new models show these in 31 inch length—with good drapish skirts.

It should be of value to describe some of the new models which are ready at the time of writing (July 17).

### Pinch Back to Continue

To begin with it is evident the pinch back, which when put upon the market last year by one or two manufacturers failed utterly to arouse any great interest; but which came back strongly for young men's business this year, is to be a favorite in 1917. Or perhaps it would be better to say that some of the best manufacturers evidently look for continued or growing popularity for this line.

The new models in this pinch back style show no pleats below the belt, and a variety in the pleats above. The two middle pleats, for instance, may run up from the belt 6½ inches, and the outside pleats up 4½ inches. Or this order may be exactly reversed, giving a squarer appearance to the back.

Pinch back models will, of course, again be made with patch pockets.

Evidently clothing merchants are going to be able to supply their customers, three, two, or one button sacs.

### A Noteworthy Model

An exceedingly interesting one-button model just designed is illustrated herewith. The one-button, it will be noted, is really a link, which enables the soft front to be



*One of the new young men's models to be shown by E. G. Haehborn. Unfortunately the illustration does not do justice to the graceful lines, and general attractive appearance of this model, but it does convey the general idea.*

buttoned over, as in ordinary one-button coat, or to be fastened much as a cuff is—that is to simply cause the two edges to meet, without any overlapping.

This coat has a high waist line, and a rather fuller skirt than 1916 models. The sleeve is narrow, and the

crescent pockets are piped. The vent is deep, as is the case with practically all the new models.

This is a model a little extreme it is true, but with a dignified appearance—absolutely bereft of any flashy touch.

#### Fine Golfer's Coat

A sport coat—especially suitable for golfers—is an interesting model. This is single-breasted, three-button, with large telescope patch pockets of ample capacity. The belt comes well around to the front, fastening just above the front of the pockets. The back has the pinch back effect, with the two outside pleats running from the belt right up to the shoulder seam—a fine, roomy coat this, suitable for the man be he young, middle aged, or approaching the milestone, called elderly, who is much engaged in outdoor sports.

#### Ulsterets to be Popular

A designer who has made a name for turning out models of beauty, and of such practical qualities that they make a general hit, is preparing a line of what he calls ulsterets, which, as the name implies, is an overcoat which will serve the purposes of an ulster, but will be different in several ways—different in ways which it is hoped will make it particularly suitable to the climate, and to the wishes for a comfortable, warm and smart garment.

These ulsterets will be in lengths ranging from 39 to 46 inches, and will be made both in single and double-breasted effects, with storm collar, back belt, and pleats. It is a roomy coat—not necessarily large, but giving easy movement, and having very smart lines.

One ulsteret model has the belt coming all the way round, an ulster back, with high vent, and a soft, three-button front. No velvet is shown on this model.

Still another ulsteret has a plain belt at the back, sewn solidly to the coat, and above this belt is box pleated—it is almost a pinch back overcoat in this one regard.

#### A Model Unique

A model which has the marks of designers' skill all over it has a back after the Chesterfield model, with the frock front. The back skirt is pleated at the sides, and the vent is high. The pockets, on this model, both side and breast, are piped with velvet, and the collar is of velvet. A rather fancy model this—not freakish, but the staid citizens will likely regard it, perhaps with longing, but with the self admonition to get something more like the coat of yesteryear.

#### Velvet in the Background

By the way this is the first coat of which it has been necessary to speak extensively of velvet. Indeed it begins to seem velvet will not be so largely used as was at one time thought. Velvet is hard to secure; is not of the best quality, and manufacturers are passing it by as much as possible.

Still another interesting model, which merchants may expect to see shortly, is what its designer calls "a young man's body tracing overcoat." It is made 39 inches and 40 inches long with slanting pockets at the side—there is no breast pocket, the tendency evidently being to do away with these as much as possible. The back has a deep vent, and a double-breasted front, cut rather high in the waist, carries out the "body tracing" effect—another model this for those who enjoy rather than dread the gaze which naturally follows the man attired somewhat differently.

#### A Sure Hit

Another model being shown will, Men's Wear Review feels, find wide favor. Its designer describes it as a kimona, or throw-on coat, with split sleeve having no elbow seam, wide collar, slash pockets with half patch inside, giving the wearer easy access to the trouser pockets. The coat is made in 40 inch length.

It has easy lines. Looks an informal coat, giving the greatest measure of comfort. It will assuredly find favor with a great number of men.

## SPECIAL MEASURE PROPOSITION HAS SPECIAL OPPORTUNITY, PEOPLE BEING FORCED TO GIVE THIS SYSTEM A TRIAL

**S**URELY there are enough disquieting features to business at the present time. It is therefore worth taking note of a feature which offers cause for elation. Strangely enough there is such a cause in the clothing situation.

For the very reason that cloth is so high and is so difficult to get, every men's wear dealer is being given an opportunity to get a firmer hold on the clothing business of his community.

The merchant tailor is having a harder and harder time. Even in those cases where his account is gilt-edged, he has not very large buying powers, and he experiences the greater trouble in getting goods. Moreover, the labor question is a big one with him. Frequently he can only give work at certain seasons of the year, and for this reason is losing his help to those big manufacturing concerns which can guarantee their employees year-round occupation.

This simply means that the merchant tailor is having great difficulties in giving the best service to his customers, and the men's wear dealers who are going out after busi-

ness for their clothing department are making a great success.

It is true many men have a prejudice against ready-made clothing. A good deal might be said on this point. If a man of ordinary build went into a store where ready-made clothing was carried in large quantities and in good qualities, he would almost certainly find something to give perfect satisfaction. From a smaller stock, however, satisfaction is not perhaps assured.

But the special measure system, of which men's wear dealers now may avail themselves, this man who prefers the made-to-measure to the made-up suit can be served, and it so happens that while his measurements are not taken perhaps by an expert, they are taken under such conditions that any mistake is almost out of the question.

The special measure firms send out forms to be filled in by the merchants. These are exceedingly explicit. Moreover, they ask the vital information in three ways, and thus the measurements may be checked up—proved as it were—to make sure that the one who took the measurement made no mistake.

(Continued on page 48)





Much Profitable Collar Business For You  
in Sight and to be Developed

# KANTKRACK

Trade-Mark

Registered



They Want **KANTKRACK** Collars



**Y**OUR farmer customers, artisans of all descriptions, Conductors, Engineers, Laborers, Drivers, Teamsters—all want **KANTKRACK** Collars. Schoolboys want them. A linen or cotton collar is quite out of the question most of the time for these classes of collar-wearers. You know this, and so it is just common-sense to go after the business of all men engaged in "sweaty" jobs, yet who desire to keep up the appearance of respectability. Indeed there is a really good business for you among other classes who find laundry bills a heavy tax on their earnings; they can easily be persuaded to wear **KANTKRACK** Coated Fabric Collars which cannot readily be distinguished from an all linen or cotton collar. They cost you \$2.00 a dozen and retail at 25c each.



*Just this last word:*

**KANTKRACK** Collars keep up to date in the matter of styles.

They have a patented slit-over reinforced buttonhole which allows freedom in buttoning the collar and adjusting the tie.

They have a patented flexible tab which relieves the strain on the front fold of the collar. With

these good talking points it is easy to sell **KANTKRACK** Collars.

Made in Canada—This is another reason for your good-will. **KANTKRACK** Collars are made in "one grade only and that the best," and sold at one price to all.

Send in a small order—to get acquainted. You take no chances.

## 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.*

# HIGH PRICES FOR CLOTHES AFTER THE WAR THESE EXPECTED TO HOLD FOR FULL TWELVE MONTHS

**M**ORE to the end of making sure of receiving cloth already long on order, than to place new order, a number of Canadian clothing manufacturers have been in England and Scotland this Summer. What they have to say of the cloth situation is not exceedingly hopeful. That there will come any lower prices, even following the declaration of a peace which now seems more within the bounds of possibilities than it has for a long time, is not regarded as likely. On the other hand, buyers from the big manufacturing concerns appear to expect the greatest difficulties in securing goods to be shipped about September.

When a Men's Wear Review representative was calling upon one manufacturer of boys' clothing there were present also the agents for some of the biggest cloth mills. This agent had in his hands two cables he had just received, which read practically identically in these words: "Take no more orders, labor difficulties make shipment impossible. Writing."

Manufacturers who went over to make sure of their Fall supplies refer to the labor difficulties spoken of by these British mills. These difficulties are not only the result of so many men being at the front, but also of so many mills being forced to devote a great percentage of their time to the making of lines required for army purposes.

The huge amount of cloth being used for the armies is assuredly going to have a far-reaching result after the war is over. Never has there been a time when the consumption of wool was as great as at present. It has to be remembered that men are now wearing wool who never did so before. In the Russian army, for instance, many wear this expensive clothing who before wore a cheaper grade of cotton. Moreover, they are using up the wool they wear exceedingly rapidly, trench warfare and the general rough life being of course the cause of this.

Some students of the woolen market estimated that there is not enough wool in the world to supply the needs of the army. It may well be that this is slightly exaggerated, but certainly it is that when such huge orders are given for military purposes the material available for other purposes will be reduced in quantity. This being so, it might be hoped that with the war once over, and the need of uniforms concluded, there would be an immediate easing of the cotton and woolen situation, and in consequence an immediate reduction in the price of cloth.

No such condition is looked for, however.

Due to war conditions, the supply of wool has been used up. There is no reserve of wool at the present time to speak of. Then many countries are denuded of wool and of cotton. In Germany, Bulgaria, Australia there is no wool, and England has seen to it that no cotton has got to these countries for two years. Moreover, England, who has had control of the woolen situation, has held a tight hand on the supply for the last two years, and even the market of her Allies, France, Italy and Russia are not now or never have been since the war started, particularly well supplied with wool. No, nor are they particularly well supplied with cotton, for commercial purposes.

This means that with the war once over there will be a huge demand from all these countries for both wool and cotton, a demand for which there will be no adequate supply.

The demand will also be increased by the return of many soldiers to civilian life. They will be getting out of army clothes and into ordinary clothing which will mean a tremendous demand for suits even allowing for the certain maintenance of a large standing army by a number of the powers.

C. E. Gilchrist, of the Gilchrist Mfg. Co., makers of men's clothing, is one of those just back from the Old Country, and he gives it as his opinion, based upon his observation in the British Isles and upon the opinions expressed to him by other buyers, that if peace were to come to-morrow there would be no reduction in the price of cloth or easing in the cost situation for at least twelve months.

Speaking of cloth qualities, Mr. Gilchrist says that from what he saw when in England and Scotland, he feels sure that even at the high price which is being charged, the manufacturers cannot get as good values as formerly. As regards patterns the British manufacturers are creating nothing new. They can sell all they want of cloth made in old patterns, and they are not going to interfere with their plans long enough to change these.

It would be thought that a good deal of cloth would be brought into Canada from the United States. No doubt a good deal is coming in, but Canadian clothing manufacturers do not seem to regard these offerings very highly. They state that the United States clothing mills make a good cloth in the better grades, say from \$2.50 per yard up. Below that they do not compare with the cloth that can be procured from the Old Country. They have the appearance, as the United States manufacturers are going more into new patterns these days, but the cloth itself lacks the lasting qualities.

Summing up it looks like much higher prices, for men's and boys' clothing. There will, of course, be suits offered at all but the very low prices, but they will not have the lasting qualities of those sold in former years. Cloth simply cannot be procured at the money to make such old values possible, some cloths indeed cannot be produced at all.

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## SPECIAL MEASURE PROPOSITION HAS SPECIAL OPPORTUNITY

(Continued from page 46)

The special measure suits which are to be sold this Fall are very evidently going to be high in price, much higher than they have been for some time past. \$45 will be nothing out of the way, and \$16.00 seems about the lowest price which will be quoted. Manufacturers are out of the cheaper grades of cloth—or nearly so. The old \$10.50 suit, wholesale, is almost gone, and from \$12.50 to \$13.50 seems to be practically the low price level.

Experience of dealers, however, is that customers will pay the higher price necessitated by existing conditions.

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The clothing and gents' furnishings stores of Owen Sound will close each Wednesday at 12.30 o'clock, noon, during July and August, with the exception of Civic Holiday week.

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R. E. McLean, Lucan, has moved his stand, now being located one door north of the Central Hotel.





## Very Swagger Clothes

You provide the man and we'll provide the clothes TO MAKE HIM LOOK LIKE THE PICTURE.

With Style-Craft Tailored Clothes you can clothe the men of your community with clothes of OBVIOUS DISTINCTION—and one man so attired influences another.

But the main point is this: You cannot possibly be out-distanced by any local competitor if you have the agency in your community for STYLE-CRAFT TAILORED CLOTHES.

We invite your enquiries for a STYLE-CRAFT AGENCY—and respectfully suggest that you write us to-day, for to-morrow—well, you know that to-morrow is a thief and a traitor.

## E. G. Hachborn & Co.

50-54 York Street, Toronto

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



# HATS *and* CAPS



## A WORD ON STRAWS FOR 1917

**W**IDER brims and lower crowns—such, it seems, will be the tendency in straw hat styles for 1917. The early models now ready to be shown indicate this.

Brims will be as wide as 2½ or even 2¾ inches, while crowns of 3¼ inches will be fairly common.

A model which will probably be worn only by those who do not fear a little extreme style, is one with a 3-inch crown and a 2¾ inch brim.

The staple blocks will be 3¾ crown by 2¾ brim—this seems well nigh certain.

The demand for Panamas in 1917 will be enormous.

Such is the opinion of hat manufacturers and jobbers, based upon the demand which is only now abating. "We simply couldn't satisfy the demand this year," says one manufacturer. "Everything points to an even larger season for 1917. Alpine shapes seem sure to be strong."

The semi-bleached hat, it appears, is almost a thing of the past. White bleached will be entirely the thing for 1917.

This season a large number of Japanese Panamas were sold. It seems this feature will be even more pronounced for the coming season. Toyo braid, however, is likely to be more in demand than the Jap Split. It is considered a good deal better.

And as to prices.

Well, there won't be much difference in the early orders—those received up to the end of October. Present stocks of raw material will suffice to fill the demand up to that time. After October, however, advances may be looked for, since then the more expensive braids and bleaches will have to be used in the hats. One manufacturer has this to say on prices, as they well believe the new materials are used in manufacture: "If a man sold the same quality there would have to be a \$4 a dozen increase. But we won't sell the same quality."

## OVERALL SALES TO HELP TOBACCO FUND

*The Peabody Sales Corporation Ltd., of Walkerville, Ont., makers of the well-known overalls and work clothes, have arranged to contribute to Canada's Tobacco Fund, the fund, which enables the soldiers fighting for the Empire, and more than the Empire, to have always the cigarette or pipe which they need.*

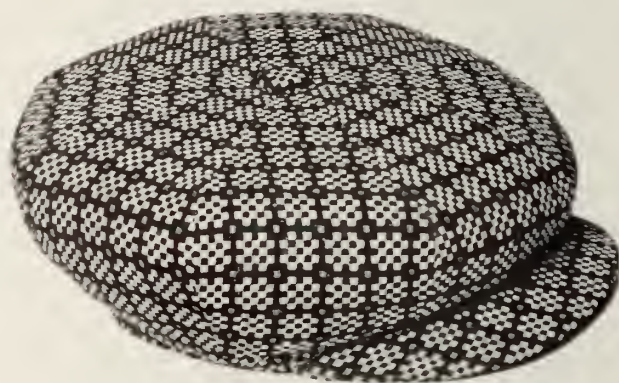
*Every Peabody garment carries a trade-mark ticket, and for every one of these tickets returned to them or the Overseas Clubs, \$0.01 will be paid into the tobacco fund. As the company manufacture a million garments a year the contribution, it will be seen, will be very large.*

*The Company is asking every merchant who sells overalls to act as a collecting agent for these tickets, and to encourage cash contributions from their customers.*

## MANUFACTURING NOW

Fried, Grills & Co., Toronto, have practically gone out of the jobbing business, now manufacturing their own soft felt hats in their plant, 102 Front Street West, Toronto. Along with their own hat, however, they are selling direct to the trade the following lines:

Knox felts, New York; Ohlbaum, Panamas, New York; Gammond & Co., ladies Panamas, New York; the Crown Hat of Galt and Tip-Top Caps, London.



*Early Fall caps made of American double texture goods in shepherd check, either black and white or blue and white plaid, with blue or green silk spots. The lining is of satin. The model illustrated is shown by the Boston Cap Company, Montreal.*

## HOW ADVERTISING HURT ONE PRODUCT

Courtland Smith, president of the American Press Association, New York City, speaking before Kansas editors during "newspaper week" at the University of Kansas, told of an underwear advertiser who advertised for three years without a proper effort to stock local dealers, and found at the end of the expensive process that he had hurt instead of helped his product.

"Dealers had had occasional calls for the goods," said Mr. Smith, "but no one had been around to stock them, and so they sold something else. The advertising was continued, and still they were not stocked. Naturally, they did not like for their customers to call for goods they did not even have opportunity to supply. Finally, when the company discovered its error and started out to stock the dealers, it found a great many dealers unfriendly. It was harder to stock the goods than if they had never been advertised at all."—Associated Advt.



# Our Special Order Equipment

*will land you among the Foothills of Prosperity without outlay. Experience not absolutely necessary. A safe and satisfactory return is assured to you.*

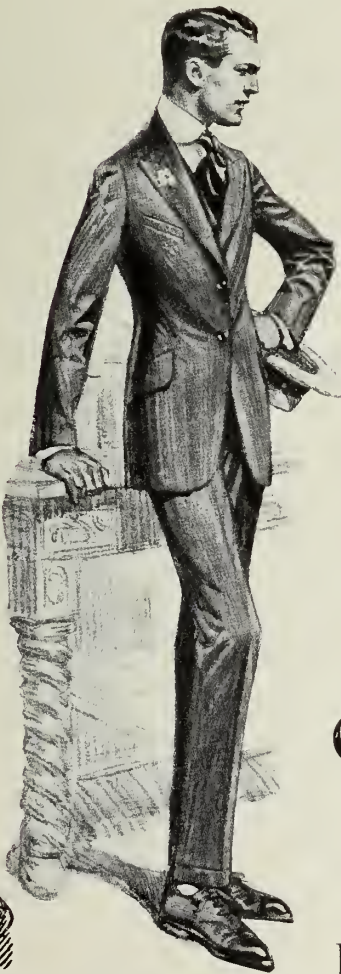
Our equipment for the Special Order Department will be complete about August 1st. We have the materials, the trimmings, the organization to take care of 50 new accounts in Cities and Towns where we are not already represented, and will reserve a set of these samples

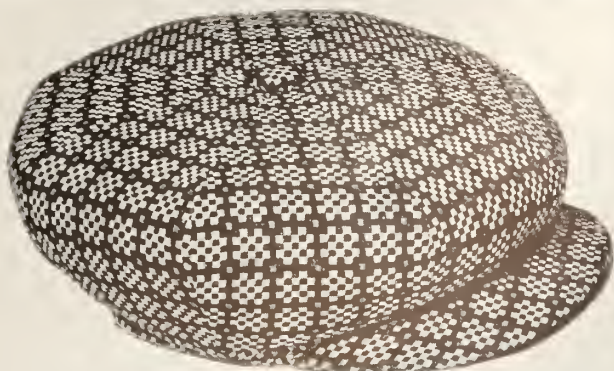
for fifty dealers who will handle our line exclusively.

Let us demonstrate our ability to serve you with the finest stock of woollens in Canada. You cannot afford to take any chances while the war lasts unless you know the merchandise stock is there on call. Reserve your equipment to-day by wire at our expense.

**Coppley, Hoyer  
& Randall  
Limited**

**Hamilton, Ontario**





Early Fall Cap of Latest American Double Texture Goods. Black and White and Blue and White Plaid with Green Spots—Satin Lining.

## New Caps for Early Fall

Now ready, including many Nobby Styles from LATEST MATERIALS.

### THE BOSTON CAP

MADE IN CANADA

is the Equal of any Imported.

We buy just a little ahead and a little closer than the other fellow, and are in a position to give you a share of this advantage.

ASK FOR SAMPLES AND LATEST PRICES.

**BOSTON CAP COMPANY** 219 St. Lawrence Blvd. MONTREAL



EMPIRE  
MADE



## A Nugget of Profit

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

*There is a good profit for you.*

### The Nugget Polish Company

LIMITED

9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

QUEBEC - R. E. Boyd & Co., Montreal  
NOVA SCOTIA - Arthur Fordham & Co., Halifax  
NEW BRUNSWICK - C. A. Munro, St. John  
BRITISH COLUMBIA - J. Leckie Co., Vancouver

# MONARCH HATS

A TRADE-MARK THAT HAS STOOD THE TEST OF YEARS

A line that embraces only the most reliable quality of hats shown.

## Felt Hats

## Straw Hats

The travellers with this line of samples will be showing them very shortly. You will find it profitable to inspect the values.

## L. GNAEDINGER, SON & CO.

90, 92, 94 ST. PETER STREET,

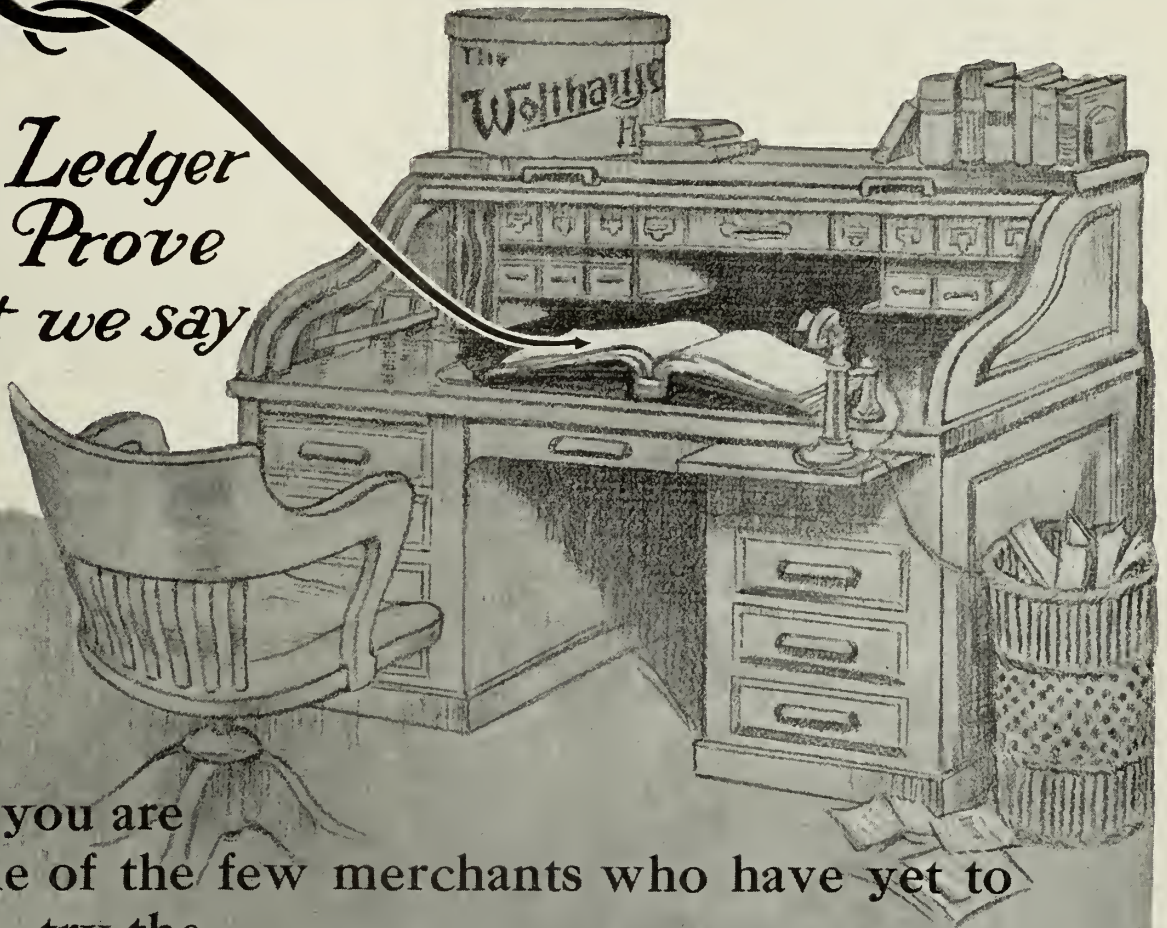
MONTREAL

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



# A QUESTION <sup>OF</sup> SALES

*Your Ledger  
will Prove  
What we say*



If you are  
one of the few merchants who have yet to  
try the

## Wolthausen

line there's a big surprise in store for you. For thousands of other merchants it has been their big money-maker—it will be the same for you.

The secret lies in our style—always the latest and snappiest. The new Fall lines are a revelation in “becomingness.” Write or wire a reservation to any of our offices, or ask for folder showing our most popular models.

**The Wolthausen Hat Corporation**  
Brockville, Ontario Limited

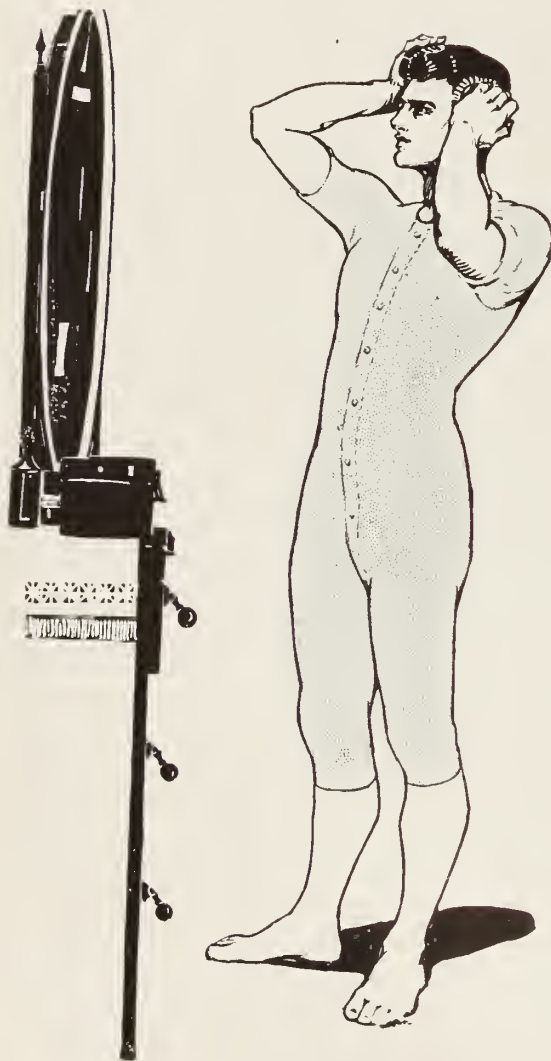
TORONTO OFFICE  
28-30 Wellington Street W.

MONTREAL OFFICE:  
Mappin & Webb Bldg.  
10 Victoria St.

Buy Early and Be  
Sure of Your

**ZIMMERKNIT**

LINES



Every Jobber has bought his 1917 Spring stocks. You will find the Zimmerknit line complete and exclusive in finish, materials and all round quality and value.

See your Jobber's representative, and look for this trade mark. Label—

**ZIMMERKNIT**

*Buy early and be sure of delivery.*

THE ZIMMERMAN MFG. CO., LIMITED  
HAMILTON, - - - CANADA

Largest Makers of Quality Union Suits in Canada.

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



# The Camps are in full swing.

*Mr. Dealer, now is the time to concentrate on military lines and win your share of this profitable trade.*

By featuring R. J. Inglis' military goods you will be in a splendid position to secure the soldiers' patronage. We sell nothing but quality goods; our forty years' successful experience in military outfitting is our best recommendation. You will find our service unexcelled—all orders are executed promptly and satisfactorily.

We are sole agents for WILKINSON SWORD CO., Limited, London, England, and CONSIDYNE, CURTIS & CO.'S FAMOUS SOLDIERS' FRIEND BUTTON POLISH, Bristol, England. This is a paste polish of unusual merit and is a sure winner with every Tommy.

We supply Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Haversacks, Water Bottles, etc. Tell us your military requirements.

*Liberal Discounts.*

## R. J. INGLIS, LIMITED

*Importers and Manufacturers of Military Clothing and Equipment*

138 Peel Street  
MONTREAL

WESTERN BRANCH  
291 Garry Street  
WINNIPEG



"Say, Mac, you can't beat this "Soldiers' Friend" Button Polish. It's one of the Inglis' Military lines, and like all that firm's goods, is thoroughly dependable."



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

# SPRING, 1917

## HATS, CAPS, Etc. NOW READY

Our travellers will be starting shortly with our NEW SPRING, 1917, complete line of

## HATS, CAPS, STRAWS, PANAMAS, Etc.

We call special attention to our line of PANAMAS which promise to be a special feature next season.

It will pay you to see our full range before placing orders.

### James Coristine & Co., Limited, Montreal

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TRADE MARK REGD  
**ARROW**  
 COPYRIGHT 1917, L. G. F. 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.

Arrow Pad Garters are being extensively advertised to the consumer. Be ready for the demand. Write direct or ask your jobber.

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

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



# Fried, Grills & Co.

102 Front Street West  
Toronto

*Men's Hats made up  
to a standard,  
not down to a price.*



190—All Colors  
\$18.00, \$19.50, \$22.50, \$24.00.



228—All Colors  
\$18.00, \$19.50, \$22.50, \$24.00.



241—All Colors  
\$18.00, \$19.50, \$22.50, \$24.00.



242—All Colors  
\$18.00, \$19.50, \$22.50, \$24.00.

All our Hats are absolutely made and finished by hand. Have you noticed the difference? Made and finished in Canada in the most up-to-date hat plant in the Dominion.

A few of our leaders. Let us forward a few sample half dozens.



236—All Colors  
\$18.00, \$19.50, \$22.50, \$24.00.



111—All Colors  
\$18.00, \$19.50, \$22.50, \$24.00.

# Fried, Grills & Co.

102 Front Street West  
Toronto



The name Fit-Reform has long since become a household phrase in the homes of those who wear high-class tailor-made Suits and Overcoats.

Fit-Reform were the first in Canada to manufacture tailor-made Garments which have superseded the Custom Tailor and to-day it is acknowledged that they stand where they have always stood—at the top of the tree, as makers of very best.

An important branch of Fit-Reform tailored Garments and which is yearly

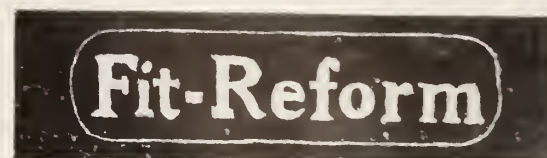
increasing, is the made-to-measure department, and if our system is not already established in your district (many new towns continually springing up), we would be pleased to hear from those who contemplate entering into the made-to-measure system, with a view to placing Fit-Reform in their midst.

We supply an elaborate set of samples, measure books, advertising matter, etc. To those interested, we will be pleased to furnish full particulars on application to

**E. A. Small Company, Limited**

8 BEAVER HALL HILL  
MONTREAL

MAKERS OF







# Highest Grade Qualities

Abnormal market conditions have made it very difficult to secure materials, and prices have increased all along the line, but under no circumstances have we sacrificed quality or skimmed workmanship for the sake of price.



We insist that "DOMINION" RAINCOATS shall be highest standard of quality and the best workmanship that skill and money can provide.

Don't accept our statement for the fact. Examine the garments and make comparisons. There is but one verdict:—

## "DOMINION" RAINCOATS

MADE IN CANADA

*Best for 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



"Spring Buying and Fall Merchandising Number"

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI

PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1916

No. 9

MADE IN CANADA



"Doncaster"

## ARROW COLLARS

IRRESPECTIVE OF  
THE PRICE THE BEST  
THAT YOU CAN BUY

\$1.20 per doz.

CLUETT, PEABODY & Co., INC.,

Makers, Montreal

# Velvo- Chameleon



Sixteen years ago we first produced *VELVO*, and it's in greater demand to-day. For the past year it was unprocurable. In October we will be in a position to supply it again, in 48 shades of 2 weaves.

It is the only 50c. tie in the world that retailers can charge 75c. or \$1.00 for and give the consumer *value*.

*VELVO* is a magnificent, lustrous, rich cravat material that will make your neckwear business a success, and you may return *VELVO* at any time for any cause. (An unusual agreement for a tie manufacturer to make.)

Three-fourths of our output on *VELVO* is sold in foreign countries where it is *Quality First*. "Canadian consumers' misfortune," not ours.



## Niagara Neckwear Co., Limited

NIAGARA FALLS, CANADA

Our Autumn Range of Grand Fancies Out in September





Both are wearing it  
because they recognize  
in it the ideal cap.

If seeing is believing, Mr. Dealer, we feel confident that an examination of the new Cooper line will convince you of its unusual selling value. The most particular young man coming into your store cannot fail to be impressed with the deep back, full crown and soft, non-breakable visor. Many of our lines are made in big sizes for ladies, and are particularly popular for motoring, touring, etc.

To all the trade the name Cooper stands for original style, exclusive patterns, honest material and superior workmanship. Our prices, too, are the closest possible, having in mind the high-grade quality of the Cooper lines.

Don't place your next order without looking over the big values we offer you. Write for appointment—*now, while you think of it.*



## Cooper Cap Company

260 Spadina Ave., Cooper Bldg.

TORONTO

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





# Penmans

IN giving Penmans Hosiery the smartness that has helped make them distinctive, fit and wearing qualities have not been overlooked, rather have they been enhanced in the development of hosiery that is a real achievement.

Your needs can be supplied by a dealer who has Penmans.

Penmans Limited  
Paris







WE wish to inform the Trade that we will, as in the past, show for Spring, 1917, a complete up-to-date range of

Men's,  
Young Men's  
and  
Children's

*New Era* Quality Clothing  
at Popular Prices



If you are a Customer we bespeak a continuance of your trade.

If you have never bought from us we ask you to give our representative a kind hearing when he calls.

**THE FREEDMAN CO.**

SOMMER BLDG.

41 Mayor Street

MONTREAL

"NEW ERA is our Trade-Mark, but it is the QUALITY behind t'e name that COUNTS."



## Very Swagger Clothes

You provide the man and we'll provide the clothes TO MAKE HIM LOOK LIKE THE PICTURE.

With Style-Craft Tailored Clothes you can clothe the men of your community with clothes of OBVIOUS DISTINCTION—and one man so attired influences another.

But the main point is this: You cannot possibly be out-distanced by any local competitor if you have the agency in your community for STYLE-CRAFT TAILORED CLOTHES.

We invite your enquiries for a STYLE-CRAFT AGENCY—and respectfully suggest that you write us to-day, for to-morrow—well, you know that to-morrow is a thief and a traitor.

## E. G. Hachborn & Co.

50-54 York Street, Toronto

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



**NOW OR NEVER**  
IS THE TIME TO  
**SORT UP FOR FALL**  
  
**MEN'S**

SHIRTS

GLOVES AND MITTS

HOSIERY

UNDERWEAR

SWEATERS

NECKWEAR, ETC.

If you do not see our traveller when open to buy the above, the services of our Letter Order Department are at your disposal.

**THE W. R. BROCK COMPANY (LIMITED)**  
WHOLESALE DRY GOODS  
**Montreal**

TORONTO

CALGARY

# VALCARTIER CAMP



The Crest of the 171st Overseas Battalion

**The 171st Overseas Battalion**  
Commanding Officer

tip on  
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The Crest of the 115th Overseas Battalion C. E. F.

**The 115th Overseas Battalion**

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comforts,  
service  
never  
way to  
Razor.  
minutes  
Take  
go, see

The Crest of the 148th Overseas Battalion, C. E. F.

**148th Overseas Battalion**  
Affiliated with  
**McGill Contingent C. O. T. C.**

Commanding Officer  
Lieut. Col. A. A. Meigs

Senior Major  
Major A. S. De.

Adjutant  
Capt. P. F. Ste.

"A" Company  
Capt. H. F. A. Sobras

"B" Company  
Capt. D. P. Gilman

"C" Company  
Capt. L. M. Harkin

"D" Company  
Major A. S. De. English

Recruiting Office  
197 Peel St., Montreal

Stirred by the love of liberty and honor—called by the Empire's need—undaunted by the hardships and carnage at the Front—keen to be in at the finish—Canada's finest manhood is getting into khaki!

Men who thus give up income and home comforts, and risk life itself, certainly should not have to sacrifice such civilized habits as a clean, smooth shave whenever they want it. Experience has shown that the only way to be sure of this at the front is to have a Gillette Safety Razor.

Wherever there is soap and water, and five minutes to spare, the Gillette will give a real-velvet shave. Take one to the front yourself! If you cannot, if you cannot go, see that your enlisted friend has a

**Gillette Safety Razor**

## At the Front they Want Gillettes

*Somewhere in France.*

My dear Reid,—

Thanks for your letter and cigarettes. In reply to your question as to my needs—send me a Gillette Safety Razor. I've discarded my open blade. Time's too valuable, and besides I want to get a clean shave whenever I want it.

At present I am using a Gillette belonging to one of the boys, but would like one of my own.

We've been going pretty hard during the last four weeks but have not had any of the real stuff—just the usual casualties.

Regards to all,

*G. E. Pearson, 128 P.C.F.*

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



# CAMP BORDEN

**The 170th Mississauga Overseas Battalion**

Once more in history Britannia stands four-square for freedom, this time for the world. Her fleet the bulwark of the Entente Allies—her army grown to a mighty host.

Proud busy men rapidly be troops in after then trench, b trying con

One looking only razor every out till do hi

**Commanding Officer**  
Lt. Col. J. C. ...

The Crest of the 170th Overseas Battalion



**"Norfolk's Own" Overseas Battalion**

The Crest of the 133rd Overseas Battalion

**Commanding Officer**  
Lt. Col. ...

**"Tiger" Overseas Battalion**  
Affiliated with Hamilton Amateur Athletic Association

Here's to the pigskin-chasing, line-bucking, hard-tackling stalwarts who, as the nucleus of the "Tiger" Overseas Battalion, are getting ready to win their yards from the stubborn foe in Europe. With them go the elite of Hamilton's athletic young men, true sportsmen and heroes all. Could you ask for better pals at your side while you "do your bit" for freedom and Empire?

Trained to appreciate A1 equipment, the boys of the "Tiger" Battalion all have—or hope to have before they sail—a Gillette Safety Razor. Experience has shown it's the only way to be sure of clean and comfortable shaving under active service conditions.

If you cannot go Overseas yourself, you can do a real and lasting service to one of the gallant "Tigers" by giving him a

**Gillette Safety Razor**

The Crest of the 205th Overseas Battalion

**Commanding Officer**  
Lt. Col. R. R. ...

**Adjutant**  
Captain ...

**Quartermaster**  
Captain ...

Training in Hamilton

**Every Canadian Is Interested**

in the series of big "Battalion" and "Camp" advertisements which we have been running throughout the Dominion. So many have been acting on the timely suggestions they contain, that thousands of soldier boys are now enjoying Gillette Safety Razors—and hundreds of dealers appreciate their growing sales.

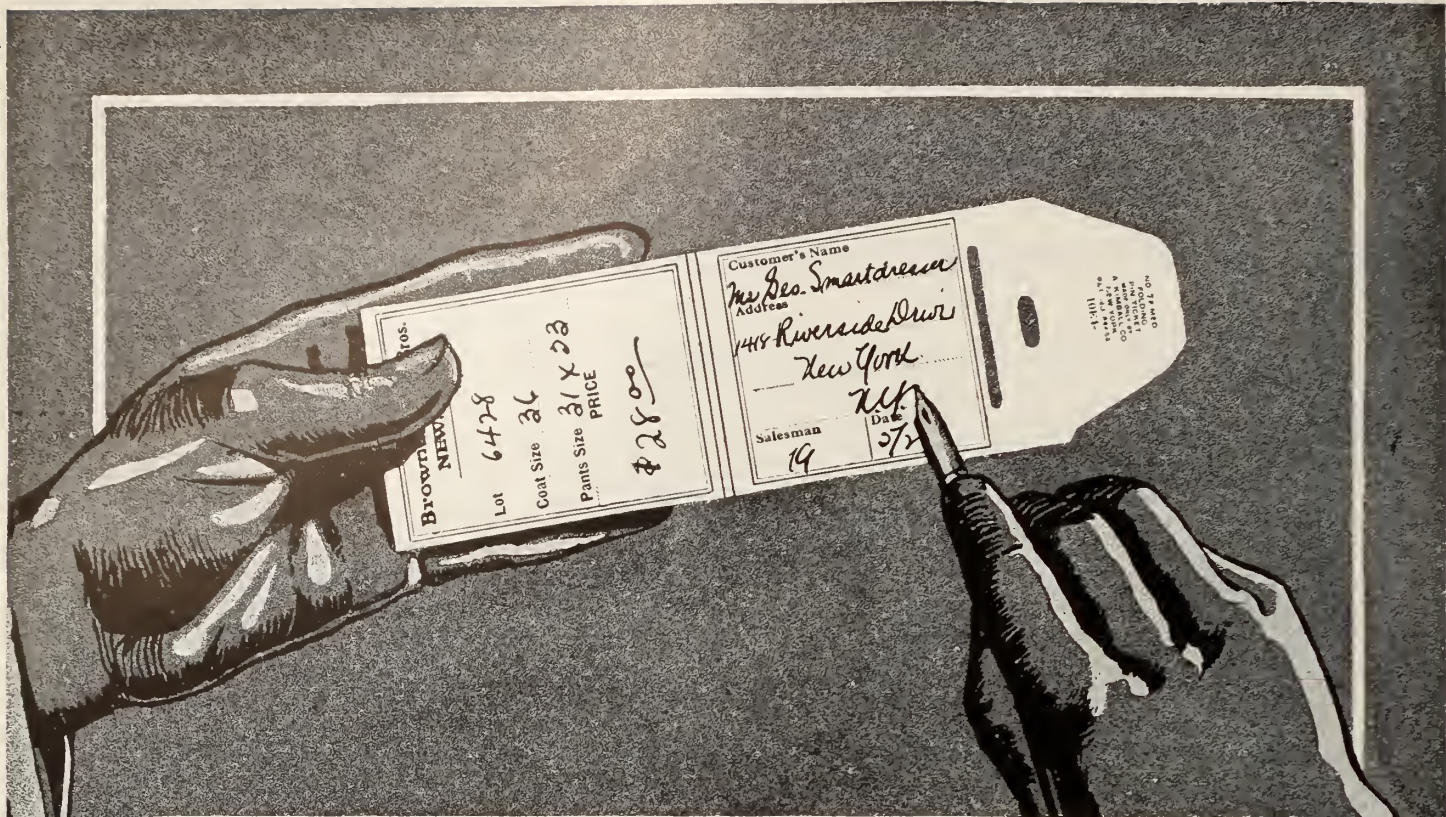
In "active service" Gillette Safety Razors are more than making good. So, incidentally, the war is opening the eyes of the nation to the quick, clean comfort of the Gillette shave. To you this means good business, both present and future. Are you actively co-operating with our advertising and making the most of your opportunities?

**The Gillette Safety Razor Co. of Canada**  
LIMITED

Office and Factory: The Gillette Bldg., Montreal

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





## “Clean-Cut Methods”—in Retailing

*Sound business methods such as the use of KIMBALL COAT TICKETS win the CONFIDENCE of your trade*

Use the Kimball Coat Ticket on all your clothing.

It's a clear, clean, sensible, efficient method of “tagging” your stock.

The ticket can't fall off. Also,—it is always “in sight”—handy.

After the suit is sold you write the customer's name on the ticket and, by filing it away, you always have an active, accurate mailing list of “live names” for circularizing.

Few, indeed, are the alert clothiers who are not using the Kimball Coat Ticket. Wouldn't its many uses and *exclusive* advantages,—and trifling cost, interest *you*? Write us for complete information.



**A. KIMBALL CO.**  
 307-309 West Broadway  
 New York City



# Announcing



# Hosiery

WE are installing a distinctly new department for the manufacture of Fine Quality Hosiery, for Men, Women and Children, in silk, lises, mercerized, cotton, and cashmere. Our Plant under the direction of a thoroughly skilled Hosiery Manufacturer will contain the latest and most improved machinery in every particular.

Sample models will be with our travellers in a few weeks, and deliveries will be made for Spring 1917 Season.

Buyers will find "MONARCH" Hosiery to fully measure up to the high standard of Style, Quality and Workmanship that is maintained in other well-known "MONARCH" Products.

The Monarch Knitting Company, Ltd.

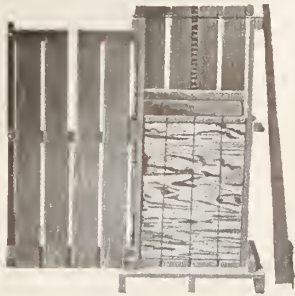
DUNNVILLE

CANADA

Manufacturers of Men's, Women's and Children's Sweater Coats, Hosiery, etc.

# MONEY IN WASTE PAPER

\$2.00 to \$10.00 a Month for Your Waste Paper



Waste Paper Bin and Baler Combined. An ever-ready receptacle for that burdensome accumulation.  
 Floor space 23 x 26 inches; height 4 feet 3 inches. Size of bale 14 x 18 inches, with an average weight of 75 pounds.

## THE "JEWEL" BALER—

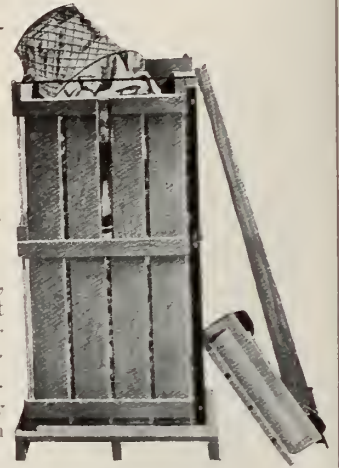
Complete with one bundle of wire.

**\$17.50 f.o.b. Hamilton**

(by 10 day draft)

*Not only pays for itself but makes you money. Strong, Durable, and Easy to Operate.*

There is always a market for baled waste paper, and the installation of a 'Jewel' means a permanent addition to your equipment that will not only very quickly pay for itself but on account of its capacity and ease of operation will be found a positive convenience to any place of business. It affords every facility for keeping your premises in a tidy condition and reduces to a minimum the risk of fire.



By all means **GET A BALER**—better still—**GET A "JEWEL."** Hundreds of satisfied users testify to its value. All information re Balers or the price and disposal of Waste Paper is free for the asking. Order your Baler to-day.

**GENERAL SALES COMPANY**  
 Distributors

**203 Stair Bldg.**  
**TORONTO**

## THE "AEROCAP"

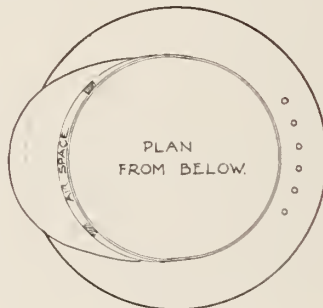
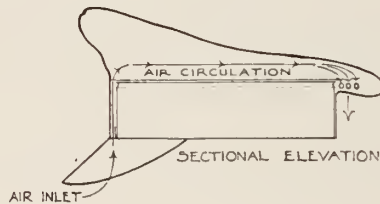
THE LAST WORD IN MILITARY TRENCH CAPS

Self-Ventilating  
 Cool and Light as a Summer Zephyr  
 MADE IN  
 Light Weight Serges and Gaberdines (Shower Proof)

## HELMETS

OFFICERS' KHAKI "WOLSELEY PATTERN"  
 Two Grades, Fine and Extra Fine

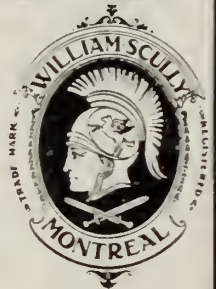
THE AEROCAP



PATENT APPLIED FOR

Full Line of METAL TRIMMINGS FOR NURSES' UNIFORMS

## FOX'S REGULATION PUTTEES



## LEGGINGS

PIG SKIN AND HIDE  
 Spiral Strap and Spring Front

## CANADA MILITIA BUTTONS

BRASS, RANK AND FILE  
 Special Prices in Quantities

WATER BOTTLES  
 HAVERSACKS  
 SWAGGER-STICKS

# WILLIAM SCULLY

Office

320 UNIVERSITY STREET, MONTREAL, QUEBEC

Factory

*If interested, tear out this page and keep with letters to be answered.*





*The Alert*  
CLOTHING Co.  
*Montreal.*

There is always a demand for clothing at Popular Prices.

We specialize on this and are ready to supply from stock, clothing for men and boys at wonderful values considering the rapidly advancing market.

If we had to buy supplies to-day we couldn't do it. Get in touch with our values.

## THE ALERT CLOTHING CO.

1202 ST. LAWRENCE BOULEVARD

MONTREAL, QUE.

## For Your Overcoat Display



No. 99

Our figure 4A offers what you want.

Mounted on 12 inch base adjustable to any height—finished in copper or nickel-plated. Price \$7.00.

Japanned base and Standard, \$6.00.

Same form (also with the new narrow shoulders) 9 inch base, round or effel, any plating, \$6.00.

In black, \$4.50.

Number 99. Form with 38 inch chest (or 36 if ordered). Just the figure to use in your Fall and Christmas displays.

*Write for Complete Catalogue*

### A. S. Richardson & Co.

99 ONTARIO STREET  
TORONTO



No. 4A

*If interested, tear out this page and keep with letters to be answered.*

# The New Taylor-Made Cabinet-End Rack



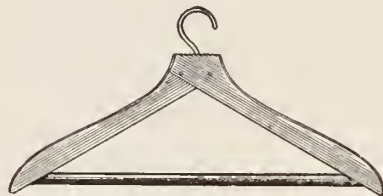
This is the latest and best product of rack making, having all the advantages of the latest style Cabinet-End Rack and in addition the useful Table Top which allows display space for neat unit trims of clothing and furnishings. The Table Top also protects the clothing against falling dust.

These Racks can be supplied in double or single bars, height four feet nine inches from the floor, six feet long. . . . . **\$15.00**

This is an entirely new Rack, and one that can be used either in the centre of the floor, or next to the wall.

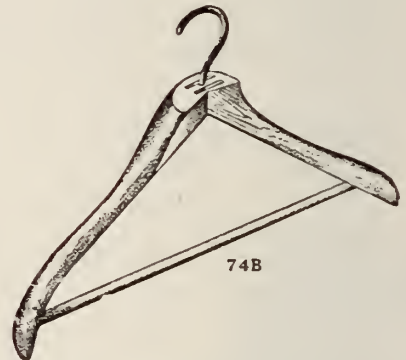
Finishes—Golden Oak or Dark Mahogany. Special finishes made to order.

Retail clothiers have found Taylor Steel Racks to be a wonderful improvement over the old method of keeping stock on the tables. This New Rack is the next step in the evolution of clothing stock keeping. Be the first in your town to install these New Racks. To be sure of early delivery send us your order to-day. Say if you want double and single hanging rods in rack.



33 I.B.

## Taylor Perfect Coat Hangers



74B

Made in many different styles, these coat hangers will be found excellent value. The service rendered to dealer will quickly cover their very moderate cost. Here are some of these big values:

- No. 33 I.B.—Combination Suit Hanger,  
per 100 . . . . . \$ 7.50
- No. 33 B.—Boys', 15 inches wide, per 100 7.50
- No. 74 R.—Combination Suit Hanger,  
with inserted Trousers Bar, per 100 . . . 12.50

Check over your requirements in Coat Hangers for the coming Fall Season and let us have your mail order at once and get delivery in good time.

# The Taylor Manufacturing Co.

43 Hughson Street North, HAMILTON

*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



### Sticky Molasses:

Serving silk ties, hile socks, clean white shirts and handkerchiefs—is the job for a prince compared with the job of the clerk over the grocery counter.

If you had to serve butter, cheese, molasses, lards, hams and other sticky, greasy things, how long do you think your linen collar would look spick-and-span, not long—eh?

The grocery clerk has found the way out of his predicament—long hours, short pay have taught him that a linen collar is a luxury which he cannot afford—an Arlington Collar—**Challenge Brand**, serves the purpose for neat, clean appearance just as well, and reduces his expenses.

There are a number of grocery clerks or young men in similar situations who have welcomed the Arlington Collar right heartily.

For smart appearance, finish and style, **Arlington Collars** equal the linen collar, but have not the disadvantage of expense that makes the linen collar a luxury to these young men.

From your side the advantage is this: **Challenge Brand Collars** give entire satisfaction. In this brand you have a style and a grade to suit the individual taste of each man or boy and a price to suit the purse. **Challenge Brand Arlington Collars** have this further advantage; they are made of a stouter material than other waterproof collars. Get the clerk coming to your store. He will buy other things also. Some day, maybe, he'll have a grocery store of his own.

## 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.*



## Our Aim

### TO ORIGINATE

Live, up-to-date clothes for men and young men.

### TO PRODUCE

A Line of Men's and Young Men's Ready-to-Wear Clothing more distinctive than the average.

### TO DEVELOP

Trade for you—more and more each season.

### TO SPECIALIZE

A line of popular-priced clothes to retail from \$15.00 to \$25.00, better than it has ever been done before.

### TO TREAT

Every Customer Equally whether he be large or small.

These are the aims of The College Brand Clothes Co., Ltd., MONTREAL.

### TAKE ADVANTAGE

of the ideas that this organization is day after day and year after year searching and working for.

## “Making Good”

Ability is the “Stuff”

Our organization has an abundance which means to you—a line of Men's and Young Men's High-Classed, Popular-priced, Ready-to-Wear Clothes that will bring you *MORE BUSINESS* and *BETTER BUSINESS*.

The Wide-Awake Retail Clothier who handle

## College Brand Clothes

finds that with every suit he sells he installs a certain confidence in a customer, which makes the final sale a matter of course.

Each garment is made with a sincerity and an earnestness to help the merchant make selling easy, and give ultimate satisfaction to the wearer, to bring more profits to the retailer.

Our styles are Original and Smart, yet not Freaky

Our tailoring (although not all by hand), is so thoroughly and honestly worked that it brings out every line that the designer has in view when he drafts his patterns.

Notwithstanding the present scarcity of woolsens and the enormously high prices prevailing, we are in an excellent position to offer a splendid range of all-wool fabrics for the **Spring Season of 1917** at prices to retail from **\$15.00 to \$25.00** and to leave the merchant a margin of **50% profit**.

An Exceptional Opportunity for the Wide-Awake Merchant to get in on College Brand Clothes is **now**. It will only cost you 2c to drop us a postal card if interested and we will have our representative call on you or send you a few models and swatches—of what we have to offer.

“By-and-By” buys nothing except remorse. The cemetery of Dead Hopes is dotted with tombstones carved “Wait a while.” Therefore, don't wait—**GRASP**.

## College Brand Clothes Co., Ltd.

45 ST. ALEXANDER ST. - MONTREAL

(Read Building)

*If interested, tear out this page and keep with letters to be answered.*



# NO GERMAN DYE

The Patriotic Overall is proving a big seller. The idea that good old Canadian dirt is better than any German dye makes a strong appeal to purchasers. But the chief consideration is this—*The Patriotic Overall* is of a better quality than dyed overalls—the material is heavier and they wear longer—*though they do show the dirt quicker*. Further, the Patri-

Sold at the old  
Standard Price

otic is sold at the old Standard Price — \$1.25. FOR YOU, Mr. Merchant, there is good profit in

## Walker's Patriotic Overalls

*This  
Ticket  
Sells  
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**

*Get It  
Working  
For Your  
Store*



*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 Price, our Old Standard, \$12 per dozen, 2 per cent. off 60 days. Mail your orders direct to our Chatham factory for prompt delivery.

**WALKER PANT & SHIRT CO.**  
WALKERVILLE AND CHATHAM

*If interested, tear out this page and keep with letters to be answered.*

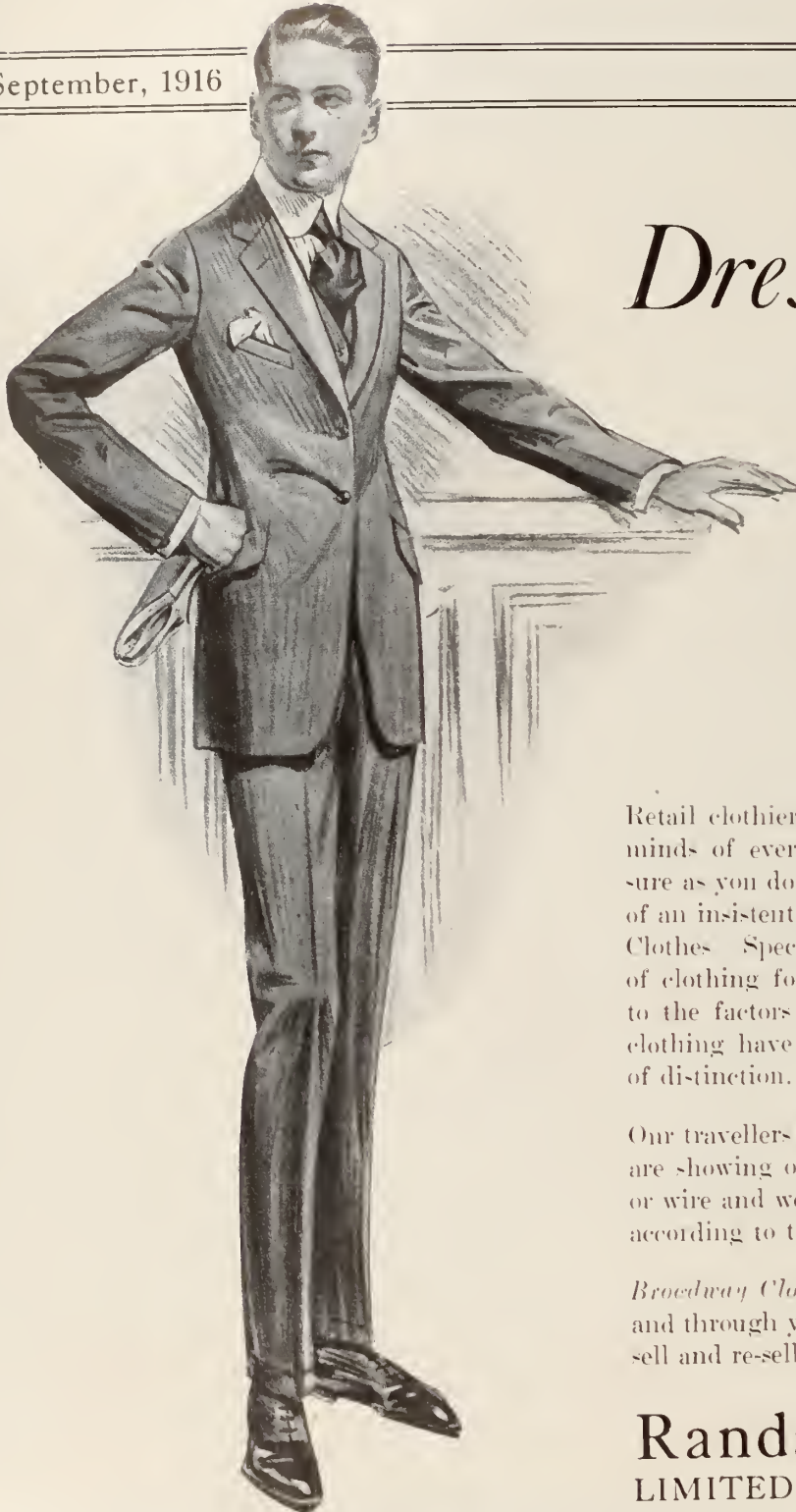
# Broadway

## Clothes for Men

By Randall and Johnson, Toronto

September, 1916

MODERATELY PRICED



## Dressing Up

Everywhere men are dressing up. Always they are learning what constitutes good style, and with knowledge comes the desire to dress up to the level of known standards.

Also men are finding that it pays in business to dress up. Their fellow-men take note of the fact. One thing that no young man with ambition can do is to be indifferent to his appearance and apparel.

Retail clothiers, get this idea of good clothes into the minds of every man in your community, for just as sure as you do, the return will come to you in the form of an insistent demand for good clothes—for Broadway Clothes. Specializing as we do in a rather better grade of clothing for men, and giving all possible attention to the factors of style, fabrics and workmanship, our clothing have indeed the Broadway Touch, the touch of distinction.

Our travellers are out with our samples. See what they are showing or communicate with us by letter, phone, or wire and we'll make all effort to submit our samples, according to the time appointed by you.

*Broadway Clothes* are always fully guaranteed to you, and through you to your customer. This fact helps you sell and re-sell.

**Randall and Johnson**  
LIMITED TORONTO

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



# Something New in Hats

Exclusive styles of "snappy" appearance. The kind that will attract the attention of the most careful dresser.

That's what we offer you to-day.

You need them for your Fall opening.



**The "Ypres"** ■

\$19.50 per dozen.

Khaki, green band; Sage, green band; Slate, black band; Navy, self band; Brown, self band; Dark Green, self band; Black, self band.

*Coristine Styles always set the pace.*

*Coristine values always satisfy.*



**The "Verdun"**

\$19.50 per dozen.

Khaki, green band; Sage, green band; Slate, black band; Navy, self band; Brown, self band; Dark Green, self band; Black, self band.

*In stock ready  
for*

*immediate delivery*



**La "Somme"**

\$13.50 per dozen.

Dark Green, Metal, Navy, Brown, Black.

Our travellers are now out with samples of these winners as well as their big *Spring* line, which includes a special line of *Panamas* at prices unheard of in the past.

**JAS. CORISTINE & CO., LIMITED**

ST. PAUL STREET

∴

∴

MONTREAL

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

# Puts Money into Your Cash Register Without Taking a Cent Out



**O**UR Special Tailoring Service will put sure profit into your cash register without taking a cent out.



**W**E are fully equipped and can take care of 50 new accounts in Cities and Towns where our Special Tailoring Service is not already represented.

Our stock is of the finest woollens in Canada; our experience in the designing and making of Men's Clothes and our ability to give immediate attention to your orders make our service a feature that will give your store a wide reputation among the smart dressing men of your town.

*Style books and measuring equipment are ready for 50 dealers who will handle our line exclusively. Are you one of the 50?*

*Wire at our expense and have equipment and exclusive agency reserved.*

## Coppley, Hoyer & Randall

Limited

HAMILTON

CANADA

*If interested, tear out this page and keep with letters to be answered.*



# The Initiative Is Ours

The smart ideas and innovations in *Proper Clothes* will give you the *leadership* in your Boys' Clothing Department. We have maintained the initiative for individuality of style and smart workmanship in the tailoring of Boys' Clothing. *Proper Clothes* make an immediate appeal to the boy, and parents are delighted with the *Quality* and exceptional values offered.

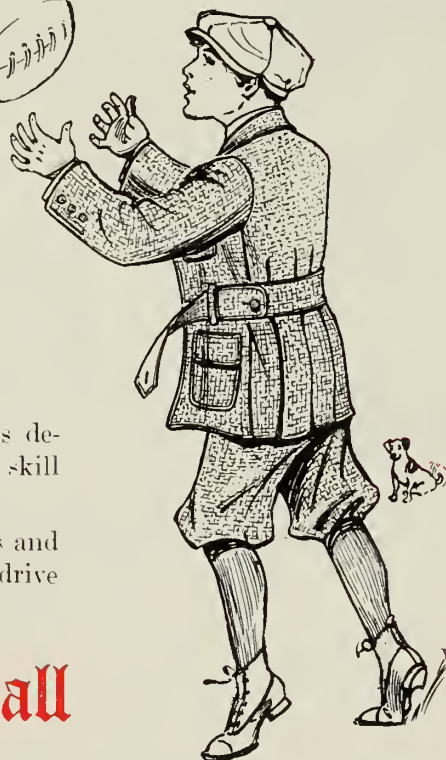


The new "Slip-on" coat for Spring and Fall. It will be popular.



**Clothes**

**Proper**



There is no ordinary tailoring in *Proper Clothes*. The workmanship is by men who have specialized in the making of Boys' Clothes and all their attention is devoted to the making of suits that have the impress of their skill and individuality.

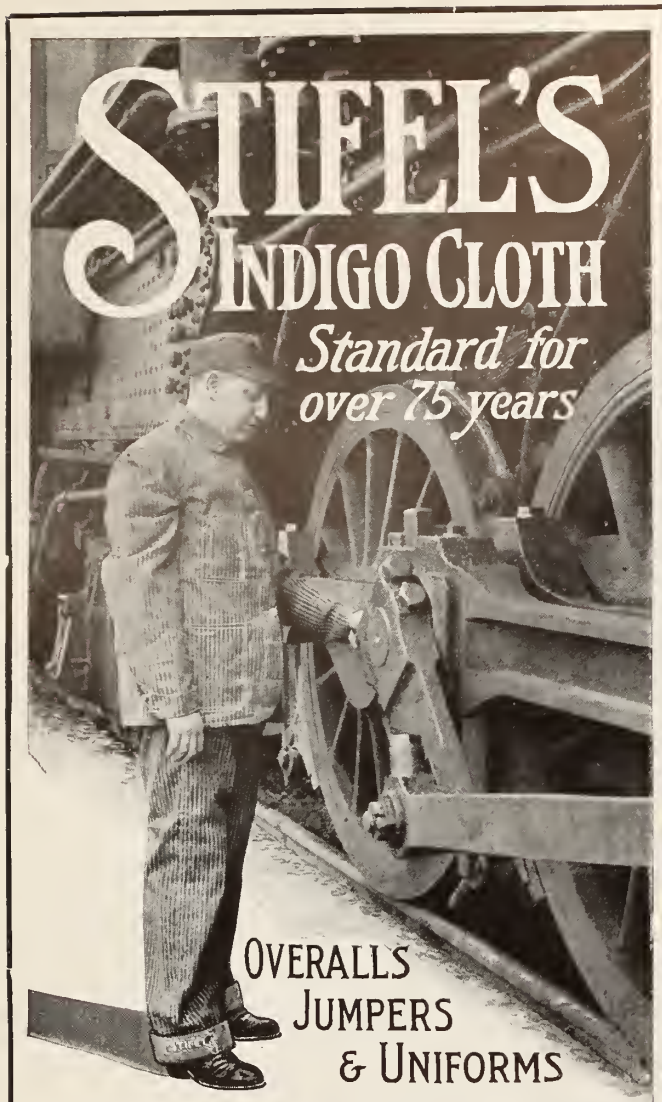
Our Spring range offers a wide scope for pleasing varied tastes and purses. Let *Proper Clothes* dominate your department in the drive for the Boys' Clothing business of your locality.

**Coppley, Hoyer and Randall**  
**Limited**

Hamilton, Canada

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

*If interested, tear out this page and keep with letters to be answered.*



# STIFEL'S INDIGO CLOTH

*Standard for  
over 75 years*

**OVERALLS  
JUMPERS  
& UNIFORMS**

**Y**OUR 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.



*A trade-mark that has stood the  
test of years.*

## MONARCH HATS

A line that embraces  
the most reliable  
quality of Hats  
obtainable.

## Felt Hats Straw Hats

*Our salesmen are now show-  
ing new samples for Spring,  
1917. You will find it  
profitable to inspect our  
values.*

**L. Gnaedinger, Son & Co.**

90, 92, 94 St. Peter Street - MONTREAL

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



# "DRYGIENIC" WEATHERPROOF CLOTHING



THE TRENCH COAT

The "Drygienic" Trench Coat is made from Regulation Khaki Fine Cotton Twillette, Lined Check. Both of these materials are thoroughly Rainproofed, and the Coat is interlined throughout with a very light-weight guaranteed Waterproof Fabric, rendering the garment absolutely impervious to rain. The Drygienic Waterproofs are Tailor Made garments, and embody the maximum of style in conjunction with fulfilling the severest Service conditions.

We hold large Stocks of Officers' Service Clothing, Whipcord and Drill Service Jackets, Breeches, Slacks, etc. British Warm, Great-coats, Bedford Cord Breeches, Leather Shells, Fleece Shells, Leather Undereats and general equipment.

Special Value in Leather-base Haversacks.

If unable to obtain through your jobber, get in touch with us.

"References required with new enquiries."

## L. NEDAS

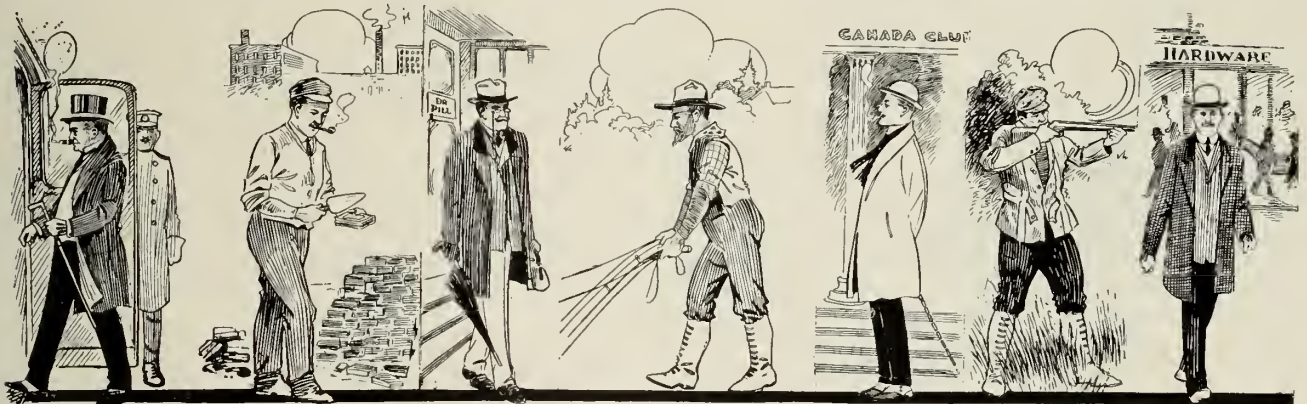
D Dept.  
WHOLESALE CLOTHIERS

122 Cannon St. Road, London, Eng.

Telephone: 5988 Avenue.  
Cables: "Dryness, London."  
Code A. B. C. 5th used.  
Telegrams: "DRYNESS, EDO, LONDON."



THE BELTED SLIP-ON



"FOR THE MILLIONAIRE AND THE MILLION"

They'll Stand the Test That's the reason why you'll find a stock of

## "EVERYMAN'S" TROUSERS

the most dependable sellers in this line.

The trousers produced in our own factory, under the brand "Everyman's", are models in perfection of trouser-tailoring—No ragged seams—No soiled lining—Compare our trousers with some made elsewhere and you'll realize what we are doing.

Put yourself in a position to meet the require-



ments of a wider range of customers. A stock of "Everyman's" will enable you to satisfy the most particular dresser as well as the most conservative.

See that the "Everyman's" trade-mark is on your next order. It's a guarantee of satisfaction to you and your customers.

DAVIS BROTHERS, EXCLUSIVE MAKERS OF EVERYMAN'S TROUSERS Hamilton, Canada

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

# BORSALINO HATS

are the finest high-grade hats  
in the world



ESTABLISHED 1857

None genuine without above  
trade-mark stamped on  
leathers.

Spring  
1917  
Samples

Borsalino & King samples  
will be shown shortly, on  
the road, by our travelers.



*Borsalino*  
\$4.00 and UP

Made in Italy.

Fall "Borsalino"  
Models in  
Stock



Fall "King" Models  
in Stock

Sorting

We have in stock some  
nice lines of novelties,  
especially suitable for the  
young men's trade. Also  
stock of Borsalinos in best  
selling Fall Nos.

Write for sample half  
dozens

BEST BRITISH MAKE



LYONS LONDON

## ANDERSON-MACBETH, Ltd.

Sole Distributors BORSALINO and KING HATS

THE RIGHT MAIL ORDER HOUSE

284 286 KING STREET WEST

TORONTO, CANADA

*If interested, tear out this page and keep with letters to be answered.*





*All the boys will  
be using it!*

## The Soldier's Friend

*A Paste Polish of Unusual Merit For  
Polishing Buttons and All Metallic Parts  
of a Soldier's Uniform and Equipment.*

The "SOLDIER'S FRIEND" Button Polish well deserves its name, it has no equal for Cleaning and Polishing Metallic Parts of a Soldier's Uniform and Equipment, as it is MADE ESPECIALLY FOR THIS PURPOSE.

It is Quick to Clean: Leaves a Brilliant Lustre: Contains Nothing to Injure the Metal or the Hands—It Being a Paste, Cannot be Spilt, and When Used With Our Button Sticks Cannot Soil the Garment. It is Always Ready for Use and Always Uniform in Quality. It Does Its Work Quickly, Beautifully and Satisfactorily in Every Way.

**PRICE PER TIN, 10 CENTS**

"SOLDIER'S FRIEND" is put up in heavy cardboard cartons, containing one gross of tins. Weight 16½ lbs.

**LIBERAL PROFIT  
WE MAKE SPECIAL PRICES TO DEALERS**

We are sole agents for WILKINSON SWORD CO., Limited, London, England, also supply Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Haversacks, Water Bottles, etc. Tell us your military requirements.

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**



"Say, Mac, you can't beat this 'Soldiers' Friend' Button Polish. It's one of the Inglis' Military lines, and like all that firm's goods, is thoroughly dependable."

*If interested, tear out this page and keep with letters to be answered.*



Are you getting the clothing trade of the young man who buys your best furnishings?

THERE are very few stores which do not have a certain class of young men, and older men, too, who buy good furnishings, but go down street to the tailor for their clothing.

You can get this trade

At your request we will gladly furnish you with full particulars of the

## Crown Tailoring Agency

and we will show you how easy it is for you by means of our samples, measuring equipment, style charts, signs, and complete instructions to meet the requirements and satisfy the taste of the most particular dressers in your town.

CROWN TAILORING is built upon the "Square deal" policy—the small order gets just as much consideration as the high-priced city tailor gives his best paying customers. We aim to give a service beyond compare—one hundred cents for a dollar.

Are you handling military lines?

Our agents are outfitting officers in every town in Canada and reaping good profits therefrom.

CROWN TAILORED UNIFORMS are as perfect as experienced military designers can make them. Hence they are giving unequalled satisfaction and putting big profits in Dealers' Cash Drawers.

*Why not look into our proposition? A postcard will bring you full particulars.*

**THE CROWN TAILORING CO., LIMITED**

OUR NEW ADDRESS: 533 COLLEGE STREET, TORONTO

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



## Are you catering to the military trade?

*You'll get better results and bigger profits if you supply your military patrons with*

### MILLER MILITARY LINES.

Take for instance, the popular **Miller Walking Breeches** or "Peg Tops." This line is the talk of the "Boys" everywhere. **Miller Breeches** are made with that neat, snappy appearance that gets the eye of every Tommy and makes quick selling an easy matter. Military dealers the country over find **Miller Breeches** the leader for their whole military line.

**Officers' Drill Fatigue Uniforms** for immediate delivery at special clearing prices.

**FOX'S PUTTEES** and **Straight Puttees** at best current prices.

**HAVERSACKS.** Private's and Officer's.

**Fatigue Shirts and Trousers.**

*We'll make your military department more profitable. Ask us.*

## Miller Manufacturing Company, Limited

44-46 York St.

Uniform Contractors to the Dominion and Imperial Governments

Toronto



# Our Values Pave the Road to Bigger Profits

Next month our soldiers will be back from Camp or going Overseas and will require to supplement their Fall Kit. Anticipate their demands.

Look over the following list and check off your requirements. Then drop us a card for full particulars.

BRITISH WARMS  
MILITARY RAINCOATS  
CAMEL-HAIR BLANKETS  
SAM BROWNE BELTS  
LEATHER AND RUBBER  
BOOTS  
LEGGINGS  
SWAGGER STICKS  
KHAKI NECKWEAR  
UNSHRINKABLE SHIRTS  
PUTTEES, FOX'S

SLICKERS  
"REDIO" CLOTHS  
SNUGLETS AND GLOVES  
SPENCERS  
BADGES  
KIT BAG HANDLES  
KHAKI HANDKERCHIEFS  
SOLDIERS' FRIEND AND  
"ROYAL" POLISH  
MILITARY BOOKS AT  
WHOLESALE PRICES.

Agent for: Young & Rochester Shirts, Dressing Gowns, etc.  
"Aquatite" Military Trench Coats.  
Tress' Official Service and Trench Caps.

*Our prices are cut as closely as the quality of the goods will permit.*

## Wreyford & Co., 85 King St. W., Toronto

Wholesale Military Outfitters and Manufacturers' Agents

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

# For Big Business in Boys' Clothing

Get into touch with a reputable house that carries a reliable line.



## BLUES



*Wearbetter* SUITS FOR BOYS

will put your clothing department upon a substantial basis for steady growth.

Reach the Parent *Wearbetter*, the suits Through the Boy with the guarantee, are tailored to give absolute satisfaction to the boy and parent. Our sales have quadrupled the previous year's output and dealers are making

### A Quick Turnover

on this line. No argument is necessary to convince; the quality and values offered have only to be shown to be appreciated. Boys who don *Wearbetter* suits are business-pullers to your store and soon parent and boy become your customers for other wearing apparel.

*Our Fall Lines are now ready at astounding values.*

For safety sake, place your Spring order now.

*Let us send you full particulars of Wearbetter guaranteed boys' suits.*

## Walter Blue & Co., Ltd.

*Makers of Wearbetter Boys' Clothes.*

SHERBROOKE

QUEBEC



*If interested, tear out this page and keep with letters to be answered.*



**THE BACHELOR SUIT****\$16.50****SPECIAL**

The Superior Value in this Bachelor \$16.50 Special is the result of a half-century of experience. The fabric is 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.

# Why this Guarantee?

Why are Bachelor Suits the only guaranteed line of Men's Suits on the market? Just this—

## EXPERIENCE Style, Quality, Value

For fifty long years we have been making men's clothes. This experience has been utilized so that to-day THE BACHELOR SUIT gives unbeatable value. The style is correct, the material excellent—all wool, cold water shrunk and hand-tailored. Our Blue Serges and Staple Grey Worsteds in the *Bachelor* line are unsurpassed in value.

### The Bachelor Suit

*Retailing at \$16.50*

gives you a means of establishing a prosperous clothing department that will build up for you hundreds of satisfied customers who will patronize your general line of Men's Furnishings.

### Our New Spring Styles Now Ready.

Fall assortings for immediate delivery.  
*Inspect our line and compare our values.*

We have excellent facilities for repeat and rush orders.

### The Bachelor Clothing Co.

Limited

Sherbrooke, Quebec



TRADE MARK REG.

*If interested, tear out this page and keep with letters to be answered.*

# Times Are Different To A Few Years Ago



Many dealers who have been up against it are forced to advance prices abnormally or reduce the quality of their goods.

Notwithstanding all this PROGRESS BRAND GARMENTS are to-day the same reliable line they have always been.

We have the raw materials and the plant and organization to make them so and keep them so.

## Our Made-to-measure Department

puts the dealer in Men's Furnishings in the way of starting a successful clothing department without the slightest outlay. It means smart styles that satisfy business men and young men.

# H. VINEBERG & CO., Limited

*Makers of PROGRESS Brand Clothing*

Cor. St. Lawrence Blvd. and Duluth Ave., Montreal, P.Q.

(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.

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





Buy This Line Now 

Place your orders early to secure delivery.

We cannot fill orders over our capacity of 1000 suits a day.

This is the Name and Trade Mark

**ZIMMERKNIT**

that protects you and your customer.

It represents *Quality Made Goods.*

ZIMMERMAN MANUFACTURING CO.  
LIMITED  
HAMILTON CANADA

*The Largest Manufacturer of High-Grade Union Suits in Canada*

AT ALL GOOD WHOLESALERS NOW

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



# W.G. & R. Blouses For Boys



PERHAPS in speaking of these blouses, we should say for "young limbs," for that's the type of boy they're intended for—the active, jumping, running little chaps the pride of their mothers and the despair of the neighbors. It's pretty hard to get blouses that will keep their good looks on such boys; but we think we have found a way. These garments are made by the same operators and with the same care as men's shirts. The stitching is even; the pressing and folding carefully done. The patterns are carefully selected from mills which have a reputation for color-fast goods. The different shapes and designs please the mothers who like to see their boys neatly dressed. But probably the most attractive feature of the W. G. & R. Blouse is the patent, adjustable drawstring which permits of a fit for all sizes—from the fat boy down to the wiry, undersized lad of the same neck size—with no unseemly gathering at any particular spot.

*Choose a range of School Boy as a popular priced blouse; and W. G. & R. for the better one.*

*Made  
in  
Canada*

The Williams, Greene & Rome Co., Limited  
Kitchener, Ontario, Canada

WAREHOUSES:

Kitchener, Ont.  
Cor. Benton and St. George Sts.

Winnipeg, Man.  
Cor. Donald and Cumberland Ave.

Vancouver, B.C.  
324 Seymour Street

*If interested, tear out this page and keep with letters to be answered.*





A NEW

*W.G.R.*

COLLAR

**STRAND**

SAME SHAPE,  $2\frac{1}{8}$  BACK

**BROCK**

**T**HESE collars are quite smart and dressy in appearance. The outer folds are slightly rounded up in front; this improves their lines and at the same time prevents them from chafing or wearing the shirt. The points slope gently from the top, leaving sufficient tie space for a neat knot. Plenty of space between the folds lets the tie slip easy. The style is Canadian with a slight English accent.

At the New Price of \$1.20 a dozen

**THE WILLIAMS, GREENE & ROME COMPANY, LIMITED**

MAKERS OF FINE SHIRTS

KITCHENER, WINNIPEG, VANCOUVER



# SHIRTS

*The excellence of the product has  
established the brand*

Two very real difficulties have faced the shirt-makers in buying new materials: the rising prices and an unsatisfactory dye situation. However, we put the clock an hour ahead, got to the market *early*, and thereby escaped paying the excessive prices exacted from later buyers. Not only so, but we were able to play safe on colors, and thus preserve the reputation for reliability which W. G. & R. goods have always borne. It means something to you to be able to assure your customers that W. G. & R. shirts are the same as usual, in workmanship and colors, but distinctly handsomer than ever as regards patterns.



## MADE IN CANADA

The Williams, Greene & Rome Co., Limited  
Kitchener, Ontario, Canada

WAREHOUSES:

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*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. 7

TORONTO, SEPTEMBER, 1916

No. 9

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The Guaranteed  
*Forsyth*  
 SHIRT



*"Not the exclusiveness that only appeals to the few;  
 But the refined novelty that commands the desires of all."*

*- Forsyth*

## Wait and Watch

for the signs of a perfect spring which will be seen in our assemblage of created designs and luxuriant colors incorporated in our spring range.

Shown by our salesmen about September 15th. Place not before you see it, or your regrets will be long and your profits short.

Forsyth  
 Kitchener  
 Canada





# Men's Wear Review

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

VOL. VI.

TORONTO, SEPTEMBER, 1916

NO. 9

## VALUE OF HANDLING WOMEN'S LINES

Such Goods as Silk Sweater Coats, Gloves and Hosiery Sell Readily in Men's Wear Stores—Also Panama Hats, Caps, Handkerchiefs, etc.—Women Do Much Men's Buying, Too.

**H**AVE you noticed that a large number of well established men's wear stores have recently added a line of women's wear? For many reasons this class of goods causes a substantial increase in sales of lines.

The accompanying photo is of a window full of interest. It is to be found in McLelland's store, Hamilton, Ont., and is only one of many such trims, for Mr. McLelland has for some time been playing up women's goods as well as men's.

The lines of women's wear which you see displayed here, women's silk sweater coats, panama hats, silk and kid gloves, handkerchiefs, etc., are just as easily handled by the men's wear "specialist" as is his more familiar stock. Again, this addition makes an artistic window display easier to accomplish, and more attractive to men as well as to women—for what man is there who does not sometimes buy some article of women's wear?

### Brings Tourist Business

Travelers, visitors, automobilists—strangers in town, who are in need of articles of apparel, are much better pleased to find in one high grade store accessories in both men's and women's lines. It saves time and wandering about hunting two stores instead of only one, and likewise it puts two parcels in one. Mr. McLelland benefits in this way from his proximity to the new Royal Connaught hotel. Regular travelers as well as the citizens of Hamilton get the habit of purchasing women's wear from him.

Robert Craig, of Brockville, has had a similar experience. A great number of automobilists go through that city, and by making the windows appeal to both men and women of the party he has twice as many of them stop to buy.

In a men's wear store like this, women find goods that are distinctive—something different—which they will not



*A trim in which women's lines are featured as largely as men's, and the results, Mr. McLelland says, are entirely satisfactory.*

likely see worn by factory hands, or in fact any frequenters of department stores. The Panama hats, for instance, which a men's wear store offers, are of a different type from those in the department store—larger, better in quality almost invariably, more what the particular girl or woman wants.

#### Good Winter Lines

For Fall and Winter trade, by the way, felt hats and caps can be sold to women as are the Panamas in Summer. Both are in demand—especially the cap—and the business widens sales greatly.

Many men have more faith in their wives' taste than their own. Others would go shabby always if their wives did not insist on dressing them up. Therefore the wife is a promoter of buying, and also is commissioned to do much of the buying of men's wear. Of course, she feels more at home in a store where women are expected to be purchasers, and then she usually adds to the "at home" feeling by purchasing articles for herself. A case in point

occurred in Toronto recently. I saw a lady come into Frank Stollery's store (Yonge and Bloor). She bought two shirts for her husband and then three pair of ladies' silk hose and two pair of silk gloves.

#### As to Christmas Presents

Then, the rule works both ways. Young and bashful men want to give presents to "cousins." They like, when the chance offers, to get these handkerchiefs, gloves, sweater coats, etc., in men's wear stores. To this end many dealers have been carrying these lines attractively boxed before Christmas. Young women, too, have "cousins" at Christmas time, and their trade is desirable.

It is wise, therefore, when possible, to make the store appeal to women. They are big buyers and influence the husbands and children to buy—suggest also what and where to buy.

Especially might the men's wear dealer endeavor to get the Christmas-present trade by early display of ladies' goods. It's about eighty days until Christmas right now.

## A MINIMUM OF BAD DEBTS

Ottawa Men's Wear Man's Record Is Hard to Beat—\$300 Only of Bad Debts in Ten Years—Reasons Why: A Rule to Which There are Few Exceptions—Courteous But Firm Refusal to Extend Credit.

ONE of the chief problems of the men's wear trade almost every dealer will admit, is how to conduct a live business with a minimum of bad debts. The difficulties of a strictly cash basis have been experienced frequently. It naturally keeps away a certain amount of fairly reliable custom, but there is no doubt that a quick turnover of goods for cash is the most desirable and satisfactory condition of business.

To keep one's books absolutely clear of bad debts is practically an impossibility, of course, but a very near approach to this has been obtained by Power Bros., of Sparks St., Ottawa.

Asked by a representative of Men's Wear Review whether he favored a strictly cash basis of doing business, Mr. Power, one of the partners, stated that he is a firm believer in it.

"We have been in business for ten years," he said, "and in all that time we have had only \$300 in bad debts."

This sounded interesting and so further enquiries into his business methods and experiences followed.

"We have had considerably more than that amount on our books in that time," he explained, "but have worked it all off but \$300."

As a concrete example of what Mr. Power was going to say, just then a customer came in and purchased a suit for \$25. He offered Mr. Power \$10 on account, but in a friendly, unoffending way Mr. Power explained to him that he had found it more satisfactory all round to do business only for cash and preferred to adhere to that principle. The few tactful words did not drive away custom in this instance, for the man returned later and paid cash.

#### Some Exceptions

"Are there any instances in which you would give credit" asked Men's Wear Review.

"Only where the customer has dealt with us for a period of five years or more," said Mr. Power, "or where we have reliable information concerning his good financial standing."

It is rarely, of course, that such customers request credit. At times Mr. Power finds that a customer who is well able to pay cash will ask for credit just as a test of how strictly the cash rule is observed. Mr. Power always refuses and the man pays without any objections.

There are people, too, who prefer to deal with a strictly cash house. It is looked upon with more favor by the well-to-do citizens, as a rule. One reason for the existence of that attitude is that where the dealer himself has cash to pay to his wholesale dealer he is not tied to any one firm and has more opportunity to court variety and avoid running in one groove. The dealer who is reputed to operate on a cash basis, then, is more liable to get the better class of custom.

Again, there are those who have the idea, whether well or ill-founded, that the credit house provides in its prices for the risk of bad debts. These will, of course, favor the cash store.

The fact remains that Power Bros.' store has succeeded on the strictly cash basis and their small amount of bad debts is directly attributed to that method. There may be those who can equal the record of Power Bros., but we have yet to hear of them. It is, at all events, reasonably safe to say that few credit stores doing the amount of business that this store does, has as small a sum of bad debts in the same length of time.

There are other conditions, of course, that may contribute to a minimum of bad debts. The system of book-keeping employed is a very influential factor. The quality of stock carried and the situation of the store, which to some extent regulates the class of customers—these are factors among others. There is still no doubt, however, that the method of business which appeals to people who are able to pay cash and which insists on cash payment, is the method which will eliminate dealings with people who seek to avoid payment where possible, and with careless ones who require constant reminders to pay their debts.



## Bringing Out Early Fall Needs



Trim by A. Matthews, Stollery's.

*Here is a trim possessed of attractiveness and selling strength. Shirts, gloves, ties, collars and canes will all be needed shortly. Gloves have not been much used during the Summer. To bring them to the fore now, therefore, is particularly worth while.*

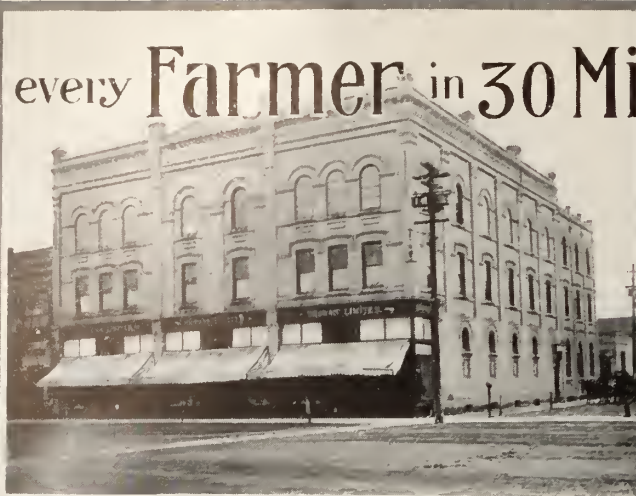
*Shirts and ties, of course, are always worth showing, but September is a strategic time. Then with holidays over, and cooler weather coming, new shirts are needed. To suggest the purchase of these by appropriate trims, is especially worth while at this time.*

*A good selling point in connection with this trim is the sign suggesting the purchase of not one, but three shirts. A fine line to work along this—getting not a sale of one lone article, but of three, six or one dozen.*



# Called on every Farmer in 30 Mile Radius

President of Brown's Limited Portage La Prairie, using a car to good effect increased sale of tea over two tons a year, beating out Winnipeg mail order and store competition



This western firm sends out circular letters to farmers packed with live store news and prices. Splendid response to up-to-date methods of enterprising store

PORTAGE LA PRAIRIE, July 4.—(Special.)—When a store in a town or city has to face the competition not only of mail order houses, but big department stores in the third largest city of Canada and wins out, no men's wear store need despair. They are within about 40 miles of Winnipeg, with a train service to that city in the morning and an evening service back to Portage la Prairie—Winnipeg, with its big departmental stores and its mail order houses, that consider Portage and the rich country district around it as one of their most natural and profitable hunting grounds. The Winnipeg papers with the page ads come into Portage early in the morning, early in the afternoon, and in the evening, and catalogues come with them. Even phone messages are inexpensive. And express charges are very light for that distance.

## "Buy at Home" Campaign

About two years ago Brown's, Limited, started a "Buy At Home" campaign, and sent out circulars to a mailing list in the city and surrounding country, dealing in a reasonable manner with the subject of buying outside the city, and with the mail order houses, urging people not only from a point of view of loyalty, but asking them to inspect their stock and compare the prices and quality with those of out-of-town stores. In order to feature this idea more prominently they established a "Buy-at-Home Week."

In one circular issued they put it this way: "A great deal has been said lately regarding loyalty to the home town. There is a possibility that some may have gotten a mistaken idea as to the attitude of the local merchant in this respect. Speaking for ourselves, we might say that we are not appealing for sympathy or begging for business, but are advocating buying at home, because it is a good principle and in the interests of the community.

"We do not solicit your patronage on loyalty alone, but we are prepared to stand on our merits, as we consider that our service is of the very best, and that we have as good merchandise at as low or lower prices than they can be bought for at any other place in Manitoba."

Loyalty to the Home Town, they go on, applies to the farmer on the Portage plain as well. They point out the advantage to the farmer of the Portage market and state that if it were forced out of existence farmers would lose these local markets and thereby sell their products at a lower price, beside losing the religious, educational and social advantages of Portage. The interests of the city and districts are, therefore, identical, "and the prosperity of both depends upon our co-operation."

This is an eminently reasonable viewpoint from which to approach the townsman and the farmer. This was



A view in the men's wear department in the store of Brown's Limited.

backed up in the only convincing way in which it could be backed up, and that is by furnishing the town man and farmers with actual prices that they could compare with the mail order house prices. Circulars are sent out every month, sometimes twice a month, which are a mass of prices, and appear very well in their make-up and attractive features with those of the mail order houses. This campaign for holding the business covered a radius of 30 miles around Portage. Advertisements on an extensive scale are carried in the daily papers, running from a half-page to a page and a half, and these are changed at least three times every week. On special occasions extra circulars are sent out. In addition to this there are special lists to which circulars covering a high-class of goods are sent out to specially-prepared lists of the better class farmer in the community. Every effort is made to keep these lists up to date, so that there will be no useless expense.

Among the big merchandise events of the year are the August and February furniture sales, which bring in a large amount of custom. In January and July are clearing sales, or they are sometimes called pre-inventory sales, previous to stock-taking, which is done twice a year.

## Visited Every Farmer in District

One of the methods of the store to reach and hold this trade around them is worthy of mention. Mr. Adam Brown, the president, during the past two years, covered the home of every farmer within a radius of 30 miles of his store, chatting with them, and at the same time making a specialty of tea and coffee. In that time the sale of tea increased by 2½ tons, or 5,000 lbs. a year. This visit had excellent results, and a fine feeling has been estab-

Continued on page 53.



# THE WONDERS OF HAT MAKING

Into the Head-piece so Carelessly Worn Goes Work of 25 Men at Least—How Fur is Blown Into Cone Shape From Which Hat Develops—The Story Told Step by Step.

**M**ANY lines sold regularly by men's wear dealers have necessarily been advanced as a result of war conditions. It is doubtful, however, if in any other case the war has so directly effected the production of a line as it has with regard to felt hats. Usually hostilities make manufacturing difficult by making labor scarce, or through interference with the production of an ingredient necessary for the manufacture of the other article in question. In the case of hats, however, a part of the raw material necessary for production is actually being blown up by the big guns which are turning Europe into an inferno.



*The forming room, where the fur forms on revolving cone—the exterior part of machine is to be seen.*

A felt hat—for it is with these that our regular article on the process of manufacturing men's wear lines deals this month—is, it must be remembered, made from fur. This is a point which very few customers of the men's wear store realize; and the ability to give some information on the making of these hats will not only serve to interest customers, but will make them feel that the man who gives this information knows his business. He, they will say mentally, is a man who can advise properly on questions pertaining to clothing. He, they will feel, is a man whose service is worth having, and whose goods, because of the knowledge he shows, must be good goods. If he can offer such interesting information about this line to the consumer, why he must be able to do his buying to best advantage and be able therefore to get the greatest value.

## An Interesting Story

Unquestionably some such line of reasoning is followed by customers who glean pointers on articles of apparel from men's wear dealers. But aside from this mercenary consideration, the story of felt hat manufacture is indeed an interesting one, especially so under these extraordinary conditions.

All kinds of fur are not suitable for the manufacture of hats. Only the under fur, the short, soft fur is suitable, and this only from certain animals. Seal, beaver, from such fur, splendid hats can be made, but these are exceedingly expensive and are used but seldom—only in the very high-priced hats.

The majority of hats which are to be bought in Canada to-day are made from the hare, and the cheaper hats from rabbit fur.

Now hares are largely secured—or have been in the past—from Belgium. For two reasons they do not exist now. They have actually been blown to pieces, as has been said, and there are no Belgians to raise these hares, to skin them, and to pluck the under fur to be used later in hat manufacture. Rabbit fur is, of course, not so scarce. This comes from Australia, and the supply has not been greatly interfered with, except as the result of labor scarcity, which has prevented supplies assuming the larger proportions needed as the result of old sources being upset.

Now there are men whose business it is to buy these furs. The hare hide or the rabbit hide comes to them from Belgium, Australia, New Zealand and they prepare it by taking the fur off the hide and then combing this fur itself. The fur once removed from the pelt and combed is sorted—that coming from the backs of the animal—the under fur on the back, is considered the most valuable, and that from the ears, flanks, etc., is for use in the manufacture of the lower grade of hats.

## The Fur Up in Price

This fur, by the way, has advanced 20¢ since the outbreak of war—one of the factors, this, which accounts for the advance in hats.

Now the fur once in the Canadian factory, having of course been bought according to grade, the work of sorting to provide for the different qualities of hats has to be commenced. This sorting is the work of a skilled man. He takes so much of a certain quality of fur and adds so much of another quality, and so blends to the end of securing a certain quality at a certain price, working just as does an expert tea blender.

The different qualities of fur thus brought together are mixed to some extent by hand, but immediately go on to a mechanical mixer called a conical mixer, and from there on to a cylinder mixer. The fur is passed by these machines over teeth, much like the teeth on one of those old-fash-



*The sizing room, where hoods are shrunk to desired size.*

ioned musical boxes. As with the music box the result is quite upsetting. This process, however, mixes all the fur so well, that it is thus prepared for the next step in the process of manufacture.

The fur coming out of these mixers is put into a six-sectional blower. This, by wind pressure, shoots it through long tunnels. The light fur naturally goes through, while the little bits of skin, dirt, etc., are caught by the pickers

—more comb-like surfaces—which form the floor of this machine.

**Each Hat Weighed Separately**

Now the fur which comes through this blower is taken by another expert and weighed out. The fur required for each hat is weighed individually, the workman having of course in continual view the style of hat which is to be made.

From here the fur is put into the forming machine, one of the most remarkable of all the remarkable machines used in hat manufacture.



*The Flanging Room—another important department.*

The making of the hat requires more than the ordinary human attention. From the time the hair fur comes in until the finished hat leaves the factory, more than 25 different workmen handle the hat. There are many remarkable processes, but to the layman it is doubtful if any are so startling as this process of the forming machine.

The fur—one hat allotment at a time—is fed to a printing machine, but as it is fed in, it gradually passed into a large cone shape chamber, built exactly like a huge ice cream cone, big end down upon the floor, this lower end having perhaps a diameter of five feet.

**How Rough Form is Made**

Now at the bottom of this big cone there is a fan, and on top of this fan a smaller cone, perhaps 18" or 2' in diameter. The whole bottom of the big cone revolves. The fan at the bottom of the small cone commences to turn, creating suction and the fur which is fed into this big cone from the upper or narrow end, can be seen through windows which have been placed in the big cone, flying about like snow on a stormy day. As it flies, however, it is caught by the current of air created by the fan at the bottom of the small cone. It is drawn down by this fan and



*The Trimming Room—here the finishing touches are given.*

gathered on the small, wet cone, which of course is revolving rapidly. It is this whirling of the small cone which causes the fur to gather on it evenly.

The revolution of the turntable on which the small cone is placed, and of the fan over which the small cone is placed, continues probably for about 1½ minutes. At the end of this time all of the fur fed in for that hat has come into the big cone, and has gathered on the small perforated cone. So the workman in charge stops the turntable revolving, shuts off the fan, opens up the large, cone-like receptacle, and carefully puts wet cloths over the small fur-covered conical perforated cone. Then another cone of solid metal is put over all—this—a step which enables the fur-covered cone to be lifted without harm being done. This is then sunk in a vat of hot water standing handy.

**How the Fur Forms Into Felt**

Up to this point in the manufacture of a hat, everything has been done dry. From this point on, practically everything is done with the hat wet.

Though the human eye does not detect this, every little bit of fur which is blown through this forming machine is covered with a number of barbs. Now the fur which has gathered on the cone shrinks when wet, thus causing the barbs on each particular hair to adhere strongly to other hairs and the hat in this rough form is thus given its strength.

At this early stage an expert examines each form to see that it is perfect. If faults appear the cone is sent back, the fur separated and blown over again.



*The Packing Room—from this the finished hat starts on its way to you.*

In this shape the hat is taken to a machine where by being dipped in water and fitting to a form, it is shrunk to a certain size.

From here it goes to other hands—to what is called in the United States and Canada a sizing machine—in England a planking machine. Here the men by further application of water, and the use of the machine, shrink the hood. At this stage such is the name given to the hat in process of manufacture—to whatever size the particular pattern being made calls for. After this the hoods are taken to a drying room, where in the intense heat they are made bone dry before anything else is done.

Once dry the loads are taken out of this room and put on a stiffening machine where shellac of a very high quality is applied and the hoods run through rollers. The shellac of course is more applied to the brim than to other parts of the hat.

**Next, the Dyeing**

From this point the hoods come to the dye house, where in huge copper kettles, about 6 feet in diameter—kettles by the way which under present price conditions are worth



from \$600 to \$700 each—dyes have been mixed. Into these dyes the hoods are thrown.

Both copper and wood vats may be used for this dyeing process. A wood vat, however, must be used only for one color, while copper can be cleansed and another dye put in a little later. One of these kettles enables an output of from 40 to 60 dozen hats a day.

A great deal of skill is required in passing the hats through the dyeing process. The longer the hat is kept in the dye the worse for the hat, as the more it opens up the body. Under present conditions, however, hats stay in the dye longer than usual and all remain in for about three hours.

There is reason to believe, however, that the dye situation is improving. The Americans who have been specializing on this since the commencement of the war seem to be getting better results and are giving much better prices than sometime ago—that is to firms who place contracts with them, covering deliveries, at a price to be decided later, after the war is over.

Still dyes are exceedingly expensive. Black dyes, for instance, which before the war cost 30 or 40 cents, are now \$1.65 or \$2, and then the dye is much inferior.

Up to this point in the process of manufacture, the hood is conical in shape, coming to a quite sharp point. After coming out of the dye, however, it is put on a fitting machine—a machine which by a mild form of trip hammer rounds down that point. Coming off this machine the hood is placed on a block, the top being rolled by hand for a time to further eradicate the pyramid like top.

#### The Hat Takes Form

From here the hood goes to what is called a brimming machine, being placed on what is called the "star"—really a head-like form. Metal fingers come down on the hat, forcing it down on the "star," so that the lower edges are turned out, and formed roughly into the brim of the finished hat.

Coming off this machine the hood comes to the blocker, who knows exactly the size which the hat is to be, and who, by the machines at hand, is able to give the proper depth to the crown and the width of the brim.

By this time the hood is becoming to look very much like a hat, though in rough form.

All these last stages, from the time the fur was put through the forming machine, have been worked with the hat hot. But on this blocking machine cold water is applied to "set the hat"—that is to give it permanence in the shape in which it then is.

Coming from the blocker the hats go to another dry room, where anywhere from 100 dozen to three or four times that number may be accommodated. Here again the heat is intense, but the hat comes out thoroughly dried and goes to the pouncing room. In this pouncing room the hood is placed on a revolving head-shaped form, then, while it is revolving at a very high rate, a skilled mechanic applies to it flint paper to take off the rough appearance.

#### Ironed by Machinery

Next the hat—it is very much a hat in appearance now—goes to the finishing room. Further shaving is here done. Blocks are at hand of the exact size wanted, and on to these the hat is steamed. While still on these blocks the hat comes to the automatic iron. The block is applied, and the irons—which are heated either by gas or electricity—work round and round the crown, thus setting the hat to the block.

As indicating the care which has to be taken in every step in the manufacture of a felt hat it may be stated the cord used to tie the hood on these blocks is made of special linen.

Coming from the automatic ironer the hat goes into the

brim machine, which does its part towards shaping the brim. From there it goes to what is called the rounding jack, where the exact width of the brim required is made, a skilled workman cutting down to this width. From here the hat goes to an upright lathe, and is worked over with flint paper, especially made for hats, called pouncing paper.

This use of the pouncing paper is perhaps the most highly skilled work in the factory. The operator is cutting into the very hat itself, and has to do this by the sense of touch, as well as by the sense of sight. If he cuts down too close the hat is spoiled, after it has gone three-quarters way through the process of manufacture. This work is practically impossible by artificial light, and in the winter these mechanics can work but short hours. This cutting down by the pouncing paper is, of course, what gives the felt its lustre.

The shackling department is next in order. By certain machinery the brim is rounded up, the edges being turned right in. This step is necessary in order to pave the way for the flanging which comes next. Here there is a block especially made for the brim and the shackling enables the brim to be fitted on to this block. Hot sand in bags is now applied to this brim, causing it to take the shape of the block.

The finishing alone remains to be done now. The leather sweat bands are sewn in by girls, the bows and bands put on. Then this work of 25 men, which may be sold at prices varying from \$12 to \$50 a dozen is ready for shipment to the jobber or direct to the retailer.

#### WORKING GLOVES SCARCE AND HIGH IN PRICE

Due to the huge munition orders necessitating the working of double shifts in so many plants, the demand for workingmen's gloves has vastly increased. Yet one of the big manufacturers of these gloves advises Men's Wear Review that while last year he showed about 200 samples, this year he will show less than 20 samples. It is not hard to see, therefore, that workingmen's gloves are going to be very scarce.

Also they are going to be high in price—this also as a result of the remarkable and distressing advances in leather.

Last year gloves sold as low as \$4.50 per dozen. This year—that is for Spring placing and Fall sorting—there will be little below \$9.00 per doz. In mitts, where scraps can better be used. Cheaper lines will be available—some as low as \$4.50.

Moccasins, by the way, are selling remarkably well this year. It is understood a part of this big demand is due to the general industrial activity.

#### THE VITAL 20 PER CENT.

In the course of a recent interview with Men's Wear Review, Theodore Morgan, merchandise manager of Henry Morgan & Co., Montreal, said in reference to the constant change that occurs in retail trade demand:

"Statistics show that 80% of all retail trade in this country is absolutely staple, and may be depended upon to absorb the same class of goods, style and design from year to year. It is this 80% that represents the merchants' chief asset and yet causes him the least concern. The remaining 20% is the quicksilver of trade, and represents the ebb and flow of changing fashions and variable demand. Chiefly it is this minority portion of consuming trade that settles the merchants' fate. The handling of an article that will secure 20% buying power, or a goodly share of it. This represents the difference between stagnation and business growth."

# BALING WASTE PAPER WORTH WHILE

This Reduces Fire Risk—Keeps Store, Warehouse, or Factory, Neat—And From Sale of Paper Fair Profit Can be Made—Sales Should be Grouped to Get Car Load Freight Rate

**W**HEN it is remembered that the very paper upon which this article is printed has advanced in price, during the past year, very nearly 100 per cent., and when also it is born in mind that paper can be, and is, made from old paper, the value of waste paper will be understood. No wonder, then, the Minister of Trade and Commerce has sent broadcast a memorandum, calling upon all to save their waste paper. Under present conditions this is a patriotic duty.

But to the men's wear dealers, and to the manufacturers of men's wear lines, there is more than a duty here. Also there is an opportunity—an opportunity to make an honest penny, while conserving something which will enable the growing of two grass blades where formerly one appeared. There is the opportunity to make, from the sale of waste paper, and an opportunity to have the reduction of fire risk. An opportunity, also, to save time and worry, by arranging a sane disposition of paper accumulation, in place of the old method—wasteful in time and energy—of destroying the paper at irregular intervals by means of a regular Guy Fawkes bonfire.

## Many Now Baling

Already a goodly number of merchants have undertaken the collection of their waste paper—installing for this purpose balers made for the purpose. These are now being made in sizes suitable for stores, at prices ranging from about \$16 to \$36—the lower priced models of wood, the more expensive of steel.

One of these balers, installed in basement or stock room, will result in factory or store being always in order. To the baler the waste paper can be carried. As shipments of goods are received the paper wrappings can be emptied into the balers. Even the unnecessary cardboard boxes may thus be disposed of—though to get the best results—the greatest weight per bale—these boxes should be broken up before being placed in the machine.

It is from heaps of waste paper that fires usually start. Given such a heap, and a clerk unwatched, who may smoke a cigarette, and a blaze can readily start. How often a disastrous fire has been traced to just such an origin.

And what a loss results from such a blaze. "The loss was covered by insurance" the papers may say. But many a merchant knows better. He had, say, \$5,000 stock. This was covered. But a fire may mean a discontinuance of business for weeks or more. Who would like to lose the profit from four weeks' merchandizing before Christmas?

## Instance of London Merchant

Not so long ago a London, Ontario, merchant received a bad set back in this way. Of course, he could have insured his Christmas business. Almost anything can be insured these days. But he hadn't thought of that. Very few merchants would, and he lost his entire Christmas trade.

Of course the baling of waste paper will not absolutely prevent fire; but it will materially reduce the risk, and that is worth a lot.

But here is the big point about collecting waste paper. The benefits of added safety, of added neatness and comfort may be obtained, and with them a very fair profit, for waste paper has a market value. This value varies, ac-

ording to the class of paper baled, and the distance from the market point; but still it has a value making it well worth collecting if some degree of attention is given the matter.

To get the greatest benefit a union of merchants is necessary, for in carload lots waste paper comes in class 10 of the freight classification, while in less than carload lots it comes in class 4.

What this difference in classification may mean may be illustrated by citing the rate from Hamilton to Toronto. The carload lot rate is here 6 cents per cwt. While the less than carload rate is 11 cents. Unbaled paper comes very much higher. On such a distance it would be 16 cents, coming under class 2 of the rates.

Now a carload will, roughly speaking, hold twelve tons of baled paper. A goodly amount. But the merchants by uniting their collections would be surprised to find how quickly such an amount can be secured. Those who have tried find they can make up a car at very frequent intervals.

## Insuring Fair Distribution of Profits

A good method of seeing that each contributor to a car gets his fair share of the profits resulting from the sale, has been adopted by the merchants in a Western Ontario city. Each merchant's lot is driven to the city scales and weighed. The total weight is thus checked, insuring fair returns from the buyer, and the slips enable a ready adjustment of the sum received.

It is well nigh impossible to give an idea of the sums which can be secured from waste paper sales—as each locality has to be considered separately, by reason of the freight charges. Inquiry of the paper buyers, however—or of Men's Wear Review—would result in the desired information.

Merchants should not expect too much from these waste paper sales. The profits can not be huge. Yet those who have undertaken the baling are well satisfied. In the few cases where they are not they say the fault is with a poor baler. The reduction of fire risk and the other advantages, plus the profit from the sales, make the collection, they say, well worth while.

## SOME CHANGES IN HANGERS

**G**REAT difficulty is being experienced in getting tinned wire, which has been extensively used as materials for the hooks on coat hangers. The United States factories making these hooks have now found it necessary to close down for a time, and the hanger manufacturers have sent out word that they have to charge more for hangers in which tinned wire is used; that the number of these which can be secured, moreover, is limited.

Hangers at present are being more largely made with the copper wire used for the hook. This is not as good as the tinned wire, not having the rigidity or strength, but it seems likely it will have to serve.

The war is bringing a change in fixtures and racks. Oxydizing is practically stopped. Operations which used to cost \$2 are now costing \$20 because of the greatly advanced price of chemicals used for oxydizing. It is impossible for manufacturers to get that advance and as a result polished steel is being used largely instead of oxydized material.



# SELLING EXTRAS TO THE SOLDIERS

To Their Regular Military Line the Two Macs Have Added Flash Lamps, Big Sales Resulting—Safety Razors Continue to go in This Wide-awake Store.

THE columns of Men's Wear Review from time to time have held news and descriptions of the developments in the store of the Two Macs in Ottawa. This store is one of the most progressive in the country. In fact the writer knows of no other store which so successfully handles so many departments of goods for men—that is as a man's store, and not a department store. If anybody has a case to cite which knocks this last sentence on the head, send along details.

Meanwhile, since I was last writing about this progressive store, it has added several fresh departments, or—perhaps, better—several new and hitherto untried lines. One of these is flashlights and electrical goods of that nature.

## "Every Soldier Should Have One."

The president of the company discussed this with me. I was asking him how it was that there were some flashlights in his windows.

"The customer, as usual, is the index to the reason why," he returned. "A couple of 'Tommyes' came in here one day and bought a raft of stuff. Amongst other things they inquired for was a handy-sized flashlight, which should be easily pocketed and which was effective as to

(1) giving a sure light, and not falling down on you; and (2) giving a good bright light. They pointed out its usefulness to the soldier. A dark night on a dark plain or in a dark trench—your watch couldn't be seen, for instance, unless your sweetheart or somebody else had given you one with a radium dial. And anyway, a handy little flashlight was a handy little thing to have in your kit.

"So said the soldier. I had to tell him that I hadn't got any in stock. It set me thinking. I did not have any other call for them that I remember, but I wondered why I couldn't make good, selling flashlights just as well as the hardware man and the novelty dealer. I got a consignment in. We handled the thing thoroughly. If it was worth doing at all as an experiment it was worth doing well enough to give it a chance of success. We had a slogan. It was marked up in our windows and on our counters. "Every soldier should have a flashlight." I devoted a counter to them. This was in the military department. We had various kinds of them, at various prices. One was in the shape and guise of a fountain pen, for instance. This was possibly the best seller of all, inasmuch as it was small and compact and yet a reliable article. Then some of the regulation size lights we car-



One of the trims by which the two Macs keep their store a centre for military buying—note the range of goods displayed

ried, and one or two novelties other than the fountain pen.  
"How did it work?"

The reply was laconic but full enough. "Bully." We sold hundreds the first few days we had 'em in. And we've sold more hundreds since. The soldiers have been tickled by the idea of including one in their kit. Our slogan did much to help that along. We ran a window showing nothing else for some time. That helped.

Then we did not only make good on them with soldiers. We offered the suggestion to picnickers and Summer-commuters. Britannia and other suburbs here are full of Summer cottagers. They haven't gas—I mean the cottages haven't! People potter along—lots of them—with oil lamps and such, and a little flashlight is a very useful thing to have with you in a Summer cottage. The thing appealed to them, and we did a big business on this account. But the soldier's trade was the first—fittingly so, since one of them suggested it. It was worth while trying it out. We didn't know whether anything so far removed from suits and neckwear and such would go or no. But Columbus took a chance. So did we. We came out all right.

"Another line we made good play with which is not usually seen in a men's wear store was the Thermos flask. We sold a number of these to soldiers, though I guess in some cases the size of the thing prevented sales. Officers took to them, however, and with officers we had good sale. Then we applied the flashlight theory which had worked out successfully enough in that line, and sold heavily to Summer cottagers."

"Methods? Just our usual. Good strong advertising, with attractive copy and useful and striking cuts. And a slogan, in the ads. and in cards in the window displays. We are, of course, lucky in having so many windows in which to show different lines. But it could be done in a

smaller store. It is the faith behind new ventures of this kind that makes for success."

### Shaving Tackle a Winner

Readers of this paper will remember an article some time ago about this same store which had then been trying out shaving materials, such as safety razors, talcum powders, shaving soaps and the like. I asked whether business in these had kept up.

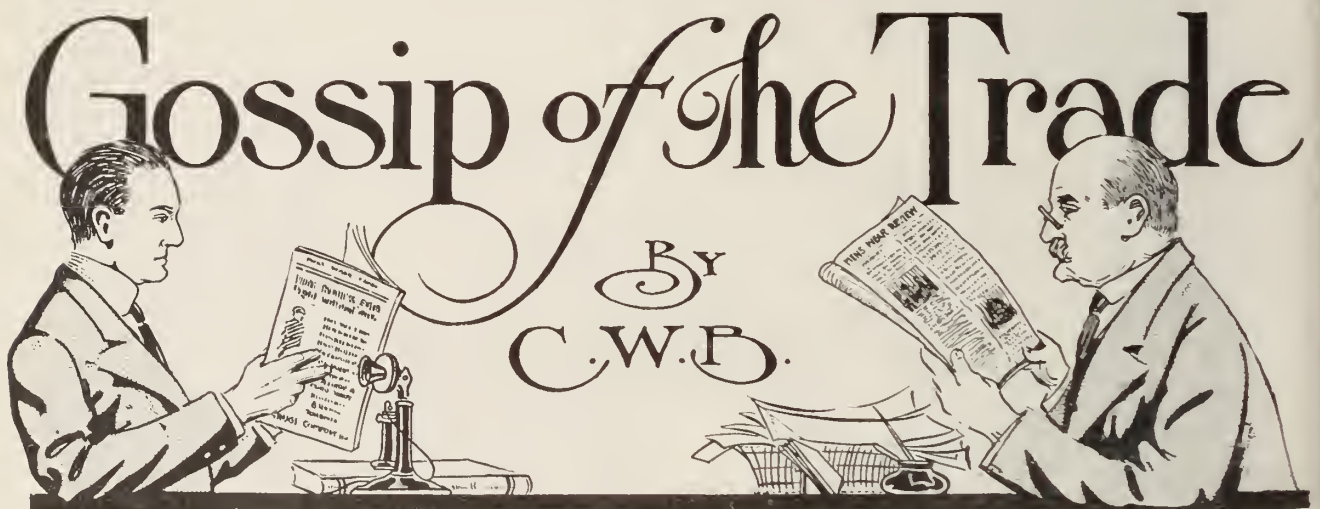
"You bet," was the reply. "We've done very well with safety razors. We made particularly good with soldiers, not only officers but the men as well. We carried two or three well known lines, in the main fairly expensive lines. And we got a lot of business. We had a compartment in one of the windows specially devoted to shaving *etceteras*, in which, of course, razors were the central line. A unit table in the store in a conspicuous place, where soldiers usually came when they entered the store was also another inducement to buy.

"What luck," I asked.

"Excellent. We sold so many razors and so much shaving soap and powder that really it looked as though one out of every two soldiers came to the Two Macs store for a safety razor before he got away. We did infinitely better with them than we had ever supposed. We have always handled shaving tackle because I long ago figured that a man's store should carry anything and everything which a man could want. But we never figured on as big a business with soldiers in safety razors and shaving tackle as we have had."

\* \* \*

The Two Macs have added some other new lines, and their experiments in them have turned out well. But they are worth another article all to themselves, in another issue.



All Wondering As To Prices—Boys' Clothing Receiving Greater Attention Than Ever Before—Some Interesting Special Sales—Less Goods in Boxes This Christmas—Cautious Buying of Military Linen.

**A**BOUT the most common speculations to-day relate, of course, to price. The time has passed, apparently, when merchants are apprehensive of the demand. It has been wonderfully good, seems sure to continue very good for twelve months more. What will happen then—or what will happen after the war ends, be it early or later, is of course, a great question, but one which merchants and manufacturers alike are contemplating with

reasonable complacency. They are doing all possible, many of them, to ensure the continuance of whatever present conditions are satisfactory, and are working to remedy, or to offset the unfavorable conditions. For the rest they are waiting.

### Advances Seem Certain

As regards prices there seems not the least doubt that general advances will come. But they may frequently



come in ways which the man on the street—the customer of the men's wear store—will not detect. In other words goods long sold at a certain price will still be sold at that price, but they won't be the same quality goods. Where quality is maintained prices will surely advance still higher. This is true as regards neckwear, underwear, clothing—indeed with regard to practically every line handled in a men's wear store or a men's wear department.

One of the most noticeable tendencies in the trade today is undoubtedly that of giving to the boys' department greater importance than ever before. Many establishments which have not handled the line have added it. Other merchants are giving to the department much greater attention. Indeed all over Canada merchants have been taking council with fellow merchants, asking of sizes, best prices—generally going into the boys' clothing question.

#### More Firms to Make Boys' Clothes.

And manufacturers, of course, have their ear to the ground. Manufacturers too are giving boys' clothing greater attention. Some years ago such a thing as special designing for boys' models was almost unheard of. But now the construction of boys' clothing is a big thing. And the boy is getting his proper meed of consideration. More and more he will get this, for it is rumored several clothing manufacturers, not to date making boys' clothes, are to undertake this.

The boy is getting this consideration, from manufacturer and merchant, because he has proved himself worth while. He's no parasite, the Canadian boy. He's a worker. There's much more work than ever for him now, and he's getting big money for doing this. With the money come new ideas of dress—a general dress up tendency. Indeed it looks like the biggest Fall's business in boys' lines experienced in many years—perhaps the very biggest of the trade's history in Canada.

#### After the Mail Order Business

By the way, The 2 M's (McKelvie and McGuire) of Lethbridge, are advertising the service they can give as the result of parcel post laws—appealing to the farmers of the zone surrounding Lethbridge for business. They should get results. The advertisements are of the right stamp, giving real information as to the make and price of the goods being offered.

#### Personal Advertising

Tobey of Hamilton, is conducting a Thank You Sale—a sale in which he announces his intention of giving the people of Hamilton something good, because for nine years they have been so good to him. The advertisements of this sale are surely bright. Mr. Tobey believes in the personal touch. He makes all and sundry realize that in going to this store they are not just entering a store, but that they are dealing with A MAN, Tobey. His pictures appear in his advertisements. His opinions are expressed. The first personal pronoun is used. The advertising assuredly has originality. It has the personal touch, and doubtless brought big results. We must ask Mr. Tobey about this e'er long.

#### How About Sales

By the way, mention of this sale brings up the question of sales in general. Is it wise to give such exceptional values as Mr. Tobey evidently did? Does that mean a loss or gain? Certainly, with a regular clientele a store must have fresh goods, and if ties or shirts stick why it is good business to move them, even if at a sum much lower than

that for which new goods can be secured. The new goods are necessary to tempt trade. They are the bait.

But would it be wise to reduce prices on underwear—or other rather standard lines, where pattern does not count so much? Doubtful, very doubtful.

#### Needle Scarcity Causes Trouble

And speaking of underwear brings to mind the increasing difficulty manufacturers are having to get needles. Because of this scarcity expensive machines are standing idle—more of them every week. It's another serious handicap the knit goods men are facing.

#### Preparing for Soldiers' Return

Of course the military camps are still in full swing, and though the merchants in cities or towns adjoining these camps are doing splendid business in soldiers' lines, not until the camps break up will the men's wear dealers in the towns where battalions have their Winter quarters be able to get the good profit which the handling of these military lines make possible. But the camps will break up early in October, and with the general market in the state it now is—practically every thing being scarce, except money, fortunately—a heavy demand from merchants for military accessories might be expected. Certainly all other goods are being ordered well in advance, and it might be thought those merchants who have profited well from handling military goods would intimate their Fall needs, and immediately plan orders well within this estimated need. But not so—at least not as a general rule. There evidently is a fear of being left with military goods on hand after the demand for them has passed. Merchants will have the line—yes. But they will order at the last minute—often by phone or wire—for immediate delivery. There is a lot of good hard sense in this. Yet it does seem that the end of the war is not yet. It does seem certain the demand for these military lines will last well into 1917, and to keep the stock assured should pay—though certainly the less money wrapped up in this stock the more profitable the department will be.

And what a profitable line this has been for the men's wear trade. Why, when the war started—and all seemed dark, it was the salvation of many merchants. It has been their strong support ever since, and with regular business booming the profits from this department make this difference between a good year, and a splendid year.

#### Less Goods in Boxes

It seems now as though men's wear dealers will be handling less of their Christmas lines in boxes this year. Because of paper scarcity and labor scarcity the box manufacturers can not fill orders. They say the orders are larger than usual. Yet they add that many who formerly packed their goods in boxes are now contenting themselves with paper wrappings. A sign of the big consumer consumption, surely this huge demand for boxes, while many old users of boxes are giving them up because of the cost. But also a sign that this Xmas there will be more loose ties, and less boxed; more loose handkerchiefs, and less boxed. The merchant will doubtless be able to get his goods either way—despite the scarcity—but he'll be able to offer slightly better qualities in some goods if he gets them unboxed.

W. J. Devins, clothing salesman with Graftens & Co., Peterborough, since 1902, has been appointed manager of the Dundas retail store.

Fire recently did damage to store and stock of B. J. Gough, Lindsay. The damage is covered by insurance.

## Good Trim for Fall



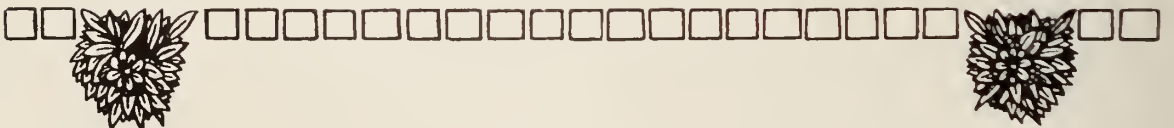
*With cooler weather will come dances, receptions, horse shows, and the many events at which formal clothing must be worn.*

*There's fine business to be secured in these lines. Particularly is it worth while to sell a young man his first dress suit. Then there are so many accessories he needs too, and in accessories lie goodly profits.*

*The trim herewith shown is noteworthy for its beautiful background effects which do not draw attention from the apparel shown, but rather make the clothing, the shirts, the overcoats, the collars, stand out more strikingly. The chrysanthemums, yellow and white, and the ferns, also add to the Fall appearance. oak leaves further emphasizing this seasonable feature.*

*The rough finish of the set piece, and its grey hue to represent granite are effective, as is the colour, green and red, used for draping the stands.*

*Suggestions here for some fine dress windows.*





To-morrow and All Next Week You Can Here Save That Dollar to Help Save a Soldier

Begg & Shannon

See Our School Boys' Display in the South Window—Everything, even the School-marm

# School Boys' Suit Sale

Mothers, Here's the news

You will not have to pay school suit, even though wood year ago. We bought and Our tables are loaded, our profit if you will.

Boys' Suits AT \$2.95

AT \$2.95

Boys' Suits AT \$2.95

**SCHOOL DAYS**  
 Boys' Suits AT \$2.95

**TWO BIG EVENTS**  
**BOY LIFE**  
**SCHOOL Opening**  
 SEPT. 1st  
**School Suit Sale!**  
**BEGG & SHANNON'S**  
 MOTHER, REMEMBER YOUR JOHNNIE FALLS OUT

Six Thousand Boys in Hamilton

And three thousand in Wentworth County will next Wednesday, Sept. 1, wash their faces, comb their hair, black their shoes, put on their new suits and start for school again. It should be

A Begg & Shannon Suit AT \$6.50 AT \$7.90

With two pairs of bloomers Two-pants suits.

Here are "mannish" nifty styles to gladden the heart of any lad. New colorings, new materials, new and different Fall patterns, new details of make, design and tailoring to please the parent. Ages up to 18 years.

AT \$9.90

Two-pants Suits, ages up to 18 years. This season with our greater stocks, newer ideas, greater varieties and greater values, we expect to corner the major portion of the boys' trade of Hamilton. These suits will set our Hamilton boys' tongues going.

The 2 Macs, Limited  
 Boys' Suits AT \$2.95

Many other lines on sale not mentioned here.

Boys' Military Suits at \$2.95  
 Boys' Knickers 100 pairs—ages 3 to 9 years. Only 1 pair to a customer 25c

## Boys' School Wear

AT THE CASH STORE

Make it a point to see our Boys' Clothes before fitting him out for school. We show you the best in the SYSTEM makes it possible at small prices.

**Boys' Two-Pants Suits**  
 Boys' Two-pants suits and Norfolk style, bid English and Canadian in the very newest school fashion and finely tailored. Sizes 24 to 28. Cash Store. Suits 29 to 35. Cash Store.



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FREE

SPECIAL AW Costing

Boys' Furni.

- Boys' Shirts 35c to 75c
- Boys' Collars 2 for 25c
- Boys' Ties 25c
- Boys' Braces 10c to 35c
- Boys' Underwear 25c to 75c
- Boys' Belts 25c to 35c
- Boys' Knit

SCHOOL SHOES

- Boys' Sizes 1 to 5
- Boys' 8 If High, solid
- Boys' 9 Cash Store
- Boys' 10 \$1.75
- Boys' 11 \$2.00
- Boys' 12 \$2.00
- Boys' 13 \$2.00
- Boys' 14 \$2.00
- Boys' 15 \$2.00
- Boys' 16 \$2.00
- Boys' 17 \$2.00
- Boys' 18 \$2.00

THAT YOUTHS

- Boys' 11 \$1.75
- Boys' 12 \$2.00
- Boys' 13 \$2.00
- Boys' 14 \$2.00
- Boys' 15 \$2.00
- Boys' 16 \$2.00
- Boys' 17 \$2.00
- Boys' 18 \$2.00

Once Again, School Days

We are proud of the School Suits for boys we have to offer to the mothers of Ontario. We are as particular about the styles for the boys as we are for the men. Our Boys' Suits give satisfaction and are moderately priced. After years of experience we pick the arounds that make good.

Our \$8.00 Norfolk Suits with 2 pairs of pants, sizes to fit boys from 11 to 16 years, will give great satisfaction.

Complete stocks of Suits, Boyer, Brown and Double-Breast Suits. Everything for the boys.

BOYS NORFOLK SUITS FROM \$1 TO \$12

Prepared and tear of the playgrounds? out at a moderate price

\$1.95 to \$8.50  
 \$5.00 to \$6.95  
 \$7.50 to \$6.50  
 \$5 to 12.00

THE 2 MACS, Limited

STON & Co. Ltd.  
 16-18 James Street N. Seven Stores in Canada

The Cash Store ARCHIE Mc 311-313 Victoria A

Ads that have brought fine boys' business. They'll form good models for this season's publicity.





# BOYS' DEPARTMENT



## BOYS NEED NEW CLOTHING AND HAVE MONEY TO BUY

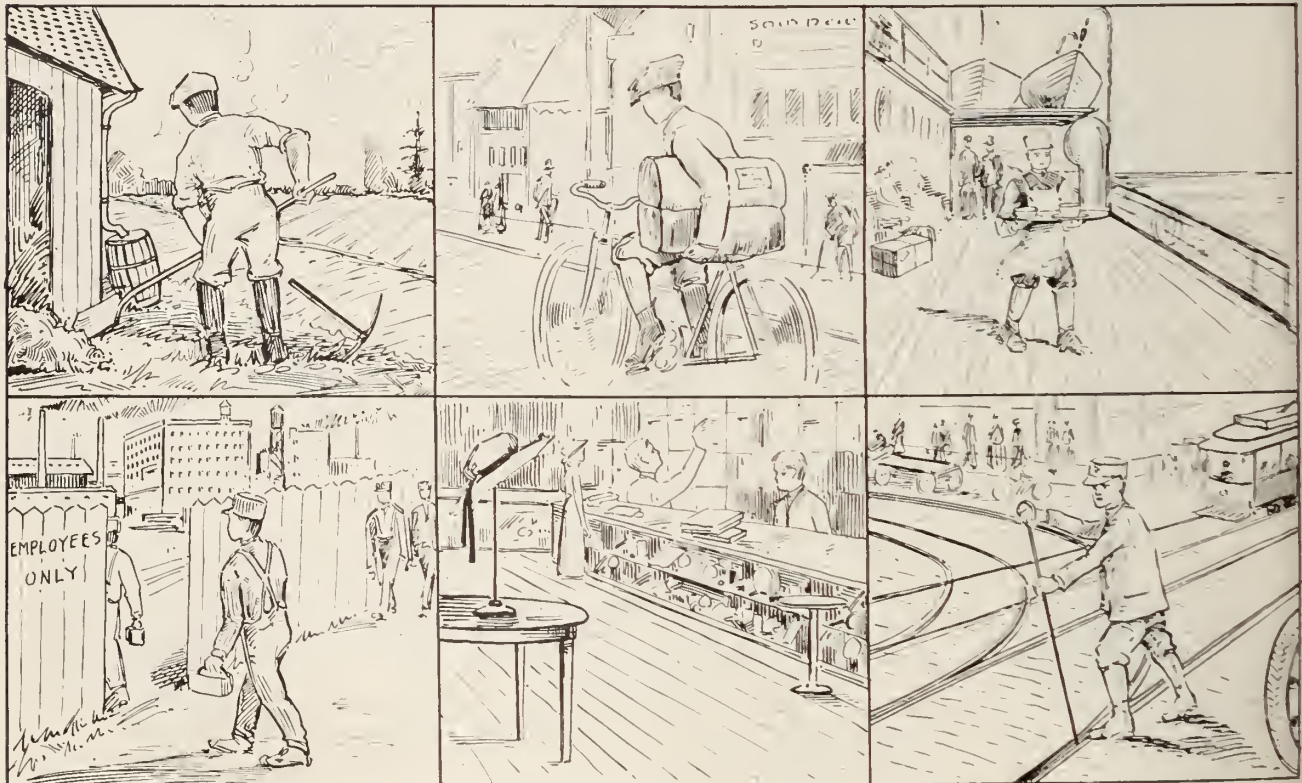
Labor Scarcity Has Made Work for Sturdy Young Canadians, Who Were in Such Demand That High Wages Have Been Paid Them—So, at This Season When School Re-opening Makes Clothing Necessary, the Boy Has the Money for His Complete Outfit—This, Moreover, Leaves More for the Mother to Spend on Younger Boy

**W**AR always brings many changes, and not the least of the changes it has brought in Canada is in the status of the boy.

The Canadian boy, from 12 to 17 years of age, always has been a mighty independent and self-reliant fellow. Many of them have been money earners—more than even in these days when mothers and fathers have come to see that a little remunerative work, far from harming their sons, makes him self-reliant and develops in him qualities which will stand him in splendid stead in the commercial struggles of later years.

But in the past the earning power of the boy has been comparatively limited. The occupations for which he was considered fitted were fairly wide, but the pay which he was accorded was not such as would make Rockefeller or Carnegie jealous—although, be it said, it was more pay than that which either Rockefeller or Carnegie received in their early years. But now, with war conditions having made labor scarce, and the laborer particularly wanted, the field of activity for the boy has become very much wider, and the pay which the buyers of labor have been willing to give boys, has multiplied in some cases by four.

### THE CANADIAN BOY AT WORK



*In field, ship, factory and store he has been busy, taking the place of the soldiers, as well as possible, and earning well nigh a man's pay.*



### Question of Supply and Demand

It is the old law of supply and demand. The number of men available to do men's work is smaller than formerly. The number of boys on hand is about the same as ordinarily. The boys therefore are requisitioned to undertake men's work, and while not given men's pay, the demand for the boy is so great that the manufacturers have to give him a substantial sum to prevent him going elsewhere.

But there is another reason why the boys have been working this past Summer. Nothing need here be said to indicate that Canada is a country which arises to an emergency, but it is worth mentioning that many parents have seen that the present emergency places the responsibility upon their sons to do their bit. There have been parents in large numbers—all can probably think of two or three cases—who usually take their sons away for long holidays. This year they have willingly allowed the son to cut those holidays down to a bare two weeks, permitting him to work on farms, in munition factories, in factories, or in stores—permitting this not only for the money he would earn, although that was a consideration, but because in doing this work the boy would be accomplishing something to help the great cause for which so many Canadians have laid down their lives. Letting the boy see that his work is helping this cause—as it undoubtedly is—unquestionably has developed in him a higher patriotism, patriotism not of the flag waving type, but of the service order.

### The Boy and His Jobs

For these reasons, therefore, the Canadian boy has had quite a busy Summer. To get the money which he wants he has accepted the opportunities of work. To permit his getting the training both in self-reliance and in patriotism, parents who could well supply the needs of their sons, without the efforts of those sons, have encouraged them to work. And so on the farm, in the factories, on the boats, in the store, in the offices, on the street railway lines even, the boys have been hard at it. Remarkable in some cases have been the posts young fellows of 14, 15 or 16 have filled. On the streets of Toronto this has been very evident. At the corner of Terauley and Queen Streets, there is an exceedingly busy street car switch. To save the motorman's time a man has regularly been posted there to turn that switch for the cars. This Summer the work has been done by a boy. The Toronto Street Railways have been hard put to it for motormen and conductors, so many of their regular employees having enlisted, and here was one of the places they found it possible to get a boy to do a man's work.

And we all know what the boy has been doing on the farm this Summer. It has not been any pleasure outing for him. Doubtless very many farmers have made the work as enjoyable as possible, nevertheless the boy was there to help get in the crop, and he has worked hard to earn the very substantial wages which have been paid him.

### More Money All Around

In munition plants and factories larger boys have been hard at it, earning amounts which in other years would have seemed incredible.

Every warehouse in the country almost, has had boys taking the place of men who have gone to the front. Some have gone in there to stay—to work their way up in the business. Others have just gone in for the Summer, but they have been doing necessary work and have been getting very substantial remuneration.

Then the delivery boy is making money. There is a case which recently came to the attention of Men's Wear Review, wherein a boy who had been getting \$2 a week for

delivering parcels for a retail merchant this Summer had his wages raised to \$8 a week. The extra money had to be paid to keep this boy from going elsewhere and getting at least as much money. The boy did not want to leave. He enjoyed the work he was doing. It kept him outside a lot on his bicycle, and was not too severe. He was, however, business man enough to appreciate that he had service to sell and that he should, all things being equal, sell it to the highest bidder.

### Means New Buying Power

And these facts indicate, what?

Surely they mean this, that with the opening of school practically at hand these boys will feel the need of much new clothing and will have saved up money very much more than sufficient to purchase this. Surely this means an unusual opportunity for the men's wear dealers; and surely makes it particularly worth his while to cater to the boys' trade. This is a time when going after the boys' business will not only mean building for a big profit later on, when the boy becomes a man and has the money to buy more largely. It will mean a big profit right away, for the boy at the present has the wherewithal to purchase goods in ample quantities—to pay cash for these—to buy the best, or as near the best as suits his needs.

This Fall will be a time when complete outfits may be sold—stockings, shoes, underwear, suits, overcoats, caps, collars, neckties. The boy who has been an earner can spend with a clear conscience and it is highly probable that parents will encourage such expenditures. They would rather see the money made go wisely, than have it frittered away as might be the case were it not quite largely invested in clothing—clothing which in part at least would have to be purchased by the parents if not by the boy.

Another point worth bearing in mind is, that with the opening of schools labor conditions will be rendered perhaps more serious, since a number of these boy producers will be producers no more.

### Buying Power Continues

This is going to result in still better pay being offered some lads to the end of keeping them at their work. It is also going to result in such boys as have been doing messenger work continuing at that after school hours and on Saturdays. As a result there will certainly be more money earned by the Canadian boys this Fall and Winter than in previous years, and the Canadian boy will therefore have greater spending power.

This state of affairs is going to work to the advantage of the merchants in many many ways. For instance, it might be said that this added earning power of the boy from 12 to 17 or 18 years of age, will undoubtedly be profitable, but that this does not ensure business from the boy from 4 to 12 years. No, it doesn't, but does it not ensure more business from the mother of the boy from 4 to 12 years for that boy. She will now not have to clothe the older boy. He will be looking after that himself, with the money he has earned. Therefore, the funds she has available for her children's clothing—and they are big, substantial funds this year—will all be able to go on that boy under 12 years of age.

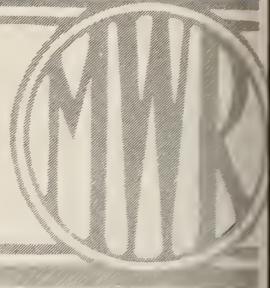
Indeed there seems sure to be a wonderful Fall business in all boys' lines.

### JOINS CAMPBELL MFG. CO.

E. N. Dimpleby, for many years associated with J. W. Peck & Co., has left that firm, to join the Campbell Mfg. Co., looking after the important points in the East and the West for them.



# KNITTED GOODS



## KNIT GOODS SITUATION WARRANTS EARLY BUYING

**T**HE situation in regard to Spring supplies, as revealed by visits by staff members to a number of Canadian mills, at least impels a greater respect for that rather despised element of manufacture, whether knitted or woven, cotton.

Hitherto it has been looked upon as an almost unchangeable factor, quite dependable, even modest in its charges, subject to crop or sock market fluctuations, but of small importance in relation to the final price of the manufactured garment.

### Mills Blame the Spinners

But what a change has come over the scene! The mills blame it on the spinners—yarn up 50, 60, 80 per cent.—and the spinners seek to justify the quotation by a reference to the raw market. "Over 13 cents now, and a year or so ago, why it was under 9." The mills come back with a charge that the demand for the yarn has really determined the price, and that the spinners "probably would be foolish if they didn't." A rather cruel way of putting it.

The retailer, however, is concerned chiefly with the final price and will find it anywhere from 10, 15, 20 or 25 per cent. in advance of a year ago. Indeed, in the main, the woolen garment itself does not show any greater increase than the cotton, and the jobbers who have already ordered confess to their surprise.

It must be remembered, however, that other factors are entering into the determination of prices, and the difficulty of getting men or even women workers is becoming the most serious problem before the knitted goods manufacturer. Not only are many precluded from running night and day, but can scarcely man their machines for the single shift.

### Knitting Needles Another Trouble

Another snag that has turned up for the knitting mills is a scarcity of the peculiar style of needle required. These, as one need not be told, were "made in Germany," and any surplus has long since been exhausted while the manufacturers on this continent cannot turn them out quickly enough for the demand.

So far as placing orders for next Spring are concerned the mills report an unprecedented eagerness on the part of the jobbers to place orders, and some were practically sold out of their normal output by the first of August. This indicates clearly that the wholesaler feels both that an early order will better ensure delivery, and also that prices will be no lower.

These two factors should be considered carefully by the

retailer. The delivery trouble will not be so much due to a shortage of yarn, as to lack of labor. This is a very real danger in the whole industrial world of Canada. The reality of the danger does not need to be impressed on the merchant, he has met it so frequently during the past year or so in his relation to imported goods particularly.

### Make Sure of Delivery and Present Prices

The point as to future prices is equally convincing. Jobbers expect an advance before Winter in cotton goods, and believe in ordering now they will save this advance. The increase over "opening" prices is not absolutely assured, not as certain probably as it was in woolen goods for the present Fall, but still probable. If one looks to cotton fabrics, even without colors, as an analogy, we find advances have taken place already.

Every argument at the present moment seems to favor immediate buying.

### MONARCH KNITTING CO. TO MANUFACTURE HOSE

**T**HE Monarch Knitting Co. of Dunnville are about to commence the manufacture of hosiery in their St. Thomas plant. In the past year there has been a huge development in this line throughout Canada, yet the demand is far in excess of the supply, and it seems likely that with the new machinery being installed the business can be held after the war.

The Monarch Knitting Co. will turn out a wide range of hosiery, cashmere, worsted, cotton, lisle, silk, artificial silk—in a wide range of prices. It is expected samples will be on the road in September or October at latest.

### NEEDLES GETTING SCARCER

The kind of difficulties which are interfering with production of underwear may be gathered by considering the present situation with regard to needles. Last month the scarcity was dealt with, but now it seems the situation has become more acute. It is taking at least three months to get needles made, as there is practically no Canadian manufacturing of this line yet, and since the United States manufacturers are so overloaded with work. An embargo has been placed on these needles by the French Government, further complicating the situation, and now the manufacturers report delays in getting new knitting machines. One firm has expected delivery on a machine from Switzerland since January. It is not yet here.



# AS MILLS REPORT CONDITIONS

Advances in Raw Material so General That Big Upward Movement in Finished Product Not Hard to Understand

## SAMPLES OF ADVANCES

	1917	1916		2.25	3.00
Balbriggan .....	\$1.85	\$3.85	Child's .....		
Balbriggan .....	5.25	4.25	Silk Hose .....	13.00	10.50
Vest .....	1.35	1-15	Silk Lisle .....	3.25	2.25
Vest .....	1.20*	...	Silk Lisle .....	3.75	3.25
*Substitute crochet neck, not trimmed.			Silk Fibre .....	7.25	6.00
Drawers .....	2.75	2 25	Silk Fibre .....	6.00	4.25
Unions .....	3.60*	2.75	Cotton Half Hose .....	1.20	1.00
*Of slightly better quality.			Cotton Half Hose .....	1.50	1.25

VARIOUS accounts were received from the mills of the actual advances in yarn and other raw materials.

"Egyptian yarn cost us 1s. 2d. last year; to-day it costs 2s. 2d. Standard union yarns sold for 2s. last year; they are 4s. to-day."

"Two-thread Egyptian yarn balbriggan that used to be 50 cents will be 75 cents in future. There will be a substitute in single thread American cotton-stained Egyptian color. But the real Egyptian yarn will show an advance from \$4.25 to \$5.75 and \$6—if any is sold."

"Yarn that cost 25 cents before is 42 cents now. A coarse yarn that was selling at 19 cents 18 months ago is 32 cents now."

"The cheapest vest we had last year was 95 cents; for Spring, 1917, it is marked close to \$1.10. Drawers that sold at \$1.85 for Spring, 1916, are \$2.15 now; combinations advanced from \$2.25 to \$2.75."

"We had a vest selling last year at \$1.15 a dozen; the same vest this year is \$1.35."

"Anything nearer to last year's 15-cent line?" asked The Review.

"Yes, we made one at \$1.20 as a substitute, with crocheted neck instead of trimming."

"Mercerized yarn has gone up from 62 cents to 90 cents, our last contract, and we would have to repeat at \$1 now."

"Cotton goods this Fall are 15 to 20 per cent. up compared with placing prices."

"Trimmings are getting very high, sateens, thread, buttons, etc. Bleaching chemicals such as chloride of lime are up, from  $\frac{3}{4}$  or 1 cent to 11 or 12 cents. So with acids, soaps, oils, etc.—everything."

"There has been a 40 to 50 per cent. advance on cashmeres; about 30 to 60 on cottons, covering the year, and 17 to 18 per cent. only on mixed stuff (for we specialize in this) to sell as near popular prices as possible."

"A line of hosiery that sold at \$3.85 is now \$4.85, and must be sold at 60 or 65 cents instead of 50 cents as last year. Merino underwear has gone up from \$3.75 to \$4.90."

"We have no new ideas; we can sell our whole output of regular lines. New ideas cost the retailer more as well as the manufacturer and are not advisable a year like this."

"It will keep us busy getting trimmings for our underwear. The trimmings we used to get were German-made."

### Six Machines Idle—No Needles

"Six of our machines (underwear) are idle now owing to inability to get needles. Here is a letter from a New Hampshire firm. 'Unable to ship needles per your night letter, for order of six weeks ago.' The mills in the States are working to capacity and even shipping to England. We have no new cloths or styles for next Spring."

"We haven't fixed our prices for silk sweater coats for next Spring yet, but the advance will be at least 20 to 25 per cent. over last Spring for the same quality."

## KNITTED SILK GLOVES

**Fifty Cent Article up to 65c—Few New Styles as Demand is so Heavy**

KNITTED silk gloves for next Spring show similar advances to cotton and silk lines of underwear and hosiery. Some of the advances of one large manufacturing firm are from \$4.25 to \$5.50, \$6.50 to \$7.50, \$8.50 to \$9.50, etc.

The result of this will be that there will be no glove of last year's style on the market at \$4.25 and therefore none that can be sold at 50c. retail, such as there was before and the advance must be made to 60c or 65c for goods of similar quality.

Manufacturers claim that the advance is due partly to the advance in raw silks during the past year, partly to the trouble with dyes and in addition to an increase in the cost of labor, and the trimmings that are used in the making up of gloves, all of which have gone up considerably.

For instance, raw silk that they paid from  $3\frac{1}{4}c$  to  $3\frac{1}{2}c$  a lb. for for goods for Spring, 1916, is costing them 5.25

to 5.75 now, for it was just about a year ago that raw silk started on its upward movement and the market with many fluctuations has maintained a high level ever since.

### Few New Styles of Gloves

While last year there were a great many new styles of gloves by Canadian firms they announce that this year there will be considerable lessening in the number of next year. Where the demand is uniformly good and even greater than had been expected, the mills declare that it would be foolish for them to increase the number of their lines which would curtail their total production. The greater the variety the greater the expense, and the less the proportionate profit. Where a market is weak manufacturers frequently bring out new lines in order to tempt sales, but this is certainly not the case at the outset of the Spring, 1917, buying season.

Stanley Goldsmith, manager of Tip Top Tailors, St. Thomas, has accepted a position with Oak Hall of that city, and has entered upon his new duties.

# OLD PRICES STILL, BUT NOT OLD QUALITY

Questions for the Men's Wear Man—Shall He Sell Inferior Goods, or Better Goods at Higher Prices—Some of the Advances

**M**ORE than ever in knit goods—as indeed in practically all men's wear lines—it is the sellers, market, when one talks about lines for Spring, 1917.

The demand for cotton goods and light weight wool for Spring and Summer has been unprecedented for the beginning of the jobbers' buying season. The mills have been surprised at the manner in which their output has been gobbled up by the wholesalers, and they are anticipating a brisk placing of orders from retailers when their travelers go forth late this month and next.

Ask a jobber the reason for the voracious appetite for next Spring's goods and he will point to his experience in nearly every line during the past year. The motto of "Once bitten, twice shy" applies, but in a reverse respect. They got caught without the goods before, perhaps, and—"Never again!"

There seems, too, to be a feeling that these Spring lines are part of a rising market, and, therefore, apart altogether from a risk of non-delivery if they hold back, they are a good buy in themselves. The advances, running as high as 20, 25 and even 30 per cent. have surprised most of the jobbers, but not deterred them. The advances are common to the whole knit goods world, not Canada alone.

In a more detailed list given elsewhere are examples of typical increases. These run, say, from \$1.85 last year to \$2.15 or \$2.25 this year in cottons, or from \$2.25 to \$3.25 in silk fibre, which bears a much higher increase than cotton, as a rule.

## No More 50c Balbriggan of Old Quality

So great have been the advances that—for the same quality as last Spring—50-cent balbriggan must be sold at about 65 cents retail; and a 25 cent line of hosiery at 35 cents, and a 35-cent line at 50 cents.

This does not mean that in cases of hosiery, for instance, no more cheap goods are on the market. There will be a 10-cent hosiery and 15-cent lines, but the quality will be far below what a merchant was satisfied to order last year. So poor, indeed, that many merchants will refuse to have it "about the place."

Again, there comes up the question that has obtruded itself so persistently this past year: Why should the merchant retain his scale of prices the same as they were? He knows—and the public know—that 25-cent hosiery is not as good quality as one or two years ago. Yet there must be a line to sell at 25 cents, even if the old quality must be sold at 35 cents. The manufacturer in his turn cuts down the weight, reduces an all-wool to only a percentage, and often as low as 5 per cent., filling up with cotton; while now, when cotton seems almost as valuable as wool, or at least when the twelve-month advance is practically as great, even cotton goods must be degraded, until the same are so sheer, they look as if the least strain would leave nothing but daylight.

## Shall Merchants Buy Cheaper Quality Goods?

Should the merchant stock up with these goods, goods he cannot recommend, goods that must disappoint even those who are ready to make liberal allowances, knowing the true conditions surrounding manufacture.

Perhaps, here, as in most of the affairs of life, the Golden Mean holds out the wisest course. A shrewd and

successful merchant of honored standing, discussing this point with *The Review*, set forth his own views and practices something after this manner:

"First of all I believe thoroughly in quality. I have tried to build up a reputation for my store as a quality store. I try to sell goods I can guarantee. It makes your customers solid for you. Now comes the increased prices of so many goods. Our old standards of prices—quality for quality—have been swept away. Raise prices ourselves or sell inferior goods?"

"In serges—if we had stocks on hand, often better qualities were sold at very small advances than we could buy wholesale in the market at the time. As to the wisdom of this I will say nothing either. So in linens, and gloves, boots and shoes, and so forth.

## Most Customers Will Buy Quality

"But in hosiery, and to an extent in underwear, a liberal supply of substitutes is provided you can get something to sell at about the old price, or you can keep up quality. In my ordering I have gone lightly on the cheaper goods and much more heavily on the better grades. I have instructed my staff to show both to the customer; but to point out the obvious superiority of the better quality. I have given them information as to the percentage of wool in this and in that, as to advances in wool yarns, and in dyes—all talking points for the better quality goods. The price usually has been above what they expected, but by far the majority accept the clerk's suggestion—conveyed in an indirect manner—to take the better goods. I retain my sales, my customers still have their old confidence in my carrying a wide range, and the influence of the purchase of a dependable article."

We will let the subject go at that.

## ZIMMERMAN MFG. CO. DOUBLING

AMONG the extensions in knit goods factories is an addition being made to the premises of the Zimmerman Mfg. Co. of Hamilton, 85 ft. square, two stories and basement, which will mean a doubling of the space now used. The former offices at the front have been torn down and the new building erected towards the street.

One of the reasons for this enlargement is that the National Woolwear Co., with which one or two of the "Zimmerknit" directors are connected, has turned over its orders to the Zimmerman Mfg. Co. Some of the machinery has begun to arrive and manufacturing will begin about Sept. 1. The output will include men's, women's and boys' shirts, drawers and union suits. E. H. Walsh & Co. are the selling agents.

The Scotland Woollen Mills Company has opened a branch store at 48 South Cumberland street, Port Arthur, under the management of G. Y. Yeoman. Mr. Yeoman reports a fine opening day's business, and gives a good deal of credit for this to the advertising campaign carried on in the local papers.

B. W. Zieman, of Preston, has again been elected President of the Retail Merchants' Association.



## COLORS IN HOSIERY FOR SPRING.

A MANUFACTURER of hosiery states that in general 25c hose will be increased to 35c before next Spring and 35c to 50c. Artificial silk particularly has gone up in price. In cottons \$1.20 was the lowest line of one firm this year and \$1.50 is the lowest for next Spring. Instead of 15c hose retailers will have to sell at 17c or 19c if the odd prices are retained.

## 90% Black and White

Speaking of colors for next year in women's hosiery a representative of a large firm said "As this past year orders already booked show 90% of black and white, and barely 10% of other colors ordered." Very few mills want to make up anything except black and white on account of the scarcity and cost of dyes and the difficulty of securing anything that is fast except at an almost prohibitive price. Among the few other colors that are being ordered are palm beach, grey and champagne and a few balbriggan shades.

In men's there will be, of course, black and white as usual and a fair number of tans which sold pretty well last season, although there is some difficulty here in getting dyes. A few lavenders and greys in men's wear are also being taken.

Here again the advance in price will represent about from \$2.25 to \$3; from \$3 to \$3.50; \$3.50 to \$4.50, and so on. This is in silk fibres. In lises the prices have gone up from \$1.80 to \$2.25 on one line. "This is a sample of the advances that are going into effect throughout our whole range," declared a sales manager.

## MERCURY MILLS WITH 200,000 SQ. FT.

STILL another advance is being made in Canadian factories. Mercury Mills have under construction a large new building about 1½ miles east and north of the present location in Hamilton, four stories and basement, 400 feet by 92 feet, including a dye house, and also a boiler house, warehouse, etc., covering 200,000 square feet. This will likely be ready by the first of October. One of the features of the new building will be the provisions made for the welfare of the employees. These will include a ventilation plant, which will humidify, heat, and wash the air, while acting as a cooling agent in summer. A lunch room will be provided for employees that will number between 300 and 500. Possibly the Queen Street plant will still be retained.

## CALLED ON EVERY FARMER IN 30 MILE RADIUS

Continued from page 38.

lished between the store and the community on account of the evidence of personal interest taken by the head of this store.

The mailing list consists of 3,000 names, two-thirds of them for the country. Circulars are sent out from a duplicating machine. The store for some time sent out blank order forms, but found that very few of these were used. The orders are written out by the farmers, or they come in and show the circular letter and the items themselves in which they are interested. The quotation of the price is considered one of the strongest points in the whole campaign.

The store does cash and credit business, about evenly divided, but care is taken in the extension of credit.

## Auto Delivery for Country

Another point that has assisted in building up this rural trade is the use of an auto delivery covering practically the whole district. This runs during the months when the snow is not deep, but does not go on a regular schedule, running according to the goods bought.

This store is a firm believer in trade papers, and the Men's Wear Review is at first gone over by the manager, Mr. H. M. Dunham, and noted, and then sent on to the heads of the different departments. In the development of the business the trade paper is an absolute essential, Mr. Dunham considers.

The officers of the store are: Adam Brown, president; J. E. McKechnie, vice-president; H. M. Dunham, managing-director, and W. C. Lowrey, secretary-treasurer. The last is now a lieutenant with the 226th Battalion

V. L. Evans is moving in September from the stand on Roncesvalles Ave., which he has occupied for some time, to one a few doors north. The new stand is almost directly on a transfer point, next a bank, and has in addition to these good features, the greater floor space Mr. Evans needs. The show windows, too, are larger than those in the old stand.

## OF A PERSONAL NATURE

J. C. Arthur's men's furnishing store, Blind River, was destroyed by the fire which swept that town early in the month.

Black straw hats are being worn by thousands of persons throughout England as part of their mourning attire in memory of Lord Kitchener.

James Thomas, who has conducted a tailor business in Preston for the past eight years has purchased a business in Tillsonburg and will remove to that place within the next several weeks. He has disposed of the cleaning and pressing end of the business together with the fixtures, fittings and presses to John Rodger, who will look after the wants of Mr. Thomas' many customers in the store which he now occupies as a gents' furnishings store.

The Saskatchewan Farmers' Co-operative organization, connected with the department of agriculture of that province, has invited tenders from local merchants for 200,000 pounds of wool, which is to be sold on July 24, and is said to be worth about \$100,000. A number of tenders were received in response to a previous invitation but all were rejected on the ground that they were too low, according to a letter received from W. W. Thomson, director of the organization. Toronto dealers say holders of Canadian wool are asking impossible prices and that they can buy Australian and New Zealand wool to better advantage even after paying the tax. Much wool is being imported from the Antipodes, they say.

David Epstein has entirely remodelled his store on Victoria Road, Sydney, N.S. The building, which has been under alteration for the past three months, stands 75 feet long and 20 feet wide, one open space with no pillars to interfere. The front windows are eight feet deep with the latest model of show windows, the transom displaying the name of the firm in stained glass. The interior of the windows are finished in polished oak with a mirror background, which adds much to the effect from the street. The lighting is extremely convenient, X-ray lamps being used. The floors are oak, with a hard wax finish and the show cases, which include hat and umbrella cases, are all in the most modern style of plate glass and oak.

# Cardwriting Made Easy

By R.T.D. Edwards

## LESSON NO. 19

### "Scrolls" and "Paste-Ons" for Show Card Purposes

SINCE the beginning of these lessons I have persistently advised the beginner to keep from trying to make fancy show cards by using scroll work. I said this would come as the lessons progressed: so as part of this lesson I am giving the uses of simple scrolls for the show-card and how to make them. By the simple scrolls I mean that which can be made in a very short space of time; not the form of scroll which is used by illustrators and which requires much time to make.

The main idea in show card scroll work is "balance" and correct color combination. Speed in their execution is imperative. Speed is necessary in order to make them gracefully and also because a cardwriter cannot afford to spend much time in decorating a show card. Painstaking accuracy is to be avoided in the show card. Everything must be free and easy but properly balanced up.

Scroll work has been in vogue for showcard decoration for a long time. In fact it was once used more than it is to-day. This is because the cardwriters are becoming more educated in the proper uses of show cards. Scrolls used to be used on sale cards or any other kind lavishly years ago and got so common that they did not attract the people's attention. But to-day the card writer keeps the scrolls for cards of the better nature and even on them they are used sparingly. It is just the same as a store using a red ticket all the time then putting on a sale still using red cards and expecting the people to be as much attracted by them. There is nothing new then to attract. So use scroll-worked cards sparingly and also use the scrolls on the cards sparingly.

#### A Small Brush Needed

Use a small brush for scroll work. If you have one with a slightly longer hair than the ones you do lettering with, all the better. The long hair gives more sweep.

The color should be somewhat thinner than for lettering purposes, but not too thin to appear watery. This allows the color to flow as quickly as the brush can be moved. Keep the color mixed thoroughly to ensure an even surface.

Scrolls are not to be the most conspicuous thing on the card. They are just a decorative feature to make the lettering stand out.

The use of scrolls around curved lines of lettering is a very popular one. This serves the same purpose as shading the letter, providing the color used is not so conspicuous as that used for forming the letters. See centre of chart for this illustration.

Practice in this work is the most essential part in making a success of it. Much time must be spent in practising the many curved lines that go to make up the different forms of scrolls. For instance, study the chart thoroughly and pick out each stroke separately and practise it until

you have become thoroughly familiar with it and able to make it without reference to the chart.

Fig. 1 gives an idea of how to go about the practice work only you should make each stroke or collection of strokes many times more than is here shown.

To get the best results hold the brush firmly between the thumb and first two fingers and make the strokes by using the tip of the brush. Use a free arm movement without moving the fingers at all. The brush must be kept well filled with color.

#### "Cut Outs" and Their Handling

Cut out illustrations taken from all forms of journals, magazines, fashion books, etc., have, like scroll work, been used for many years. These in combination with

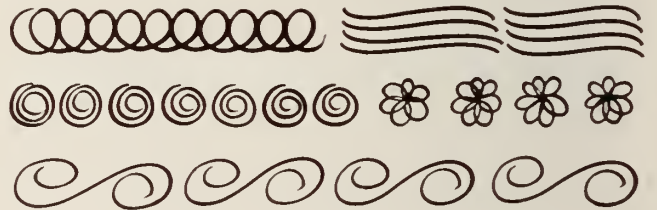


Fig. 1

the scroll work make excellent showcards. The main idea of this lesson is to show how well these two showcard features can be worked together.

You first must select the proper kind of illustrations suitable for the card you have to make. Then cut it out neatly with a pair of small scissors or very sharp knife. When this is done lay the illustration on the card and sketch out lightly the scroll work and lettering with pencil. Next stick the illustration on with photo paste. In applying the paste use as sparingly as possible and be sure that all edges are well pasted. To get the illustration on evenly, mark the place it is to go before pasting, so that no time will be lost. Press down the edges gently with the fingers, then lay a sheet of paper over it and rub out until perfectly smooth. In most cases do the scroll work after cut is in place.

#### The Chart

"A" shows a figure of a man in a dressing gown. The dark panel behind was drawn before the figure was pasted on. Doing this first gives a better chance of getting the edges of the panel even on both sides. Draw the scrolls after the illustration is put in place. The scrolls are of pale grey with a thin black line on the left and lower edges. The round spots are made with the end of the brush. The grained effect on the black panel is put on with the same grey as used for the scroll.

"B" shows a dainty scroll running out from two parallel lines. This can be used for a finish for the bottom of an



upright card. This can also be divided and just use the lower half with good effect.

"C" shows a double "paste on" combination. The scroll work was cut out of a Hardware and Metal advertisement and the figure was taken from a fashion book. The interior of the background was sketched with pen and ink. This would make up into a very striking card.

work. In any case do not make the scrolls as strong as the wording. The scrolls are to make the lettering stand out.

"J" is the cut of a gas range taken from Hardware and Metal. The circular background was drawn at first with a compass and colored in before the illustration was pasted on. The pale grey scroll work was applied last. Until you get used to the work it would be well to turn the card upside down to make such scrolls as at the top of this illustration. The little floral suggestions at the ends of the strokes are made by pressing down and giving the brush a quick twist while raising it. Have the color low in the brush for this work.

"K" shows a suggestion of a grocery card. Any style of bottle or canned goods illustration can be treated in a similar manner. Use a pale shade of green for scrolls and striping. The long scrolls on either sides should be laid out accurately in pencil before applying the color.

"L" gives you a very useful scroll to practice. These can be either made with one stroke of the brush or be joined up as shown with the black cross strokes. Much practice is required before they can be made with one continuous stroke. The little spray at the top is made when the color is low in the brush. Hold your brush on the card and without moving the arm make the point of the brush shoot out with the finger movement.

"M" can be used for the same purpose as "B."

"N" shows an excellent idea for making a card for canned goods. The background is entirely made before the illustration is painted on. Diagonal stripes of black and grey with outline of the latter constitute the background. An outline of white is drawn around the illustration.

In "O" we have scroll work that takes more time than the others. This is made with the stub pen. Sketch out minutely with pencil first and apply the ink carefully. Paste on the cut after the scroll is done.

"P" is an idea that can be worked up for a card that can be used on any kind of merchandise. These little scenes can be gotten from post cards or small, unframed pictures. Two-toned rulings and scroll work can be used. The ruling of pale green and the scrolls of a darker shade of green applied with a small brush.

"Q" shows a fancy end or side piece for the showcard. Make all the same color. The ends are made with one continual motion of the brush.

"R" in my estimation is the nicest way to work in the scroll and little scenes. This is a solid black panel with a black pen line border around it, with the picture pasted over it a little above the centre. The scrolls are of a light shade of grey, so that they will show up on the black as well as the white surfaces. Note how irregular the scrolls are but how well balanced. This illustration was taken from a cover of a fancy box.

"S" and "T" show small end pieces for the finish of a card.

Edward Aitken, for some years, merchant tailor at 471 Dundas street, died recently in Toronto.



Chart 18

"D" shows a good illustration for a grocery store showcard. There are no scrolls used here. Paint the background black first and when dry paste on the cut. Use a pale brown outline for panel.

"E" shows another illustration without scroll work. The electric iron cut is pasted over a pale green background which is drawn on first. A white outline is drawn around the illustration. Two fine black lines are ruled around the diamond-shaped background.

"F" would make up into a very attractive card. This sort of illustration would make effective advertising for boudoir caps or face cream. A pale blue shade is used for the scroll work to match that on the cap. Take great care to get the circles and ovals accurate. The interior scrolls are simple.

"G" shows a hardware illustration with a grey brush stroke and black pen outlines. The scrolls at the top and bottom are quite simple.

"H" shows the use of scrolls around curved lines of lettering. Note how the curves jump over the upper case letters and do not go over the "L" and "T" in the lower case. This makes the words more easily read.

Many varieties of curves can be made around curved lines. Their style depends upon the style of lettering used and the space at your disposal in which to put the scroll

# MEN'S WEAR REVIEW



VOL. 6. SEPTEMBER, 1916 No. 9

## PROOF POSITIVE.

**A** LITTLE more than two years war and business is in an exceedingly healthy condition—business both at the front and here in Canada.

From time to time we may wonder if the demand for goods really is greater than in past years, or if this merely seems to be the case, because labor difficulties, raw material difficulties, and other troubles make the work of production so hard. But conclusive proof that the demand is bigger than since 1912 at least, does seem at hand—indirect proof, but proof undeniable nevertheless.

Manufacturers of paper boxes, in which so many lines of men's wear are packed, are finding it impossible to fill the demand for these. Because of advances in paper they are getting as much as 100 per cent. more for boxes—simply have to get this. The natural result of such advances is that many who have used boxes for the shipment of their goods in the past, now are discontinuing this practice, and are packing their product in ordinary paper. Hence a part of the regular demand is discontinued, yet so great is the remaining demand that orders can not promptly be filled, even though the output of the paper box companies has been increased.

Proof positive of the great activity of business surely.

## HATS OFF TO THE BOYS

**A** S a manufacturer of clothing was speaking of the splendid opportunity which exists for the sale of boys' clothing this Fall, there walked into the office a diminutive specimen in overalls. He looked fifteen, but was small for his age.

"Is there any work for me here?" asked the boy.

Then the head of the firm, because he was a boy not so long ago himself, and because he is perhaps something of a boy in spirit yet, got into conversation with that lad before sending him to the man who would be able to tell if there was work for him there.

And these points came out in the conversation. That boy had been engaged weaving wire, and had been receiving \$1.50 a day—good pay surely for a fifteen-year old that is small for his age. He was leaving because of weak eyes which were being hurt by the work.

A young housewife in Toronto got into conversation with the twelve year old grocery boy who daily

brings her supplies. She learned that this boy is of the stuff from which rich men—perhaps even big men—are made. He works for the grocer, then helps in a drug store at night. For this he receives \$11 a week. The other Wednesday he didn't feel much like his regular half holiday so went across the street to a dairyman and spent the afternoon delivering bottles, thereby running up his weekly income by seventy-five cents.

Unusual conditions make these things possible, it is true. But unusual conditions offer unusual opportunities, and the boy assuredly is of importance to the men's wear dealer now. He always should be, for as some one has said men are only boys grown up. But now the men's wear dealer who is overlooking the boy is overlooking immediate profits, and future benefits which can not be estimated.

## AN IMPROVED SERVICE

**T**HIS is a time when to a buyer are presented problems entirely new—problems which he must solve without regard almost to past experience. The answer is not in the back of the book.

But there is information to be had on price tendencies, on raw material advances which will influence the finished product. To have this information, on all men's wear lines, presented regularly would unquestionably be of value to buyers and dealers generally.

In the coming issue of Men's Wear Review, therefore, will be started a market department in which will be given the most authentic information which is to be secured on prices and supplies. At this time, and throughout the period of readjustment which will follow the final peace the department should be of particular worth.

## CLOTHING PRODUCTION AFTER THE WAR.

**S**INCE the outbreak of war a number of Canadian manufacturers, formerly engaged solely in the production of some other lines, have taken up the making of cloth. This was necessary that the output of khaki might be sufficient.

Also cloth manufacturers of long standing greatly increased their facilities to the end of meeting, in reasonable measure, the demand.

In short the facilities for producing cloths in Canada have increased greatly—the increase in output, indeed, is estimated by men closely connected with the trade as being something like 200 per cent.

This increase means much now, but will likely mean a good deal more when peace comes, for those who have started in the business of cloth manufacturing under war conditions will likely continue after war orders are no more. Already some have so announced their intentions.

This, taken in conjunction with the increased facilities of the old mills, points directly to a continuation of the present large cloth output. All of



this, of course, will have to find consumption through the clothing manufacturers, tailors, etc. And little indeed will be used for military purposes.

In the past Canadian mills have sold the better grade cloths to the general satisfaction of clothing manufacturers. They have not found it possible to sell goods of say lower than \$15.00 value. But under conditions which have existed for the past two years changes have come about, which, it is thought, will enable Canadian mills to successfully solicit orders for their cheaper cloths.

Such a state of things will not directly benefit manufacturers of clothing. They will assuredly be

able to get their supplies after the war: but to continue the present large output of cloth would unquestionably have a beneficial effect, taken in its broad aspect.

JUST about eighty days till Christmas. Time to get ready the holiday goods.

AUGUST assuredly was a busy month for straw hat sales. But that is the month when such sales are proper. A big advance in straw hat merchandizing was made this year.

## OF A PERSONAL NATURE

### VINEBERG COMPANY'S PICNIC REGULAR GATHERING OF ALLIES

THE annual picnic of the employees of Messrs. H. Vineberg & Co., Limited, Montreal, makers of "Progressive Brand" Clothing, was held on Monday, July 24, at Ste. Rose. A special C. P. R. train was chartered to carry the merry picnickers for their holiday.

The day was fine and warm, affording the picnickers a splendid opportunity to enjoy the cool breezes of the river surrounding the picnic grounds.

The programme was varied with sports and dancing, excellent music being furnished by talent amongst the employees themselves.

Some very valuable prizes were given by the firm and by friends of the firm including the neighbors in the Vineberg Building.

After the sporting contest Mr. Vineberg addressed the merry crowd thanking them for their united efforts in making the annual picnic such a joyous event, and for the perfect harmony existing in the establishment.

"It is this harmony and spirit of good fellowship of English, French, Italians and Russians all working together under one roof in perfect peace and with one object in view that will make for universal peace and perfect civilization. One is forcibly reminded by this scene of the great entente composed of the same nationalities now fighting on behalf of civilization and peace. Indeed," said Mr. Vineberg, "were it not for the gallant boys fighting in the trenches, this joyous event or any other enjoyments indulged in by a free people would be an impossibility."

The Drydientic French coat made by L. Nedas, of 112 Cannon St., London, is made from a fine twillette in regulation khaki shade, and is inter-lined throughout with a light weight fabric absolutely waterproof and which also is free from tendency to crack. This line is experiencing a very large sale in England, according to word received from this house, which, of course, is doing an exceedingly wide business in military lines.

The Queen Tailoring Co., Stratford, has secured the contract for making 12,000 pairs of khaki pants for soldiers. A great quantity of material has been secured for this order and the plant will be kept busy, with all available help, for a long time to come.

Hamilton Carhartt, Jr., of Detroit, was in Toronto last week, discussing business matters with Mr. Fell, manager of the Toronto plant.

### ALFRED WOOD

Vice-president Semi-Ready Limited, who looks after the publicity and selling of semi-ready tailoring in Canada, and who has personally written and prepared every Semi-Ready advertisement for the past ten years. Mr. Wood was the owner and editor of a daily newspaper before entering into manufacturing life.



ALFRED WOOD.

Information has been received that Samuel Jagger, English director of Hobberlin's Limited, has been appointed by the West Riding of Yorkshire County Council one of four to represent that body on the representative committee for the Co-ordination of Textile Instruction and Research recently appointed by Leeds University and largely subsidized by the Government.

The chief object the committee has in view is to provide substitutes for the German dyestuffs, the lack of which has so handicapped the woollen industry since the outbreak of the war. The importance of this work cannot be over-estimated.

The Dale Wax Figure Company, Toronto, has just opened offices and show rooms at 144 Bleury St., Montreal, this for the better accommodation of Montreal and Quebec Province customers. Mr. Dale was in Montreal recently making these arrangements.



# SUITS & OVERCOATS



## LOW GRADE SUITS GOING--GOOD QUALITY THE THING

The Old \$7.50 Line Practically Off Model—Special Order Business Booming — Cloths Much More Plentiful, Though Novelty Patterns Are Scarce.

**T**HE low-grade suit is to be pretty well taboo this Fall and Winter—more so even than a year ago. At present cloth prices it is simply impossible to make a suit for say \$7.50 wholesale, which will give satisfaction, and many manufacturers are realizing this, and are making nothing below say a \$12.00 wholesale price.

That this course is wise is indicated by orders already being received from retailers. They, after feeling out the situation, have very evidently decided that their customers want clothing which possesses real worth, and are willing to pay a larger price than formerly for such clothing.

### Good Year for Specials

This tendency to pay more for clothes shows itself especially in orders received by the special measure departments. This branch of the clothing business seems certain to be very big this Fall, and the very cause of its largeness is closely related to the demand for good clothes, even if the price which must be paid for these is high. Men's wear dealers are not anxious to stock too largely suits of the highest order—this perhaps because they do not wish to tie up the necessary capital. Hence they are pushing the special measure suits, and already the orders being received indicate that splendid headway is being made. Suits from \$30.00 to \$40.00, retailers price, are being largely bought.

It is interesting to note, moreover, that some of the large orders for these high-class suits come from farming districts. But, as one dealer who knows farmers well, states, "that's not so strange after all. The farmer, more than any other man, perhaps, likes to get value for his money. It isn't so much a question of price with him as one of value. Now he can see that a good price must at present be paid to get the kind of clothing which will give satisfaction, and he evidently has the money necessary to secure such clothing and is willing to make the outlay.

### Some Interesting Figures

An indication of the advances being made may be given by quoting some figures of manufacturer's prices.

The \$7.50 suit before the war was sold at \$8.50 last year and now is pretty well abandoned, its place being taken by a \$12.00 line, which, however, is better made so that the advance cannot fairly be all attributed to cloth advance. The canvas used, the hair cloth and the lining are all of better quality.

The old \$11.00 suit is now selling at \$15.00.

The \$15.00 suit is now \$18.00.

The \$21.00 suit now goes at \$22.50.

It will be noticed that the increase in the better grades is less marked. This is a general condition, and is one more reason which merchants might well advance to make their customers see the wisdom of buying the better grades—though it must be admitted that the smaller difference may be partially accounted for by a little reduction in the cloth quality.

### Less Alarm re Supplies

It is interesting to note that the alarm as to cloth supplies has visibly subsided. Perhaps this is natural, since manufacturers, even allowing for delays, would now have received a good share of their orderings. It seems, though, also to be the reaction after natural alarm. It's a common experience that things never are quite as bad as we expect, or quite as good. As some wise old head once remarked: "I've had a lot of trouble in my life, but most of it never happened."

At the present time, indeed, there are manufacturers who have on hand more cloth than ever before—and they have blues, which only a few months ago were exceedingly scarce, and were expected to become scarcer. Said one manufacturer: "At the present moment I've got I suppose 50 per cent. more blues than I ever had before—good cloth too, with reliable dyes in a large number of pieces. How did we get this large supply? Well, we ordered very largely, expecting to be held on many deliveries. More cloth has come through than we expected, that is all. We're not complaining, far from it, but we are surprised."

Another manufacturer reports a somewhat similar state of affairs, but he says only the staple cloths have come in so satisfactorily—that the novelties are very scarce.

### Brown Mixtures Scarce

A rather general state of affairs, this, Men's Wear Review learns. Brown mixtures in Scotch tweeds, and similar lines, are particularly short. But after all these are war times, and merchants should not find it a great hardship to get along with a somewhat narrower range than ordinarily.

### Vexed Labor Question

But while the cloth situation has eased somewhat—not in price, but in supply—the labor question is still vexed. Of late, more men have been applying for work, but unfortunately they are the poor men—the workers who are taken on to complete some rush job, and who are let go

(Continued on page 60.)



# OTTAWA STORE BRANCHES OUT

“Time to go Out After Big Business is When the Other Fellow Cries Ruin,” Says E. R. Fisher—An Increased Turnover in Every Department—A Man in Khaki Still Has to Spend Money on Men’s Wear.

“MR. FISHER, a prominent men’s wear dealer in Ottawa, is branching out and enlarging his business, taking possession of new and more commodious premises to help him. Mention of this has already been made in Men’s Wear Review. The writer has been in Ottawa recently and asked Mr. Fisher why it was that he was branching out in war time, of all others. His answer was interesting:

“The best time to go out after big business,” said he, “is when others cry ruin. There is a certain element of risk in making any fresh move in war time, but there is just as much risk in remaining in business. When the war came along and this disintegrated business to such an alarming extent, there were not wanting hundreds of prophets to say that Canada was going to the dogs and that business would be blown sky high. The general public for a full year after the outbreak of war were conservative in their buying and trade suffered a shock. But that it was any setback so awful as was predicted is not a fact. Now, after two years of war, I have found that my business is on a better footing than ever. The month that has just closed was \$4,000 ahead of last year in increased business. This is significant inasmuch as July of 1915 was itself ahead of July of 1914.

“On the whole year which ended on July 31, I am \$50,000 ahead of the year before. I think in this year upon which we are just entering in our new premises, we will have a turnover of \$150,000. The reasons why I am branching out at this time are contained in that last sentence there, which mentions my increased business this year of \$50,000.”

“How has this increase been made up?” Mr. Fisher was asked. Has it been done in all departments, or have you specialized in one or two departments securing increased revenue there particularly?”

## Steady Increase All Round

Mr. Fisher’s reply was that all departments had shown a steady increase during the past year.

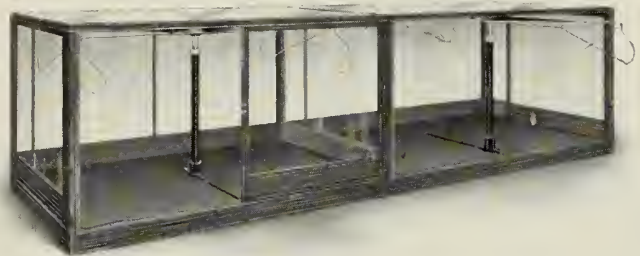
“Although so many men have gone to the front from Ottawa and surrounding district,” said he, “our business in lines such as suits and accessories has grown rather than declined from the amount done last year. This is significant and it means one thing. It means that though there have been some thousands of men go to the front, those who have remained at home have been in a spending mood and have made up in part for those who are in khaki. It means too that those in khaki have not become altogether a negligible quantity. Although they have doffed civilian clothes and donned the khaki, they have nevertheless still purchased different things in a men’s wear store: warm underwear for instance, hose, extra shirts, with such little things as belts, lanyards, puttees; all these have been purchased in large quantities by men in khaki. I am referring now more particularly to the men in the ranks. As far as our office business is concerned we have done a big business in uniforms and our business in these at present is more than at any time since we ventured along that line. So that although so many men have gone to the front we have numbers in khaki who still come in and buy requisites other than the Government gives them.

“And we have deliberately gone after the men who are not in khaki, the men of maturer age, and, finding them

in a mood to spend money, we have catered to the idea and systematically got a good deal of business from them. In these ways we have made up to a large extent the loss occasioned by the departure of so many to the war.

“My plans for the future, based on moving into the larger store, are founded on an expected extra turnover. I hope to have at least a turnover of \$150,000 this year, and \$200,000 in 1917-18. In 1919 I hope to reach a turnover of a quarter of a million dollars. These figures sound big, but they are attainable. People may be inclined to laugh at high ambition, but it doesn’t damp my ardor any.

“My own opinion is that business will remain good for some time; not only until the end of the war, but for a period after the war. This has been the general experience with wars and although the present mix-up is on a



*One of the Display Cases installed in the furnishing department of the Fisher Store.*

larger scale than anything ever before, I do not see why the rule would not apply. At any rate I am basing my calculations on that.

## Several New Departures

“We expect to have much more room in the new store and we shall then be able to handle things which we have not been able to touch so far. We have never done anything with shaving tackle. It will be a regular department with us in our new store. We shall handle safety razors, and all kinds of soaps and powders, and requisites for shaving. We shall have another department which will handle things like linen bags, bath towels and that sort of thing. These are lines for which I have been asked again and again in the present store, and for which enquiries have become, year by year, more and more frequent. But we have never felt that we had the room to give display to these smaller things in our present store, and in our new store we are having a department which will take care of those new accessories, some of them new departures for a men’s wear store.

“It will take a staff of about fifteen to man the new store. I figure on getting four or five extra men. This, just as the occupation of the new store, means added expense, but just the same I think the move will be abundantly justified. There is no doubt in my mind but that now is the psychological time to take a chance. I am simply basing my conclusion on the experience of the last two years and I feel confidence in myself and my selling organization, and in the saner and the better basis upon which business in Canada now is. These things put together, I feel that there is every reason to look forward

to doing a much larger business in the years to come, under better conditions, than has been the case in times past."

The store to which Mr. Fisher is going will certainly be one of the very finest in the East. Mr. Fisher is enthusiastic as to its superiority over his present establishment. The fittings are to be especially fine. Modern unit racks for clothing and hats, dignified in their quiet paneling; drawers for shirts; latest of display accessories; glass index drawers for smaller wares—all these will combine to make an exceedingly attractive store. Circassian walnut will add the note of richness and solidity. Unit tables are to be used in profusion. The new store promises to be a real addition to men's wear men's establishments in Eastern Canada. Its thorough equipment, Mr. Fisher feels sure, will have much to do with securing the increase in business to which he looks forward.



*It is this style of Clothing Cabinet w hich enables Mr. Fisher to display an unusually large stock, in vry convenient manner.*

### LOW GRADE SUITS GOING

(Continued from page 58.)

first, when reduction of staff is necessary. These floaters do not bring real relief to the manufacturer, and generally the policy is being adopted of having these men work a half day to show what they can do, before their rate of wages is settled.

All indications are for a fine Fall and Winter clothing business. The men have the money, and are willing to pay for good clothes. It will be a season requiring careful attention from the merchant however; he will need skill to determine when to push special measure, and when made up clothes. He will have to estimate the price the customer can pay, and then select for him the best suit at the price. More than ever it will be a year when knowledge of human nature and of actual clothing values will have to move hand in hand.

## HINTS TO BUYERS

### TWO NEW COLLARS

**T**HE Annual Fall Announcement of the W., G. & R. features two new collars—the "Strand" and "Brock"—two creations of exceedingly graceful and pleasing proportions. These collars are very neat and dressy in appearance. The outer folds are slightly rounded up in front; this improves their lines and at the same time prevents them from chafing or wearing the shirt. The points slope gently from the top, leaving sufficient tie space for the neat knot of the new cravat. These new

styles are easily put on or taken off, and the band of the cravat never binds between their folds. "Strand" and "Brock" are twins—"Brock" being slightly higher. They are Canadian collars with a slight English accent.

### NEW DEVICE IN BOYS' BLOUSES

**T**HE phrase "from mass to class" best describes the result obtained from the patented improvements made on boys' blouses, by the Williams, Greene & Rome Co. These blouses have a patented adjustable draw-string which allows them to be readily fitted to the large, stout boy or the slender, wiry lad with the same sized neck.

They are made in a variety of carefully selected color fast goods, in patterns to suit almost every taste. The blouses are evenly and neatly stitched, pressed and folded by the same experienced operators as make men's shirts. These blouses, besides having an unusually nice appearance, are made to give plenty of wear.

### BIG DEMAND FOR SILK SHIRTS

**T**HE W., G. & R. report the best season for silk shirts they have ever had—not cotton shirts with silk fronts (dickie fronts) which they do not make, but the real thing.

This is not surprising as men are earning the best wages they have ever earned and are spending freely and looking for better goods.

This firm showed a very handsome range of silks for the season just closing, ranging from a Twelve Momme Ivory White Untearable Habutai, which is a special with them, to the most beautiful color combinations, all of which they guarantee absolutely fast color.

It is fair to assume from last season's success that their range for the coming season will be even better.



*A perspiration and rust-proof suspender, made in Canada, but sold largely to the South American countries. The buckles are of enamel. Model shown by the Dominion Suspender Company, Niagara Falls.*



MWR COLLARS & SHIRTS MWR

MORE EXPENSIVE SHIRTS GROW IN FAVOR

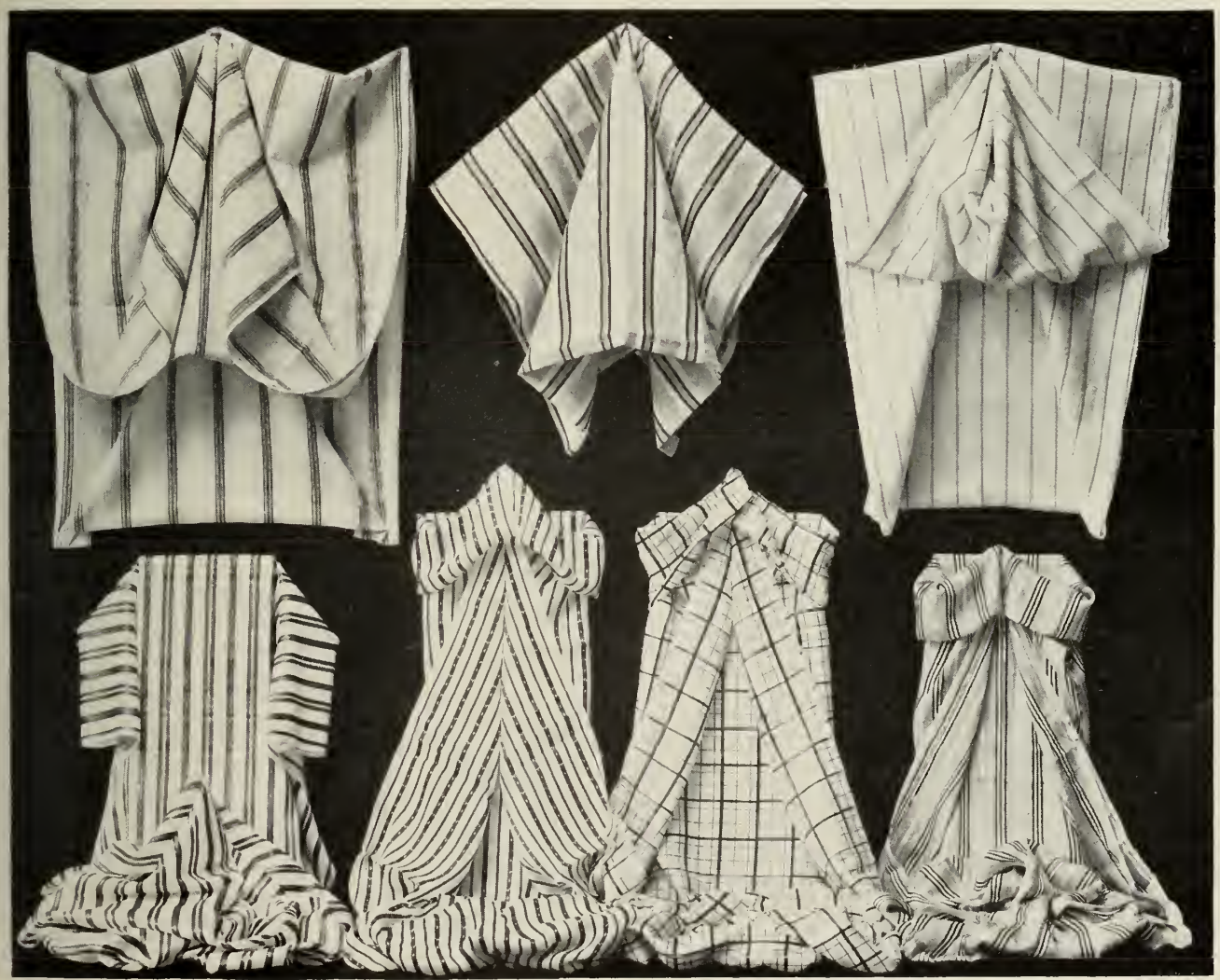
Silks in Demand — Surety Against Fading Makes Better Grades Especially Desirable Under Present Conditions—What of the Soft Collar—Will it Be Bought Through the Winter?

DU E to the dye situation, somewhat more than the usual amount of "returning," has been noted this season—that this "returning" of goods has not been an even larger factor is remarkable.

As a result of this one manufacturer has gone carefully into the question, and has this to say on short treatment.

"If care is used fabrics will neither shrink nor lose color. Ninety-five per cent. of the trouble caused the

trade by having shirts returned to them by the consumer is due to improper washing. Our investigation proves that the best results and, in fact, perfect results in washing all materials will be obtained by using lukewarm water and pure ivory soap. It is only natural that a fabric mistreated will have short life, and while the mills to-day are doing the best they can in the manufacturing of merchandise and the manufacturers are delivering the



Some of the Spring Shirtings—these from the range of the John Forsyth Company.



best materials they can to the trade, a great deal of this unnecessary evil will be eliminated if the fact were brought before the retail trade that lukewarm water and ivory soap would greatly lengthen the life of all shirts, in fact, any material that must be washed."

#### A Weakness in the Remedy

The trouble with this suggestion, of course, is that not many of us wash our own shirts, and not many of us have wives who wash our shirts. Stand up all you Summer widowers who would even dare suggest such a thing.

No, our shirts go to the laundry—to the tender mercies of Chinaman or machine. They come back—usually—and we pay, and if the color has faded, well what is there to do about it?

Seriously there would seem to be just this to do. Get a more expensive shirt than in the days before the war. You, Mr. Dealer, might well recommend that course. Satisfaction lies that way. The cheap shirt, under present conditions, will sometimes fade. We have heard of no returns of the better grades.

#### Silks in Demand.

A big development has been noted along this very line. Silk shirts, for instance, have been going remarkably well.

On this subject another manufacturer says:

"We have every reason to believe that the coming Spring will equal the prosperity shared by haberdashers this Spring and Summer.

"The strongest evidence we can give to support this is the fact that man's buying power this year has lead him into the field of better quality garments. For instance, one of the strongest selling cloths this year was a high grade silk.

"Once a man gets into a real silk shirt he will have a strong desire to get back into it, and at his first opportunity will add to his personal stock of silks.

"The fact that men are beginning to learn the value of quality, dispels their former erroneous opinion that a high priced garment should be termed a piece of extravagance.

"The popularity of the better quality shirts will, of course, practically demand the elimination of staple patterns, for which reason we have prepared a larger range of novelties in designs strictly contrasting staples."

This maker also refers to the demand for expensive, and highly stylish shirts, which he learns from retailers is coming from middle aged men. The tendency to keep young is evidenced here too.

#### Sport Shirt Going

With September the shirt travellers will be going out, and it is interesting to note that they will again carry the sport shirt. But, it begins to appear, that this model has almost had its day. Doubtless it will sell in 1917, but largely in the cheaper grades. The sport shirt has fallen on evil days—perhaps because it was improperly used by many. It never was a shirt for street wear.

Much more popular, it seems, will be the double purpose shirt—the old outing shirt. Its collar is to have deeper points, but it will be pretty well the same, old, reliable, sought after shirt. The tendency is to make this with long sleeves and French cuffs. As this shirt is extremely popular with tennis players, however, there would assuredly be a demand for the elbow length sleeve.

#### Soft Collars More Popular.

Collars are an interesting subject just now—because of the generally adopted new price for one thing, again by reason of the growth of demand for soft collars. This

increase in demand has been very noticeable this Summer.

Of course, the exceptionally hot season may have had something to do with this, but it does seem that Canadians are taking more and more kindly to this collar. In 1917 it should be an ever bigger seller.

Improvements, such as the reinforced with a haircloth strip, have undoubtedly added to the popularity of the soft collar as a Summer model. The question before the house now, however, concerns the likelihood of soft collars being much worn this Fall and Winter.

#### Will Be Worn in Winter

Here too, a gain in popularity seems sure. A good many men wore soft collars a year ago—with business suits. More will this year, because more have used the collar in the Summer and have been attracted by it. The business until next Spring does not seem likely to be large, but at least it will be sufficient to safeguard merchants who have bought with any degree of care, against being left with a dead stock of this line on their hands.

By the way collar factories are pretty well sold up—some oversold. This, of course, is due to cloth scarcity and labor conditions. The situation, fortunately, is not so serious that dealers seem likely to experience great difficulty in getting what they need.

#### DETAIL IN TROUSERS CONSTRUCTION

One of the prominent American manufacturers of clothing has adopted a method in the construction of trousers that is designed to give the proper hang to the garment under all circumstances. When the ordinary pattern is used, the man who has a large calf finds when he is standing that the trouser leg does not keep tight up against his shoe top. Instead, the bottom of the trousers hangs away from the shoe, giving an awkward appearance. This effect has been obviated by the simple method of fashioning the leg of the trousers beneath the knee, so that between the knee and the ankle there is a certain fullness that is taken up when the man is standing. This makes the cuff of the trousers cling to the back of the shoe top.

#### RADICAL ADVANCES IN U. S. UNDERWEAR

UNDERWEAR manufacturers in the United States are preparing minds of buyers for a radical price increase on Fall lines for 1917. Agents figure that men's standard cotton ribbed union suits, which last Fall were priced at \$7 a dozen for the coming Fall season, will for 1917 be priced close to \$8.50 a dozen, says a trade report.

One important underwear manufacturer whose goods for this Fall were being sold by jobbers at \$8.50 a dozen has notified the jobbers to put a price of \$10.50 a dozen on these ribbed suits for all further business. This advance merely represents the increased manufacturing cost in yarns, labor, etc.

#### NO MORE BLUE COLLARS

Another result of the dye scarcity is the great decrease in production of blue coated-fabric or waterproof collars, such as are in large demand by railway men and mechanics.

Manufacturers are unable to get any large supplies of the blue material necessary, and the stocks which they have on hand will not last more than three or four months longer. It seems there will be none of these blue waterproof collars on the market after October.

J. A. Gayethe, Redmond, Que., has erected a new electric sign, advertising the clothing he carries.





# HATS *and* CAPS



## CAP SALES BOOM, BUT HATS DON'T SUFFER

Reason Can be Traced to the Automobile—New Models Described—Good Range of Shades in Hats—Situation, Indeed, Has Eased Considerably.

**W**HY the increase in the demand for caps? And why is it that this increase is bringing no corresponding decrease in the demand for straws, in season, and felts the year round?

Interesting queries these, and the answer—but some of the house of Thomas may doubt if these things be.

Well, from what The Review learns in conversation with retailers and manufacturers, these truly are the facts. Caps are selling as never before, and hats are moving nicely.

One manufacturer of caps, for instance, stated only this week that his business already this year, is greater than the total business done in 1915. It is greater in number of caps sold, not only in money turnover.

And from what is known of business done by other Canadian manufacturers there seems no reason to think that this firm is taking trade from other manufacturers in the country. A somewhat similar state of affairs is reported on all hands.

True the addition of that 7½ per cent. war tax has made the task of American manufacturers, seeking a market here, considerably harder. Their sales in Canada have, it seems, been reduced.

True, also, fewer caps are coming from England than formerly—not because the demand for them is less, but because English manufacturers are very busy in other directions, and for the time cannot give to Canada quite as much attention as they would like.

Yet, considering all these things, from what men's wear dealers say it appears the actual demand for caps is considerably greater than a year ago—perhaps greater than it has ever been.

### Auto Helps Caps

And the reason—well it seems to be found in the general prosperity of the country, and the consequent boom in the automobile industry.

Now despite speed laws, and watchful county constables, the speedometer on a car does sometimes jump past the 15 mile mark. Hats are liable to blow off, but a cap, very seldom. Hence a big demand for caps, to be worn not only by the driver, but by the other occupants, both male and female.

But speaking of county constables, a good story is being told round the Hamilton district which will bear telling here.

All those of you who own cars know that the Hamilton to Niagara Road is a great one for motorists, and some, will at times touch the accelerator, not wisely but too

well. A short time ago a big car was coming along at a fair rate when the driver noted a man waving violently. Car stopped. Waver asked for a lift. He was accommodated. Hurried on his way, and asked questions regarding the country. Soon his point of disembarkation was reached, but as he slipped out he remarked. "Now young feller, you'll have to come along with me. You've been speeding." He was the county constable.

### Women Want Caps Now

Getting back to the demand for caps by motorists there is this to note—that women and girls want caps. They get them, naturally, from the men's wear dealer, many of whom are finding it worth their while to carry the large sizes necessary to contain the hair—home raised—of these fair customers.

It is also to be noted that the male automobilist gets a cap for motoring, and other sports. Its possession does not in the least deter him from making other purchases of headgear. The cap is simply so much gained business to the men's wear dealer.

Moreover it must be admitted that the automobilist is usually a leader in his community—no matter how we may frown upon him as we jump deftly aside, though blessing him as he invites us for a ride. We must concede to the automobilist in general a large sphere of influence. When he wears a cap, why a cap goes up in the general esteem, and more caps sales result.

### The New Models

Some very attractive models are about to be shown by the travelers who will be starting their trips when this issue reaches you. There will be some large patterns, but in the higher priced lines, especially is noted a tendency to quieter effects, in Donegal tweeds, Bannockburn tweeds, etc.

One attractive cap is a plain eight-quarter golf, made with lining or with taped seams—a good full shape it is, and the button on top is somewhat smaller than that used a season ago. This model has a leather sweat band—in fact this is to be found in the majority—perhaps—of the higher priced lines.

In felt it seems certain that the soft hat will again be very much in favor. Perhaps the automobile has had something to do with that too, but the fact remains that the hard hat has but a minor share of the general favor.

One splendid model, which will appeal to those liking a smart hat, yet one which is not extreme, has a considerably flatter set to the brim than earlier models—a general

tendency this, by the way. There is no braid on this brim, but a narrow underwelt. The crown is 5½ inches and the brim 2¼ inches.

Another model which will not appeal to those wanting something flashy, but which is sure to find much favor with others, is one with a somewhat elongated crown, and splendid front and back pitch. Its crown is slightly lower than models previously shown. This hat creases very naturally, and seems one to stand good steady wear. The crown is 5¾ inches and the brim 2⅝ inches.

#### More Outstanding Styles

Then, for the less conservative, there is a sunken crown telescope model, with 4½ inch crown and 2¾ inch brim.

In the same breath might be mentioned a rowdy hat, made with a regular kettle brim, and the crown going up quite straight. This also has the sunken crown telescope.

These are Spring models, but the Canadian manufacturers have their blocks, and if dealers so wish, can make

deliveries for Fall sales. No doubt many will take advantage of this, getting something fresh and attractive to attract a fine Autumn business.

As to colors—considering the dye situation—the range is remarkable. Green will again be very strong, some splendid shades being ready, among them moss greens, exceedingly effective. There will be browns too, and grey is sure to be a large seller. Blues—yes, there are blues—but this is not the big color. Perhaps it will not be the best color for dealers to push under existing circumstances.

#### United States Dyes Being Used.

It is to be remembered, though, that the dye situation has been considerably relieved. The United States firms which started experimenting and expanding after the outbreak of war, have made splendid studies. They are now selling very good dyes to those who place with them a three year contract. The majority of the Canadian manufacturers are gladly entering into such agreements.

## THROUGH OTHER SPECTACLES

### NEW TROUSER BUTTON

From the Toronto Star.

A sort of girdle, laced at the side, to which are attached buttons for supporting the trousers was considered by the International Custom Cutters' Association in convention at Cedar Point, Ohio, as a means of overcoming the difficulties that have beset tailors since they have been called upon to fit fat men who have discarded suspenders in favor of belts.

The members of the association in most instances seemed satisfied that the girdle is bound to win favor inasmuch as it cannot be seen when worn and insures support for the trousers that cannot be had from wearing a belt.

It was pointed out that the belt can be worn, but need not be drawn so taut as to be uncomfortable as is necessary in order to support the trousers when suspenders are not used.

"It brings back the days when mother used to dress us up in panties buttoned to a little waist," said George Benes, Cleveland tailor, as he inspected the sample girdle that had been presented for examination. "It's funny some one did not think of that before."

### A CLERK'S SUCCESS.

From the Renfrew Mercury.

Now and again The Mercury has referred to the progress in the advertising field of John E. Kennedy, who as a young man was a clerk with the late William Egan in Renfrew, a quarter of a century or more ago, when the Egan store was where Mr. Pedlow now has his men's furnishing store. After removing from Renfrew Kennedy's talents were developed as a writer of advertising; and he has gone on from success to greater success. In August, 1914, he was asked by a Chicago advertising agency if he would undertake to write for them ten advertisements for a client for a remuneration of \$2,500. Mr. Kennedy accepted. The client, it turned out, was Goodrich Tire Co. A contract for a second series of ten for \$2,500 followed. Then he wrote three more advertisements for \$750. Then

the Goodrich Co. gave Kennedy \$1,666.66 a month for twelve months to devote two weeks out of each month to writing their advertisements. And in April of 1916 Kennedy commenced to get \$3,333.32 each month for two weeks' service out of each month. And in July Mr. Kennedy notified the Goodrich Co. that in August he would terminate the contract, as he was going to market certain tire accessories of his own. He would not be in competition with the Company at all, but wanted his whole time free for his own purposes. Now if Renfrew had only known what was in John E.'s brain when it had him, he might have made it a city long ago.

### ADD BOYS' SCOUT SECTION

Goodwin's Limited, have added a Boys' Scout Section to their boys' furnishing department. This department had long languished in the basement and had received no especial attention. But now the stock has been moved up to the main floor and is prominently featured. It is stated by the management that this has not been done so much with an idea to direct profits as to indirect results. It was thought, and is now proven, that the featuring of such a very popular line attracts the boys and their fathers to the more profitable men's and boys' furnishing department, in view of the fact that all are now together. In addition it is thought that this campaign will capture the friendship of growing members of the community for their trade in future years.

### SHOWS SHIRTS ON PEDESTALS

Max Beauvais, of Montreal, uses the upper half of an individual display case to feature shirts on pedestals; the lower half to show two diagonal piles of alternating colored shirting in the bolt. The display is striking in appearance through the very simplicity of the idea.

R. J. Tooke's, of Montreal, keeps a list of customers to whom they regularly mail shirt samples twice a year as part of the routine of sales boosting.



# VALUE OF SEMI-ANNUAL SALES

J. J. Garland Says These Make Customers Realize That It Is Not Necessary to Go to Mail Order Houses for Fine Values—Marking Prices Plainly Builds Confidence

**T**HE value of holding special sales, at established seasons of the year is emphasized by J. J. Garland of Garlands Limited, Portage La Prairie, who recently spoke with one of Men's Wear Review's traveling representatives along this line.

"We conduct two special sales each year," Mr. Garland stated. "One in January, and the other in July. We give real bargains. We advertise the sales well in advance, and now, after we have been holding these sales for a number of seasons, our customers know that real bargains await them at these.

"Regularly we use advertising space in the two local dailies, changing the ads. for each issue. The cost per year, runs up to a pretty big sum, but we know that we get results, and that newspaper advertising if properly looked after is one of the best forms of publicity a merchant can use.

"Before our big sales, of course," Mr. Garland proceeded, "we use a good deal of our advertising space to emphasize the sale, and the values which will be found there.

"But we don't depend entirely upon newspaper publicity to make all aware of the big values to be given. We send out circular letters to the farmers living in our locality, getting the names largely from the voters' lists. While the circular goes addressed to the farmer, we can tell that he often passes this on to his son, or to the hired men.

"In these circulars we tell the farmer frankly that we want his business—we at least want him to visit our store and give us a trial. When he visits our store it is up to us to make good all our claims regarding our service, reasonable prices—equality of goods. We always make it clear to customers that we want them to be satisfied and if they are not satisfied in every way we want them to come back and let us know. Emphasizing this creates confidence. Men frequently do come back with petty complaints but we are glad they do. When they come we can fix matters up with them and they will continue to trade

with us. We never hesitate to satisfy a complaining customer even though we have in remote cases to stand a loss. We stick as closely as possible to trade-marked goods, provided, of course, that we know the line to be a dependable one. Dependable merchandise will go a long way towards building up a permanent profitable trade.

The last sale held by this firm proved one of the most successful, due, no doubt, in large measure to the fact that farmers had the money, having last year had an exceptional crop at exceptionally high prices. The increased buying power of the farmers has much more than made up for the trade lost through so many men volunteering.

Another point Mr. Garland makes, attributing to it a good measure of the success attending the semi-annual sales as well as the daily business of the store. Price tickets showing the cost of goods in plain figures are always used. This makes the public feel that the store is not afraid to have its values compared with any—either mail order house or local competition. It builds for confidence. It does what the special sales are intended to do—establishes in the minds of the store's patrons, and of all in the neighborhood, that it is not necessary to go elsewhere for splendid values.

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Being found guilty of robbing the Grafton Co.'s store, Woodstock, Stephen Chrnoek, a member of the Hamilton Mounted Rifles, was sentenced to five years in Kingston Penitentiary. He took from the store a large number of suits.

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Surely the merchant who inserted this advertisement must have been sorely tried:

Wanted—Manager for Tailoring and Outfitting; must have some claims to common honesty and decency; no foul-mouthed, brazen-faced scoundrel need apply. Apply Box A1, "News" Office, Ripley.



## MEN'S WEAR

## Our New Spring and Summer Outfitting is Ready



ONE KIND OF A MAN



Will go into the New Season with last seasons shabby clothes, with a dusty hat and with a hang bearing and a menial drag to the whole of him

THE OTHER KIND OF A MAN

Will be on deck with his joyous face turned toward the morning sun, stepping out with a new suit of clothes, a new overcoat, hat, choice spring toggery, a flower in his buttonhole, and the corner of his mouth turned up! Be the "Other Kind of a Man"

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### We're at the Service of the Man Who Cares About Good Clothes

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If It's New  
We Have It

# GARLANDS LIMITED

One Price  
Clothiers

One of the advertisements run by Garlands, Limited. Copy is changed daily.



# NECKWEAR



## SOME CHRISTMAS PATTERNS ALREADY SOLD UP

Advice of Last Month, to Buy Holiday Neckwear Early, is Given Greater Point—A Word on Styles Here and in the United States—Plain Blacks Will be Needed.

**L**AST month the advice was given to order Christmas neckwear early. The passing of the weeks has made this advice seem more sound, for already—early though it is—manufacturers are sold out of some patterns.

These are peculiar days. Silk scarcity, and badly delayed deliveries mean that many good patterns are obtained only in limited quantities. These are the patterns which are quickly snapped up, and the merchant who waits will have to choose from the discard. His chances of getting a winning hand will be materially reduced.

True manufacturers are getting shipments all the time, and from now until December they will be sending out new numbers; but after visiting the show rooms of practically all the big neckwear houses of Canada, Men's Wear Review is convinced that the selection right now is wider than it will ever be this year. Cancellations—we say it again—will very much more than offset the new numbers.

### Buy in September

Hence, if you want the best for your Christmas trade, and what merchant does not, place your orders in September. Let the other fellow associate with that historic character who consorts with the hindmost.

Speaking of Christmas neckwear naturally brings to mind the woman buyer, and her peculiarities.

It's a strange thing that a woman, endowed with much greater artistic taste than the average man, has—generally speaking—abominable taste in ties. You've noticed it. Being human you probably stock ties which you feel will please the ladies. You may know the tie won't exactly tickle the recipient of it, but you're there to supply what's wanted.

How many times some mere man has looked with amazement and amusement on some tie picked for him by sweetheart, wife or mother.

But why is it? Some attribute the choice of women to her artistic taste. She's looking for something pretty, and judges by what would be pretty in a dress. But a pretty dress doesn't necessarily possess the qualities which make a handsome tie. The man wants, in his neckwear, something manly. Something which sets off the rest of his apparel. Men's tastes, too, vary, but the man still remains a better buyer of neckwear than women.

### What Can the Dealer Do?

Perhaps there's educational work for the men's wear dealers here. You may be able to lead the ladies—who more and more (God bless them) are becoming customers of the men's store—to an appreciation of what men like.

It wouldn't be wise, assuredly, to press your opinions too far; but after all many women are sweetly reasonable, and the word of advice, properly spoken, might do much good.

Manufacturers are still encountering serious difficulties of production, entirely aside from the scarcity of material.



*A Persian effect, with bold figures and solid bars—one of the distinctive Fall lines being shown by the Niagara Neckwear Company.*

One manufacturer has had his output reduced, just when he would like it to be augmented, by girls taking holidays. He can't stop them. In ordinary years, yes, but not now. They'll go elsewhere if he urges them to work now and take their vacation a little later. There's nothing for it but to smile, and to persuade those who remain to do a little right work.

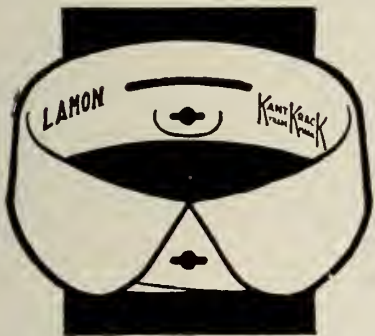




# KANTKRACK



Grant—1¾ ins., sizes 12 to 18½



Lamon—1¾ ins., sizes 14 to 19



Forrest—2 ins., sizes 13 to 17

**Coated Linen Collars**  
are unknown to the  
bargain table.

They give the dealer a fair profit, and give the mechanic, the farmer, the automobilist, the boy, the most serviceable collar in the world. A collar which has the style of the laundered kind, and its own peculiar durability and easy cleansing features.

A fine hot weather collar. It does not wilt.

Send your order to-day for a few dozen **KANTKRACK** collars and rest assured that your investment will be fruitful.

In selecting **KANTKRACK** collars you know that though your competitor may have **KANTKRACK** collars he cannot cut the price. **KANTKRACK** Collars sell at 25c each.

They are made in Canada and made in "one grade only, and that the best."

*Order by the three K K K*

**THE PARSONS AND PARSONS  
CANADIAN COMPANY**

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

**HAMILTON, CANADA**



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

**A Criticism.**

The question of shapes is still a vexed one. One manufacturer, speaking of the big styles some are turning out, has a word for the dealer:

There is no difficulty for manufacturers to give such shapes on silks that cost from 50c to 60c a yard, whereas manufacturers who pay 75c to 85c per yard cannot produce shapes of this size out of good silks. The great majority of retail buyers do not look at the quality of the silk; some of them do not care a hoot about the quality so long as it is an effective pattern and will look well in the window and they can get 50c for it, then the poor consumer suffers. It is a great pity because it has the tendency to demoralize the neckwear trade in Canada.

"Some buyers," he continues, "look for quality that will give the consumer decent wear and will not crease up and look shabby after being worn once or twice."

A little self-analysis is sometimes a good thing, and perhaps each reader might well ponder on which class he is in.

**Smaller Shapes in Demand**

From the United States—whose tie styles undoubtedly have a great influence on those made in Canada, though the Canadian manufacturer turns out a product which is far from being behind similar priced goods made across the line—comes word that the smaller shapes are daily gaining in favor, and this not alone in the cheaper ties, but in those made to retail at from \$1.50 to \$3.00. The broad, bulky shapes, it is said, are not suitable to the present style collar, and are therefore losing ground. This is an opinion received from retailers, not from manufacturers who, perhaps, might be considered to have an axe to grind.

**Are Bows Gaining in Favor?**

Also there is reported from the States a continued demand for bow-knot ties. There are still being made in foulards and failles, and evidence a growing tendency to wear bat wings the year round. A somewhat similar state of affairs is noted here, yet the bat wing trade is—and for some time will be—but a fraction of the tie business.

Solid colors and the ever popular polka-dot are being much sold in the States, and from there comes word of a strong demand for plain colors—a class of tie which unquestionably looks well on many men, especially when

relieved by a scarf pin. Stripes, figures, spots, two-tones and all-over effects are also being shown for Fall and Christmas business. Japanese tracteries too, are quite to the fore.



*A fall model of punked faille with satin slip band. Shown by Tooke Bros.*

**The Need for Black**

There is a present day condition which merchants would do well to remember when ordering—that is the demand for plain blacks. We aren't doing much mourning for the soldiers who are making the great sacrifice. We're too proud of them, perhaps. But a black tie is a very proper mark of great respect, and it's all too true that many are now being worn, and that many more will be needed.

*A FALL MODEL.*



*A Fall "King" Model.*

*From the range of Anderson-Macbeth.*

*One of the Fall Borsalino Models being shown by Anderson-Macbeth. This hat is being offered in splendid variety of styles and color, and war conditions do not seem to have reduced the quality of workmanship and finish in the least.*

The heads of departments of Goodwins Ltd., Montreal, recently presented W. H. Goodwin, the managing director, with a chest of silver table cutlery on the occasion of the 25th anniversary of the wedding of Mr. & Mrs. Goodwin.



# SILK REEFERS

## WITH FRINGED ENDS

Just received from the looms in Switzerland **THIRTY-SEVEN** designs, each in four colors.

Just what you want for Xmas selling.

**\$16.50 and up.**



These ideas were specially woven to our order, which took eight months to produce and are absolutely controlled by us.

**\$16.50 and up.**

These Reefers are very rich and attractive and being distinctly different from the ordinary, appeal at first sight. Our salesman now showing the full range. Be sure to see them.

## E. & S. CURRIE, Limited

Largest Makers of Neckwear in Canada

Toronto

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



# FOOTWEAR DEPARTMENT



## SUGGESTION FOR WINTER SHOE TRIM

The One Illustrated Drew Large Crowds and Moved Heavy Stock of Hockey Shoes —  
Such a Trim Stimulates Other Sporting Lines, Such as Sweaters,  
Hockey Gloves, Stockings, Etc.



*Makes one think of Winter and the need of hockey boots with all other out-of-door necessities.*

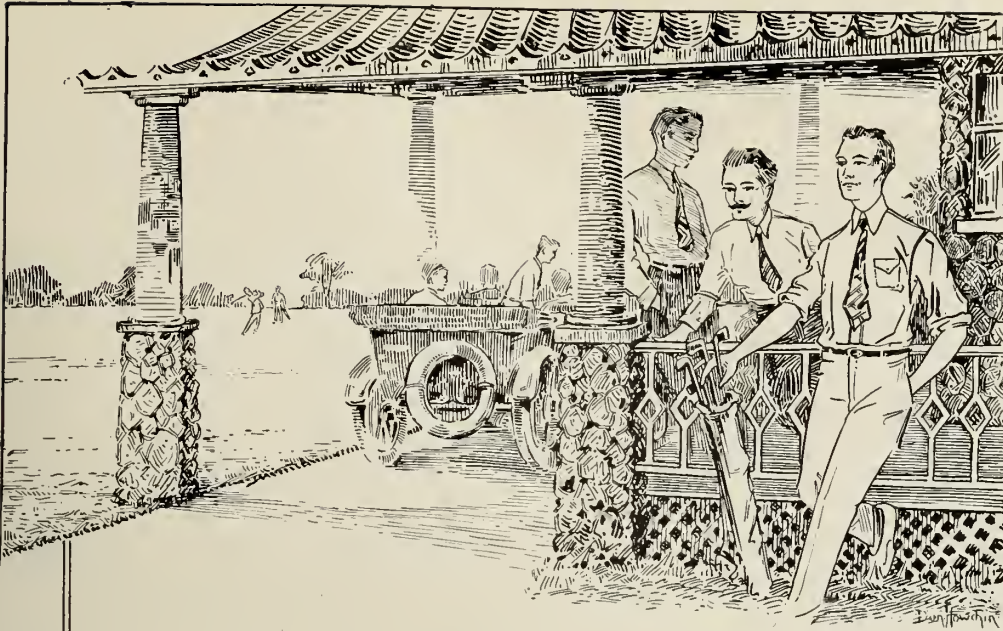
**I**T won't be long now—not at all long—before winter goods require attention; and now unquestionably is the time to plan some business-bringing winter trims.

What could be better for those who handle footwear than a trim of hockey shoes. They have the advantage of bringing profits from their own sales, and suggesting other purchases—sweater coats, mitts, stockings and the like—which mean other profits.

Herewith is shown a hockey shoe trim which proved a winner. It was arranged by Edwin Oehmig, of "The Boston," Rossland, B.C., and of the trim, which is herewith illustrated he has this to say:

The sides of the mirror at the back were covered with white cotton flannel, to overcome the appearance of plainness. This was folded in six neat pleats. The icicles were cut out of cotton batting and were treated with borax, a





See the new  
range of  
**Dufferin  
Shirts**

Outing Shirts,  
Sport Shirts and  
Reversible  
Collar Shirts.

Exclusive patterns and snappy, up-to-the-minute styles that appeal to the most particular dresser, at prices that keep them moving—that is the splendid selling combination embodied in our New Season's offering.

Ask to see our samples of Night Shirts and Pyjamas, House Coats, Bath Robes, Lounging Robes and Flannel Shirts.

You will be interested in our values.

**THE DUFFERIN SHIRT COMPANY, LIMITED**  
914-916 DUFFERIN STREET, TORONTO



**EMPIRE  
MADE**



**A NUGGET OF PROFIT**

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

*There is a good profit for you.*

**The Nugget Polish Company**

LIMITED

9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

- QUEBEC - - - R. E. Boyd & Co., Montreal
- NOVA SCOTIA - - Arthur Fordham & Co., Halifax
- NEW BRUNSWICK - - C. A. Munro, St. John
- BRITISH COLUMBIA - J. Leckie Co., Vancouver

**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

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

small quantity being dissolved in water and the cotton dipped in this. The icicles were then allowed to dry and were then re-dipped in Green Diamond Dye, thus giving them quite a natural appearance. Those adopting this suggestion should be sure to allow the dye to cool before using. The foliage noted in the left hand corner was some that had been badly faded and of little value as it was. This I painted white, using Alabastine. Then I treated this with a liberal quantity of Diamond Dust, giving it the appearance of being covered with snow and frost. The electric light shining on foliage added greatly to the effect.

The stars were cut out of cardboard and silvered, then glued on the mirror which then made an ideal sky. The moon was cut out of cardboard and air-brushed a bluish green. The lower part of the mirror was painted white to represent a snow drift.

In the centre of the case placed on a revolving stand was a miniature skating pond. This was cut of wall board and covered with white flannel on top of which was placed a

piece of glass to represent the ice badly cut up. The edge was outlined with cotton batting.

As you will notice there are five little Indian dolls in the act of skating. The stand was then made to revolve at just the rate a person would skate.

Hockey sticks and accessories were borrowed from a sporting goods store. To lend a little color to the display three pennants were used, two of them green and one red.

This display drew such crowds that it was with great difficulty that we were able to get a photo taken.

For the benefit of decorators who do not know just how much time to give in order to get a good photo, might say that I always allow twenty minutes. A person passing or even standing in front of the object being photographed will not spoil the picture provided that they are not allowed to stand in front of same for more than two minutes.

Actual cost of material used in display was one dollar and twenty cents.

## VALUE OF CONTRACT TO SUPPLY CIVIC SERVICES MEANS OPPORTUNITY TO BUILD

**P**ROBITAILLE, of 397 Notre Dame W., Montreal, has developed a unique advertising scheme, for this is the name he gives to the contract he has for supplying the city police and firemen with shoes. To use his own words: "The contract to supply the 1,700 pairs of shoes required by the city in a year is not a direct revenue producer, but an indirect one—yes. Retailers appreciate this contract so that competition has reduced the contract price to the point where there is a straight loss of 5c on every pair handled, but at that it is very cheap advertising and puts the store in direct touch with over a thousand men and their families.

"I had the contract four years ago and credited the

account with \$6,000 in increased sales, so that this year I under bid the manufacturer's price in order to get the contract and secure the opportunity to add to the popularity of the store.

"The contract is placed with a retailer in order to allow of the proper fitting of the men's feet—a thing the manufacturer could not do conveniently, and the thing a retailer is most anxious to do, as it brings men into the store on city business and establishes a connection which means he will almost surely do his own extra buying here and will perhaps immediately buy the family's shoes here—also the other lines required by the family which we sell."

## SUBSTITUTES IN ORDER NOW—SHOES AMONG LINES AFFECTED

**A**LARGE American rubber company announces that it has perfected a composition substitute for sole leather which will revolutionize the shoe and possibly the whole leather industry. This development is in line with the rapidly increasing number of substitutes that are appearing on the market, and which in many cases are superior to the article they displace as in the case of wood fibre trunks, which are not only cheaper, being only one-third the cost of leather and which are said to be more durable than leather or other expensive material.

The list is inexhaustible: white canvas pumps have almost entirely replaced buckskin. True, they were on the market before, but were generally regarded as inferior and unworthy of an exclusive trade. But people have been forced to their use by the prohibitive cost of buckskin and have been surprised to find them eminently satisfactory.

Silk gloves have, to the extent of the available raw silk material, replaced the fancy French and Italian kids and suedes. Shirts are made of two-thirds cotton instead of all wool and are found to be quite as comfortable. Collars are now all cotton instead of linen, as in the case of the best ones formerly. Silk has largely replaced wool for a variety of uses.

It is the changing styles and conditions of the market that make this elasticity of the market and that will un-

doubtedly further foster it. Once started, a man who has hitherto bought nothing but the best, may develop into considerable of a shopper and discover in himself a penchant for having something "just as good."

### OF A PERSONAL NATURE

The death took place in July of John Forsythe, of the Forsythe-Kimmel Co., Berlin, Ont., manufacturers of buttons.

Wm. Singer, of the Individuality Store, 36 St. Catherine street, Montreal, does a cash business, so has to develop the mailing list he uses by other means than charge customers' lists. He keeps a record of all addresses to which parcels are sent and goes over each new telephone directory.

The awning in front of Archie McGillie's store on Victoria avenue, Fort William, recently caught fire, likely from a match or cigarette dropped out of the window above. The firemen extinguished the blaze with a hand chemical.

N. J. Fraids' clothing and men's furnishing store, Cornwall, was burglarized recently, the thieves carrying off several hundred dollars' worth of goods. Entrance was effected through a window, a razor being used to cut the wood to which the iron bars were fastened.



**P**ARTICULAR men who desire distinctive clothes are careful to select the dealer who carries distinguishing styles.

## Leishman Tailored Garments for Men

attract the patronage of these particular customers—these style-fixers for their community. Men of discriminating dress are the most frequent purchasers of smart accessories to complete their smart appearance, hence securing their clothes trade means a double profit.

### *Our Special Made-to-Measure Department*

enables you to satisfy the hard-to-fit class and our stock lines help you to win a hold on the trade of the man who prefers smart, ready-to-wear garments of good material, careful workmanship and smart style.

*Write us to-day re our special order outfits.*

**Wm. H. Leishman & Co.**  
LIMITED

68 Temperance Street, Toronto  
Makers of the Best Tailored Garments for Men

One of Leishman's  
Smart Styles



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

# NOTICE TO DEALERS *Regarding* CEETEE UNDERCLOTHING

This season we received far more and larger orders for woolen underclothing than ever before in our history.

We are very much afraid, however, that it will be impossible to fill these promptly—for two reasons:—

**1st.—LACK OF RAW MATERIALS**

**2nd.—LACK OF LABOR.**

In regard to raw material we might quote one of the largest spinners in the Old Country as follows: "Government orders come first, and everything else is subsidiary. The Government will see that we have sufficient labor and materials, etc., for their work, but ARE NOT PREPARED to go very much farther."

Now while we can get "Merino" wool, it is not of the quality we use for "CEETEE" and we will not lower the quality of "CEETEE" for any consideration.

In regard to labor—The making of "CEETEE" Underwear requires skilled labor, and we have lost a number of our skilled "CEETEE" knitters through enlistment, consequently many machines are idle. Years of training are necessary before a "CEETEE" knitter becomes proficient.

We therefore request our many customers to be patient and can assure you we will deliver as fast as possible and try to keep everybody going.

C. TURNBULL, *President*

C. TURNBULL CO. OF GALT, LIMITED  
GALT, ONTARIO



THE JACKSON MANUFACTURING CO., CLINTON

THE BOYS' CLOTHING SPECIALISTS

## OPERATING FOUR FACTORIES:

Factory No. 1, Clinton,	makes	Boys' Suits only,	Established	1900
" " 2, Goderich,	"	Boys' Odd Bloomers only,	"	1905
" " 3, Exeter,	"	Cotton Suits and Bloomers,	"	1910
" " 4, Seaforth,	"	Boys' Overalls and Rompers,	"	1916

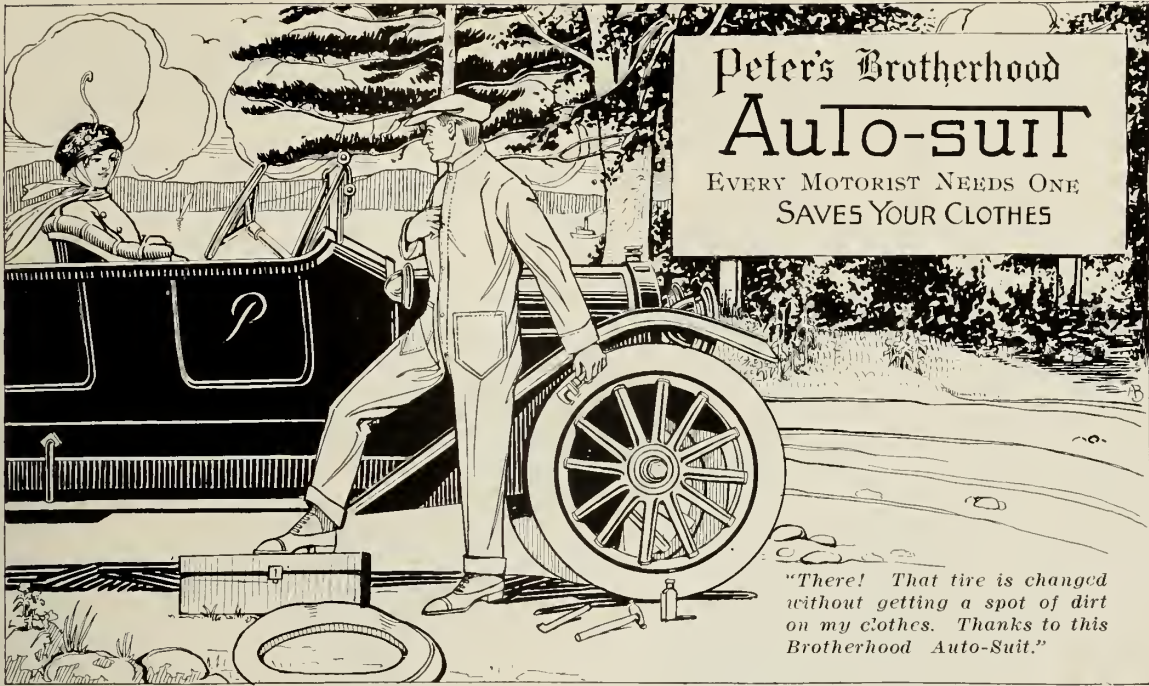
Hundreds of the best Merchants from coast to coast handling our Line season after season is evidence of their appreciation of our efforts to make just "What the Boy Wants" and yield them a good profit.

Our representatives are now out for orders for Spring, 1917. They will show you a Special Norfolk Suit at \$2.75 for sizes 24 to 28, and \$3.25 for sizes 29 to 34; also a Bloomer at an average of Seventy-five cents, all sizes. You will be sure to buy it when you see it. It will be just what "The Boy Wants." It looks good, it will wear well and the price will be popular.

The JACKSON MANUFACTURING CO., Limited  
CLINTON, ONTARIO

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





Front View  
Auto Suit or  
Union Suit

# Brotherhood Overalls

UNION-MADE

Brotherhood Auto-Suit  
*The First of Its Kind in Canada*



Mogul Apron

Trade Unionists look for the *Union-made* label on nearly all their purchases. *Brotherhood Overalls* supply the demand for a union-made garment of dependable quality. WE SELL DIRECT TO THE TRADE.

We have eliminated the cost of selling to a minimum by curtailing salesmen's expenses and jobbers' profits. This enables us to give you a good proposition and your customers get a quality in overalls that simply cannot be beaten at the price.

*The Brotherhood Auto-Suit* is a winner. It is making rapid sales among motorists who are recommending it to their friends. *The Brotherhood Auto-Suit* is the first of its kind in Canada—give it a prominence and get the motorist coming to your store. *The Brotherhood Line* is complete, meeting all requirements for *Brownies, Smocks, Service Coats, Aprons* and *Machinists' Aprons*.

*Let us send you a trial order of five dozen, or, if preferred, 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.*

# The Reliable Berkley

## Slip-End Tie

Makes a showing that attracts sales. Its smart appearance is augmented by strength and wearing qualities, giving it merit over all silk ties.

The **Berkley** retains its shape, cannot break, and will not stretch. All ends are matched, and only the best satin is used.

### THE BERKLEY

#### Makes a Big Showing

The satisfaction and wear that the Berkley gives will bring continued patronage to your counter. We call particular attention to our range of *Ombries AND RAINBOW SATINS*. Our men are now out with a full range of Holiday Neckwear.

Send a sample order for assorted novelties and make a business-pulling display.

### Crescent Manufacturing Company, Limited

MONTREAL TORONTO WINNIPEG  
VANCOUVER CALGARY

#### OUR WESTERN SALESMEN:

Vancouver - - - - - H. S. Elliott  
Alberta - - - - - H. R. Sutherland  
Saskatchewan - - - - - L. M. Day  
Winnipeg and Manitoba - - - - - G. G. Smith



To Retail  
at  
**50c.**

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



# If It's New We Have It



Sole Wholesale Agents for  
 CHRISTY & CO.  
 SCOTT & CO.  
 PEEL & CO.  
 HILLGATE & CO.  
 and many other famous  
 Hat Manufacturers.

NEVER before has our warehouse been as well equipped as at present to take care of immediate needs. Our travellers are now leaving for their respective grounds with all that is best for 1917. We say "all that is best" advisedly, because our showing embraces nothing but what is up-to-the-minute in shape, style and finish.

We are contractors on military supplies to the Federal Government. Quotations for all kinds of military head-gear given on request.

See our values before placing your Spring order. They will certainly interest you.

**Ansley Dineen Hat  
 and Fur Co.**  
 LIMITED

52 Wellington St. W. - TORONTO

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

The high cost of leather has made a good substitute necessary. We have found it in



**J. Eveleigh & Co.**

MONTREAL LIMITED

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver

**F DU PONT  
FABRIKOID**

REG. U. S. PAT. OFF.

Heavy black leather cloth such as used in automobile seats. Looks like leather, wears like leather. Covered frame with neat brass lock and catches. Leather lined. Double handles. A high-grade bag and looks the part.

Prices: Size 16, \$3.75    Size 18, \$4.25  
Size 20, \$4.75

For Illustrated Catalog write Dept. M.

**"Craftana"**

Registered No. 262,07



THE HALL-MARK OF

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

**First in the Field and Still Leading.**

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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

**THE AOME OF PERFECTION IN FOOTWEAR.**

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



**We Believe in Smaller  
Profits and Bigger  
Business.**

Therefore, you will find our values just a little better than the other fellow. Not cheaper clothing, but good clothing at better prices.

*Young men's clothing* is our specialty—all the latest models, Pinch-Backs, etc., in nobby fabrics as well as staple lines are in our Spring range.

*See our salesmen. Write us for particulars.*

**The Wearbest Clothing  
Manufacturing Co.**

149 Notre Dame St. West, Montreal

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



# Sir Wilfrid Laurier's Successor

## Will it be Mr. Justice Duff?

**I**N Toronto certain Liberals are pulling the wires to make Mr. N. W. Rowell Sir Wilfrid's successor. Farther East and farther West there is a "Duff Boom." Sir Wilfrid may lead his party through the next session at Ottawa, but after that—what? H. F. Gadsby discusses the Duff Boom in the September **MacLean's**, and in the October number will have another boldly written article, based on "inside" information, on "Ribbing Up the Liberal Party." Brisk reading this, for both Liberals and Conservatives.

### Ships, and Ships, and Ships Yet Again

Canada is paying a very high price for the lack of adequate ocean shipping. In normal times the rate on wheat to Liverpool is 4-6 cents. This year the rate is 40-46 cents! This is just one of several examples given by Miss Agnes C. Laut, the brilliant Canadian writer domiciled in New York and writing on economic questions with rare vigor and information. Is it wise for Canada to buy ships at the present high prices? Canada could have the whole shipbuilding field in America to herself if she recognized her opportunity. Canada's laws permit a merchant marine and Uncle Sam's don't.

As a thinking Canadian you should read Miss Laut's remarkable article for its information and arguments.

### How Infantile Paralysis Spreads

The Director of Laboratories of Rockefeller Institute, Simon Flexner, M.D., contributes a timely article, most readable on a subject of first importance. This in view of the incursion into Canada of this dread disease, and of its heavy toll of infant life. It will do you good to read this authoritative article.

### Feeding the Travelling Public

Do you know much about the problem of the railways in feeding their patrons, on dining cars? Where the food came from, how stores are replenished, how meals are prepared, how table linen is kept fresh, and all that? E. A. Hughes writes interestingly on this subject in the September **MacLean's**.

### Dr. The Hon. Ella Scarlett-Synge

—A Vancouver woman who started the Woman's Volunteer Reserve Corps—a movement designed to do the work of men in many lines of work in order that they—the men—may enlist. A sketch by Mrs. Arthur Murphy ("Janey Canuck").

### A Canadian Who Saved Ypres—Major-General Turner, V.C., D.S.O.

A sketch of a South African veteran, who won the Victoria Cross and Distinguished Service Order in the Boer War, and who saved the day at Ypres—the present war—this according to the testimony of Sir Max Aiken. C. Lintern Sibley tells the story vivaciously.

### Funk—A War Ballad, by Service

—A ballad by the poet of the Yukon, written, one may truly say, in the trenches of Flanders, and which tells in Service's own vivid and gripping style of the horrors and terrors of trench fighting.

### Good Stories by

Arthur Stringer  
Arthur E. MacFarlane  
Alan Sullivan  
Eric A. Darling and  
J. E. Middleton

## Review of Reviews—The best things in the current magazines condensed for busy readers

Our Hope in the Balkans—The Discipline of Children—The Spitfire of the Navy—The Business of Being a Lady—Promises and Performances in International Matters—Lessons of the Battle of Skageraek—An Impression of the War—British Navy the Pattern for the German Fleet—Infantile Paralysis—Peace and Business Preparedness—The Dependence of China—Specialist in Human Misfits—Switzerland's Part in Relief Work—The War in German East Africa—German Inefficiency—Stephen Leacock On the Error of Over Specialization.

**M**ACLEAN'S MAGAZINE is giving the Canadian people a distinctive *Canadian* magazine of the highest quality—a *clean* magazine, and so differing from many American magazines too indigent in the character of their stories to have a place in Canadian homes. As a true Canadian, you will find satisfaction and reward in reading regularly.

# MACLEAN'S MAGAZINE

15 cents per copy Get the September Number from Your Book Store or News Stand **By the year \$1.50**



We have pleased over 1,000 customers during the past season, and we are sure that we can do likewise with twice that number for the coming season, with our new and latest creations in men's neckwear, which is now ready to be shipped for the Fall season!

	Per Doz.
Lot XX—\$2.60 seller, extra wide shape, open end, cut straight, made from the best heavy silks, with a slip-easy band, bar tacked, with a safety pin and diamond tack in both ends	\$9.60
Lot X—\$1.50 seller, extra large shape, open end, cut straight, with a slip-easy band, made from good quality silks, bar tacked, and a safety pin and diamond tack in both ends	6.50
Lot AA—\$1.50 seller, extra large shape, pure silk cavat, with a slip-easy band, and diamond tack in back; good quality silk	4.00
Lot AI—\$.75 seller, extra large shape, silk four-in-hand, with a slide-easy band and diamond protection in back	3.25
Lot A—\$.65 seller, extra large shape, silk four-in-hand, with diamond tack in back	2.75
Lot AB—\$.50 seller, extra wide shape, four-in-hand, with diamond tack in back	2.50
Lot B—\$.35 seller, extra shape, silk four-in-hand	1.90
Lot E—\$.25 seller, silk four-in-hand	1.75
Lot F—\$.35 seller, bat wings, extra smart shapes and snappy patterns; made from extra quality silks	2.60
Lot D—\$.35 seller, hat wings, smart shapes, good quality silks	1.75
Lot W—\$.25 seller, bat wings, extra assortment of colors and patterns	1.75
Lot G—\$.75 seller, fine a-cordion silk knitted ties	4.00
Lot K—\$.35 seller, fine knitted ties, good quality	1.75
Lot R—\$.75 seller, extra wide reversible ties, made from pure silk Barathea, in assorted colors and plain black	4.00
Lot H—\$.35 seller, reversible ties, in plain black only	2.00
Shield Tecks, extra assortment of colors and patterns; made from the best quality fancy silks	\$1.25 and \$1.75
Shield Tecks, plain black silk Barathea	1.75
Shield Bows, extra assortment of colors and patterns; made from the best quality fancy silks and plain black	.75
Shield Bows, plain black silk Barathea	\$0.85 and \$1.00
Men's Reefers, from \$7.50 up to \$12.00 per dozen.	

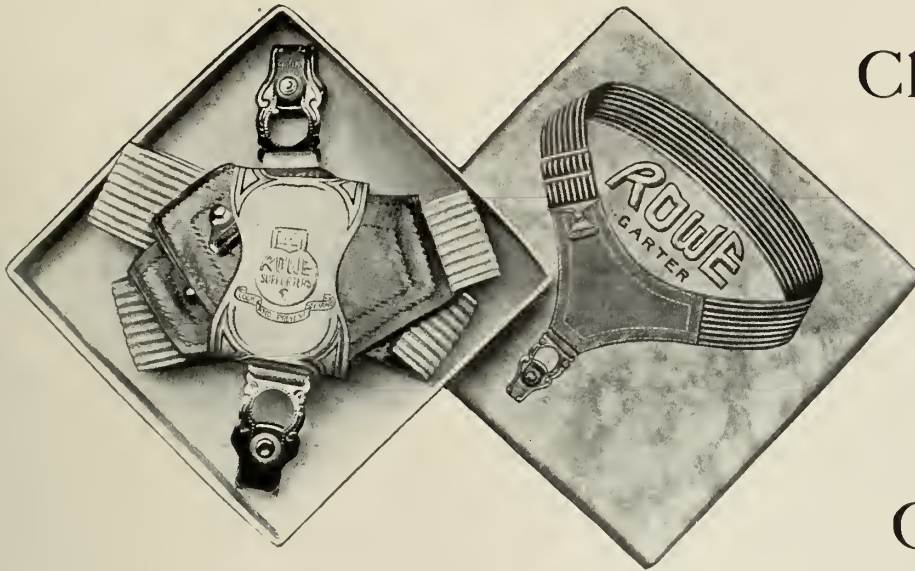
Please note that all the above prices are strictly net. All the above goods come in assorted colors and patterns, packed in bulk. Our merchandise is ready to be shipped; order at once. A sample order will give you an idea of our offerings. We have no salesmen; you profit thereby. If not rated, state satisfactory references of the firms that you deal with in New York.

AMERICAN NECKWEAR EXCHANGE - Dept. C.M. - 611-621 BROADWAY, NEW YORK

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Christmas  
Boxes  
for  
Men  
Women  
and  
Children

They will sell fast for  
Christmas



(Note the sure-to-hold feature)



**W**E know that they will sell fast at Christmas because they are selling well now—to men and women and mothers. At Christmas they will be the exact answer to thousands and thousands of men and women asking the puzzling question:

*What simple thing can I get for ——— that will please him or her, yet not cost more than 25c or 50c?*

The feature of difference, of merit—the **SELLING** point—of Rowe Hose Supporters is the *Can't-Slip* locking device (See illustration). The *Rowe* is the one supporter that really locks, locks securer and absolutely prevents tearing. (See trade-mark illustration above).

*Note carefully:* We can make immediate deliveries. We make all metal parts ourselves and so are independent of other manufacturers.

Made in a variety of colors, individually boxed, and retail 25c and 50c. Dealers prices, \$2.25 and \$4.25 doz. Send for sample pair—free.

**Rowe Hose Supporter Co.**  
of Canada, Limited

400 Richmond St. West ∴ Toronto



# Wolthausen

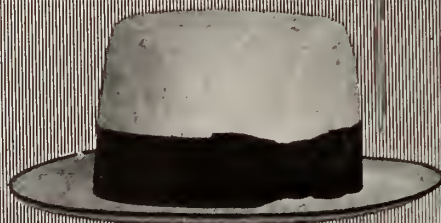
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2680



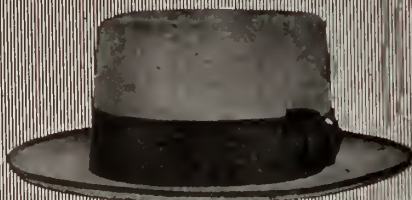
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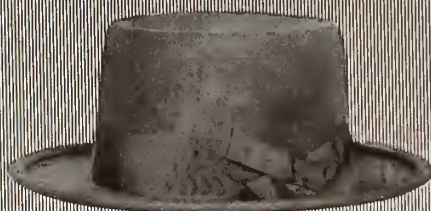
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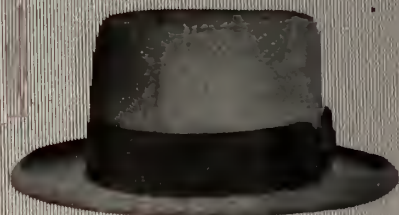
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2686



2684



2690

Made in all Colors at \$15, \$18, \$21, and \$24

### THE WOLTHAUSEN HAT CORPORATION

LIMITED

BROCKVILLE, CANADA

MONTREAL - MAPPIN & WEBB BUILDING  
TORONTO - 28 WELLINGTON STREET WEST



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# Gardner's "Good Clothes" have the stamp of superior fit and finish

The acme of STYLE, FIT AND WORKMANSHIP is clearly evident in every Gardner Model. Elegant style, variety of attractive patterns, high-grade materials, and superior finish.

We are specially featuring for  
Spring 1917

NEW PINCH BACK SUITS AND OVERCOATS.

SKELETON SUITS FOR SUMMER WEAR.

MEN'S REGULAR SUITS AND OVERCOATS in a variety of styles which we have perfected to suit all trades of the various Provinces.

Despite war conditions and the abnormal advances in raw materials, *we have anticipated our full requirements* and are in a position to execute all orders for immediate and *Spring* deliveries *at values and prices fully equal* to what we have given the trade in the past. Notwithstanding the serious shortage of Dye Wares, our Range includes colorings as brilliant as heretofore shown.

Samples of all these lines will be in the hands of our Salesmen after Sept. 1st. *We bespeak an inspection.*

## B. Gardner & Co.

*Makers of "Good Clothes"*

MONTREAL



## In Unity There's Strength

This applies just as well to business as the co-ordination of forces of various nations. The combined strength of the manufacturers of "Arm and Hammer Brand" Shirts and Overalls and "Haugh Brand" Trousers and Duck Clothing gives you service and values that cannot be excelled.

*Be sure to see our samples.*

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



This New Model Will Help to Sell Boys' Clothes

This is a new  
**DALE FORM**

that enables merchants to display Boys' Clothes more attractively. Perfect workmanship, splendid value.

*Write for catalogue and particulars of this new model.*

**Dale Wax Figure Co., Limited**  
106 FRONT ST. EAST, TORONTO, ONT.

## THE WINNERS



**CASH'S POPLIN**

POPULAR

**NECKWEAR**

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At \$4.25 and \$6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

**J. & J. CASH, LIMITED**  
301 ST. JAMES STREET, MONTREAL

## UNION MADE COLLARS

Many inquiries for a collar made in a union factory, by union labor, have led us to add collars to our Colonial Shirt line.

Three-ply Collars, in all the latest styles, and made by union labor, are therefore ready for the trade at \$1.20 per doz.

Special price to buyers of 50-doz. lots. We will make quarter sizes as ordered.

Your working men's trade will want this line.

**The Colonial Shirt Co.  
Limited**

KITCHENER . . . ONTARIO

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





## The Money Value of An Honoured Name

**W**HEN Canada was years younger than she is to-day, she didn't dress very well. She paid enough for clothes, goodness knows—but she had no style creators—no master tailors who were also up-to-date manufacturers. And then Fit-Reform stepped in.

Just as Fit-Reform was the first in Canada to manufacture tailor-made garments—and the first to create styles—so, also, Fit-Reform was the first to fix the retail price of the garments and put the Fit-Reform label bearing this price in the inner pocket of every genuine Fit-Reform suit and overcoat.

From coast to coast, Fit-Reform holds the confidence and good will of dealer and buyer. It stands for honesty of purpose, business integrity, originality, sound values, and a degree of style and quality unmatched at Fit-Reform prices.

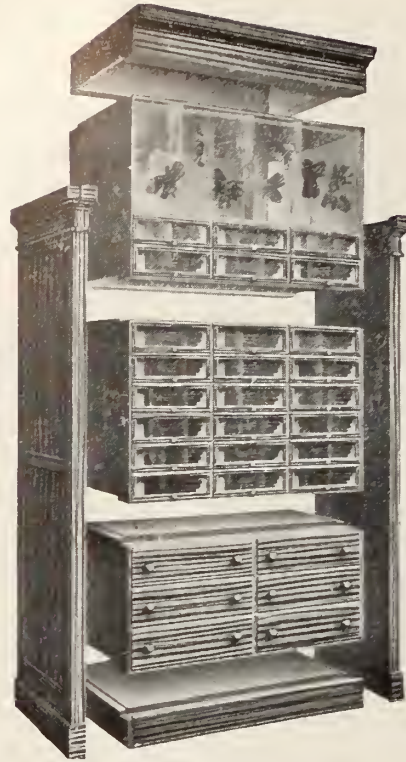
With the Fit-Reform prestige as an introduction—and Fit-Reform values to make friends—the agency for Fit-Reform should prove extremely profitable to any man or firm changing business or going into business.

For the dealer who does not carry a complete line of Men's garments, we have our Made-To-Measure Department. The Adoption of this system requires no outlay of capital—as we supply complete set of samples of cloth, books of measurement blanks, style charts, booklets and advertising matter.

If there is a field in your territory for a made-to-measure business such as Fit-Reform can offer you, write us for full particulars.

**E. A. Small Co., Limited**

8 BEAVER HALL HILL, MONTREAL



*THE  
NEW  
WAY*

*THE  
NEW  
IDEA*

## THE NEW STORE EQUIPMENT

Interchangeable units, forming continuous fixtures, capable of being added to, divided or relocated at any time.

A unit for every line of merchandise.

Buy as few as you like, add to them when you like.

Add to your equipment, change it when you like.

As installed by E. R. Fisher, Ottawa, the most up-to-date men's wear store in Canada.

*SEND FOR PARTICULARS.*

**JONES BROS. & COMPANY, LTD.**

*Store Fitters*

HEAD OFFICE: 29-31 ADELAIDE STREET WEST, TORONTO

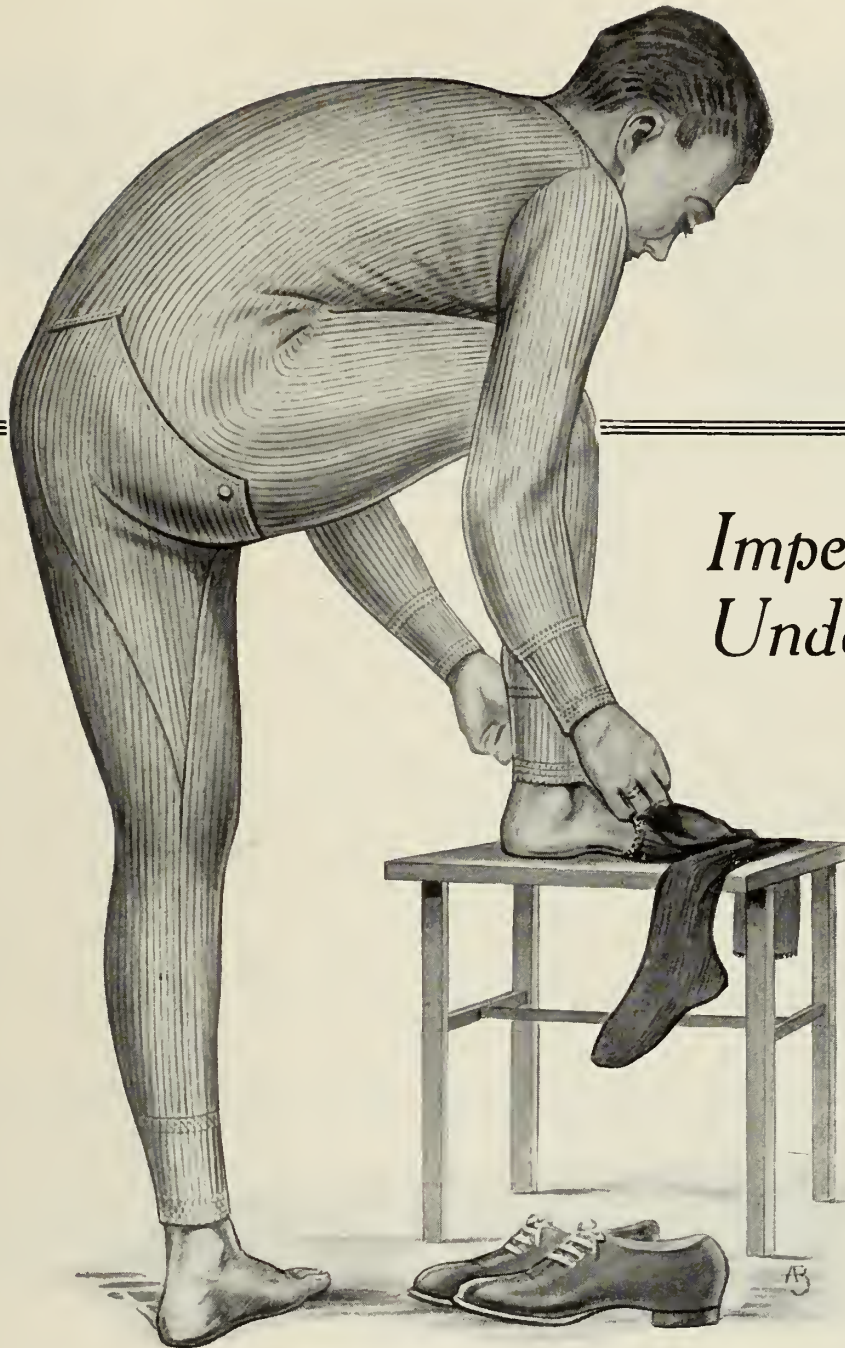
Eastern Branch: 71 Bleury St., Montreal

Western Branch: 437 Main St., Winnipeg

*In affiliation with and operating under patents of Grand Rapids Show Case Co.*

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





## *Imperial Underwear*

### You Will Win The Sale With These Five Exclusive Features.

In addition to the recognized features that distinguish high-grade underwear—i.e., workmanship, material and fit—Imperial Underwear has the following Five Special Features to recommend it to the common-sense judgment of your customers.

*Lap Seam Shoulders*  
*Comfort-Fitting Collarett*  
*Snug-fitting Flap*  
*Closed Crotch*

*Improved Knit Cuffs and Anklets.*

Keep the dust off your shelves by stocking Imperial Underwear—the five-point superior underwear.

## Kingston Hosiery Co., Kingston, Ont.

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

A Warning Against



Inferior Goods

# Your Waterproofing Trade

*Opportunity makes the thief. Just now much waterproof cloth coming into Canada is very inferior. You may not be able to find this out, but your customers will certainly do so—and then troubles for you begin to multiply and permanently lost trade is your punishment.*

Far better to make sure that every waterproofed garment that you are selling is made from cloth absolutely guaranteed. True-Fit Brand assures good English-made cloth purchased from makers of highest probity. For many years we have specialized in

## English Goods of the Very Highest Quality

and a consequence is that we have established among the retail trade of Canada a sound reputation for supplying Waterproofs of absolute dependability. We strongly counsel you to give every care to this matter and we confidently solicit your business.

The winning and holding of customers is so hard and costly that even precaution ought to be taken to avoid supplying them with inferior merchandise. Far better to pay a little more and charge a little more, if need be, in order to win and hold fast the best trade. And if this is your policy, then we invite your alliance with our organization.

Our travellers will be leaving on their respective routes first week in September with a full range for Spring, 1917, and immediate delivery.

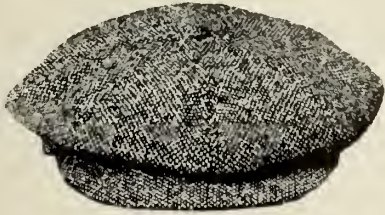
**SAMUEL WENER & COMPANY, Limited**

SOMMER BUILDING

MONTREAL

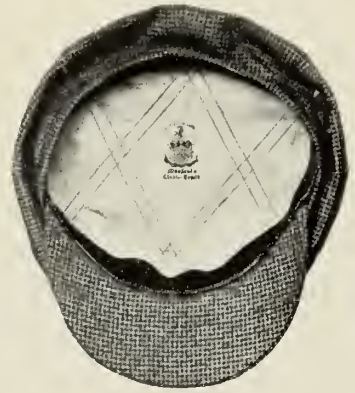
*If any advertisement interests you, tear it out now and place with letters to be answered.*





## Cloth-Craft CAPS

From Real  
Donegal Tweeds



The year's most popular Cap for smart Fellows.

Price \$10.50 nett, 30 days (one price only).

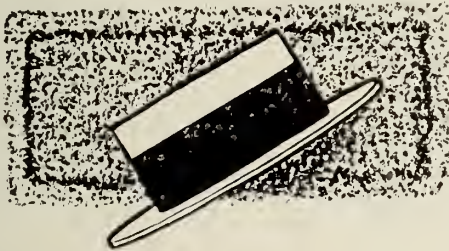
Cloth-Craft Caps, Clever Makes from British Woollens, meet the requirements of the Merchant who aspires to leadership.

"Macspecial Brand Caps" for general trade, assorted patterns, \$4.50 to \$6.50, regular \$6.50 to \$9.00 per doz.

*PREPAID SAMPLE SHIPMENT ON APPROVAL.* Regular six half dozens of Cloth-Craft and Empire Brand Caps sent on approval, prepaid to responsible retailers anywhere in Canada. Drop me a post card and examine the Caps in your Store; if satisfactory, keep, if not, return at my expense.

**J. T. MACLEOD, *Men's and Children's Headwear***  
28 Wellington Street West, Toronto

Selling Agent for THE WOLTHAUSEN HAT CORPORATION, LIMITED, OF CANADA



## Our 1917 Straw Styles

*Now Ready for Inspection*

Peeping into our hat-box you will see the very thing your customers will want—something for every style of face, for every age.

In splits and sennets we have distinctive styles, all following the trend of fashion.

Send us a card, asking to see this fine Spring line. You'll be delighted with it—with the distinctiveness of the models and with the finish.

**J. R. Shuttleworth &  
Sons, Limited**

London      :-      Canada

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

## The H. G. B. Boys



Made out of Wool Khaki in ages from 3 to 10

## Preparedness??

Now is the time to begin to think about your Fall requirements in the Boys' uniform lines. We have been very successful with this line ever since we put it on the market, and at times have been compelled to delay repeats 3 to 4 weeks owing to the very big demand from all over Canada.

**Order now and be prepared**

# HELLEUR, GARIÉPY & BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes  
16 Craig Street West - - - MONTREAL, Quebec



Officers' Military Shirt

*The Deacon*  
SHIRT

## The Shirt of Quality

In whatever style you purchase you are always sure of that unusual quality in workmanship and materials when you buy Deacon Shirts. Quality has built this business from humble beginnings and Quality will maintain our enviable reputation.

The Deacon Working Shirt is made in a great variety of styles to meet the needs of the man or boy at work or at play.

The "Deacon" is an easy-fitting shirt, made of all suitable materials, and 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 and Cotton Shirts strictly according to regulations.

The Officers' Shirt illustrated is made in coat style, with neckband and two separate collars, shoulder straps, fellows pockets with tunic flaps.

Our travellers are now on the road with complete range of samples for Spring, 1917, and immediate delivery.

**The Deacon Shirt Co. - Belleville, Canada**

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



# Crescent

## SHIRTS

### SPRING, 1917

#### Our Range

will be as large and representative as ever, comprising all saleable styles, from \$9.00 to \$84.00 per dozen.

#### Club Shirts

We could have sold thousands of dozens more this season. Everyone was short, but "take a tip," don't be caught again. Buy them early.

#### Soft Cuffs

will be in big demand. We are quoting all lines made either soft or starched cuff.

#### Samples

will be shown September 1st, 1916.

#### The Fully Guaranteed Shirt



## Crescent Manufacturing Co.

LIMITED

Toronto

Montreal

Winnipeg

Vancouver

Fashion  
Craft



CLOTHES

*In studying to maintain our own reputation, we help build up our customers'.*

*Quality first has been the keynote of our success.*

*Are we a success? Ask our customers.*

*Do you want to share in our success by selling*

*Fashion Craft Quality Clothes?*

*If interested, write Promotion Department*

Fashion Craft Mfrs., Limited

566 St. Lawrence Blvd., Montreal





## Peck's Perfect Fitting Shirts

ONE of the big reasons for the popularity of Peck's shirts is the fact that *they fit perfectly*. They are good, useful, well-finished garments, amply large, and perfectly proportioned. Collars are double stitched, seams on sides and sleeves are double tucked, and either gusseted or tacked at ends to prevent ripping. There is first-class quality in every detail of material, trimmings, and workmanship.

These qualities, added to the wide range of attractive patterns, and the fact that our prices permit the retailer to make his full profit, explain the tremendous increase in our sales every season.

**John W. Peck & Co., Limited**

Montreal      Winnipeg      Vancouver



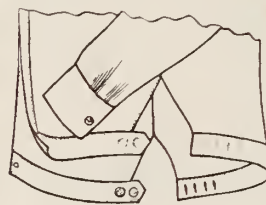
## Every Mother Will Want This Waist

The new line showing first September.

No tapes to tie or come untied or hang out. Once adjusted, always ready.

This waist has a patent waistband which can be adjusted to any size waist.

It is the neatest and most convenient waist for boys made. Every mother will recognize its value and will ask for it when she once knows about it. This new feature can be secured only in the



Showing Patent Open.

**McBride  
Patent  
Boys'  
Waist**



Showing Patent Buttoned.

FOR SALE ONLY BY

# CRESCENT MANUFACTURING CO., LIMITED

MONTREAL

TORONTO

WINNIPEG

VANCOUVER



The Glove Shortage is the greatest in the history of the trade.

# DENT'S

Representatives are shewing samples for sorting.

COVER YOUR NEEDS NOW!

**Dent, Allcroft & Co.**  
MONTREAL



## Every Tommy needs one

Handy, unbreakable, rustless. Rogers' Military Service Mirror is a big favorite with the soldiers everywhere, and military dealers find it one of their most dependable sales bringers.

People are buying them every day to send their soldier friends overseas. Why not secure your share of this steady business? Begin now by ordering a sample dozen.

**CANADIAN WM. A. ROGERS**  
Limited

Toronto - - - Canada

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





It will pay you to wait for the DOMINION RAINCOAT samples before placing your spring orders because

## DOMINION RAINCOATS



are recognized as the standard by which to judge Raincoats and Waterproof Clothing.

Our salesmen are travelling your way with a full assortment of DOMINION RAINCOATS, and they will be glad to show them even though you don't care to buy.

If interested write our nearest branch or direct to our Head Office.

**Canadian Consolidated Rubber Co., Limited**

Head Office: MONTREAL

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver, Victoria.



**TOOKE**  
**ROYKRAFT**

**O**UR FALL MODEL  
**READY SEPT 15**



# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI

PUBLICATION OFFICE: TORONTO, OCTOBER, 1916

No. 10



MONTREAL PLANT

JOHN W. PECK & COMPANY  
LIMITED  
WINNIPEG MONTREAL VANCOUVER



# ARROW



# COLLARS



BERWICK  
2½ inches

Curve cut to fit over the bones and muscles of the shoulder. Means greater comfort and at the same time improves the sit of the collar.



TALBOT  
2⅜ inches

It is an exclusive Arrow feature

CLUETT, PEABODY & CO. INC. *\$1.20 the doz.*

Makers

MONTREAL, CANADA



# The Kitchener Brace

The *Kitchener Brace* comes at a time when patriotic feelings run high and will be splendid selling line wherever pushed.

The *Kitchener Brace* has the strength for which the British General was famous, made in cord brace for those who want the freedom that this gives. Also made in the regular brace shape for those who prefer this style.

The Brace are put up in very attractive boxes with the patriotic touch which will make a strong appeal to the public.

We have *armlets* made up in this Kitchener brand and boxed in the same attractive way.

*Order a stock to-day for your Xmas trade and regular selling.*



A  
Good Line  
For Xmas  
Trade



The Monarch Suspender Co.  
Toronto - - - - - Canada

# The Cooper Cap

Superior Quality



The exceptional selling qualities of *Cooper Caps* are due to their smart styles, exclusive patterns and non-breakable Visors. A Display of the *Cooper Line* is sure to impress young men of smart dress and catch the trade of the boys and the motorists in your community.

*We have sorting lines and attractive New Spring Models.*

See our values. Drop us a line to-day.

Cooper Cap Company Cooper Building  
260 Spadina Avenue, Toronto

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

# Broadway

Clothes  
for exacting men

Unusual Values

October, 1916

## Go after this man

The importance of smart clothes as a necessary adjunct to success has long been preached—now it is being practised.

BROADWAY CLOTHES are helping to carry the practice along—The smart cut, better fabrics and particular workmanship give an air of distinction to wearers of *Broadway Suits and Overcoats* that others desire to emulate.

The Merchant who carries *Broadway Clothes* has something to offer that will please the man who is inclined to favor the custom tailor.

## Broadway Clothes for Exacting Men

are always fully guaranteed to the Merchant and through the merchant to the customer.

*Our Travelers are Showing Samples of our New Range*

We ask your careful inspection of Our Line, or get into touch with us direct, by phone, wire, or letter and we will endeavor to meet your time and have samples submitted to you.

**Randall and Johnston**  
LIMITED TORONTO



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



# The Best in Overcoats

**O**UR travellers are taking to you now the Style-Craft Models upon which our designers have been working—for which they have been planning—for months.

You'll like these we know. You'll like such overcoat models as that here illustrated, and you'll like the wide range which will enable you to select what is best suited for your customers.

In overcoats and in suits our Spring range is very complete.

Style-Craft will help you further develop your clothing business.

**E. G. Hachborn & Co.**

50-54 York Street, Toronto



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



Patented button-down skirt showing neat jacket effect.



Skirt upshowing suspenders which are attached to back of jacket.



Showing the convenient drop seat arrangement.

**NOTE CAREFULLY THE EXCLUSIVE PATENTED FEATURES.**

# Announcing A Brand New Idea



## One-Piece Work Suit

(Infringements will be Promptly Prosecuted.)

—the real idea at last—a one-piece easy-to-slip on suit that has all the conveniences and advantages of the two-piece suit with none of its inconveniences or disadvantages and at less cost.

It is so far ahead of the old style cumbersome, ill-fitting, full-back, one-piece suit that comparison is odious.

It is cut to fit like a suit of clothes. Cannot bind or draw. Concealed elastic patented suspender stretches when you bend. Patented button-down skirt of jacket makes it look like a coat. Easily accessible drop seat arrangement provides convenience without conspicuousness. No shoulder strap to tire — no loose coat tails to get in the way or catch in the machinery—no belt to bind—just a practical common sense suit that covers you all up—and fits like a suit of clothes.

The Arm and Hammer Brand one-piece work suit will revolutionize overall trade. It is the logical garment for the use of trainmen, mechanics, motorists and others. Get in on the ground floor and reap the harvest of profits that will come to merchants who stock this line. Ready for Spring delivery. Write us for particulars to-day.

*Manufactured by*

**The J. A. Haugh Mfg. Co., Limited**  
**Toronto - Canada**

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





## Our Aim

### TO ORIGINATE

Live, up-to-date clothes for men and young men.

### TO PRODUCE

A Line of Men's and Young Men's Ready-to-Wear Clothing more distinctive than the average.

### TO DEVELOP

Trade for you—more and more each season.

### TO SPECIALIZE

A line of popular-priced clothes to retail from \$15.00 to \$25.00, better than it has ever been done before.

### TO TREAT

Every Customer Equally whether he be large or small.

These are the aims of The College Brand Clothes Co., Ltd., MONTREAL.

### TAKE ADVANTAGE

of the ideas that this organization is day after day and year after year searching and working for.

# MAKING GOOD

The wide-awake retail clothiers who handle *College Brand Clothes* are making good.

The sorting and repeat orders coming in with every mail and the great success of our travellers now on the road for Spring, 1917, is sure evidence that *College Brand Clothes* is a

## Genuine Making Good Line

Stock on Hand for Immediate Delivery

# Suits and Overcoats

In Varied Fabrics and Styles.

Mr. Clothier:

It is in your interest to get in touch with this making good organization. A post card will bring our salesman or a few sample garments. Express prepaid. DO IT NOW.

**College Brand Clothes Co., Ltd.**

UNITY BUILDING - - MONTREAL



# Spring Models

NOW READY  
FOR INSPECTION

*Fashion-Craft*  
*Quality Clothes*

Made with a view to the future.  
From the little acorn, the big oak  
grew.

From one store to two hundred—  
Fashion Craft has grown in ten  
years—

Each bough solid, each branch  
strong.

If you wish to participate in our  
healthy growth by selling Fashion  
Craft Clothes,

*Write Promotion Department,*

**Fashion-Craft Mfrs.,  
Limited**

566 St. Lawrence Blvd., Montreal



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





The Same High Standard,  
The Same Style, Fit and Finish  
 and the  
Same High Grade Materials

These we have maintained in spite of the handicaps of the labor conditions and the difficulty in obtaining raw materials of the high grade demanded by us.

**Buy Your Spring  
Stocks Now**

Our output is taxed to the limit, but we are prepared to meet the requirements of our customers. A large addition to our plant will be finished in the near future. Present prices are the most favorable that can reasonably be expected for some time to come.

*Order Early and Liberally*

**ZIMMERKNIT**

**Zimmerman Manufacturing Co.**

**LIMITED**  
 HAMILTON - - CANADA

The Largest Manufacturers of High Grade  
Union Suits in Canada

# FIT-REFORM

Many of your Customers insist on having their Suits and Overcoats *Made to Measure.*

Unless you can accommodate them, you lose this part of their trade.

Why not install the Fit-Reform Special Order System in your store?

With our samples of cloth—measure books—matchless tailoring service and advertising matter—you can open up a very profitable department.

Write us. If we are not represented in your town, we will supply you with full particulars of this tailoring system.

**E. A. SMALL COMPANY, Ltd.**

*— the first in Canada to manufacture Tailor-made  
Garments for Men.*

8 BEAVER HALL HILL

MONTREAL



# A User of Waterproof Collars

and why he prefers

## Challenge Brand



### The Man With the Whip

Sunshine—rain—sleet—snow—it makes little difference for the man who drives the delivery wagon, the coal cart or the express wagon. Like the postman, he must face all weathers. To such men "Arlington" Waterproof collars are a godsend. Imagine how long a linen collar would last caught in a sudden shower with a two hours' drive ahead!

#### "Arlington" CHALLENGE BRAND

collars will stand the roughest weather without Spoiling, and no matter where the driver must go—through smoky streets, dusty roads, or inclement weather, he is always assured of a clean, comfortable collar when he is wearing a Challenge Brand Collar.

Drivers are not usually overpaid, another reason why "Arlington" Challenge Brand Collars are a godsend. Laundry bills for collars—3 cents a collar—are eliminated. When an "Arlington" becomes soiled it is just a matter of seconds to clean it with a sponge, clean water and soap.

Merchants who constantly display "Arlington" Challenge Brand Collars in a prominent position, will find their sales increasing in other lines as well as in "Arlington" Waterproof collars.

The selling advantages of CHALLENGE BRAND Collars should not be overlooked. In this Brand you have a style and grade for every customer and a price to suit the lean or well filled purse—no customer need be turned away. Another point: Challenge Brand Collars are made of stouter material than other waterproof collars, giving long, satisfactory wear. Why not try a counter display, informing customers of these collar advantages?

### 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.*



Table  
Top  
Style  
G

# Taylor Fixtures make for effective display and easy selling.

Eye-catching display is a mighty important factor in the securing of quick profitable sales. Taylor Wood Display Fixtures, Taylor Cabinet End Rack, Taylor Coat Hangers, etc., will enable you to make the kind of window and store displays, you've always wanted—the kind that makes the cash register ring.

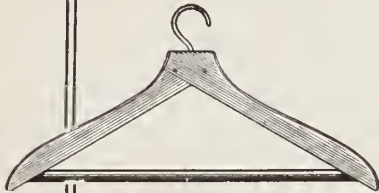
Every window man will appreciate our Window Display Fixtures. They offer unlimited scope for individual and attractive display. Every fixture is finished in New Fumed Oak. Ready for *Immediate Delivery*. Special finishes made to order.

Prepare for Fall and Winter selling by getting in touch with us.

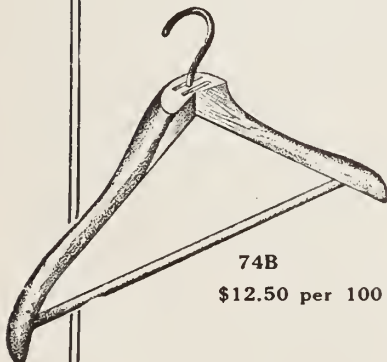
## The Taylor Manufacturing Co.

43 Hughson Street

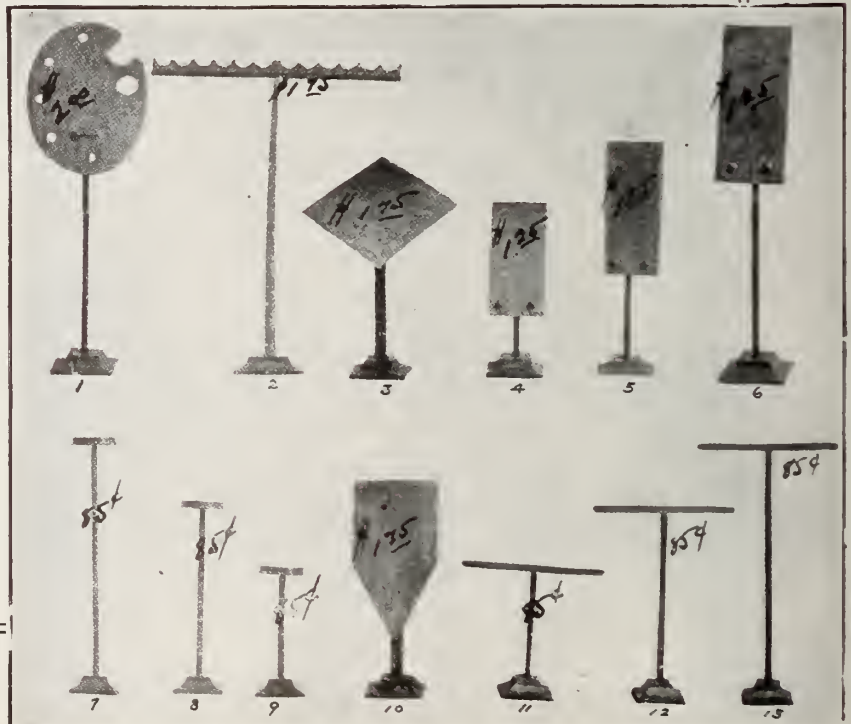
Hamilton, Canada



33 I.B.  
\$7.50 per 100



74B  
\$12.50 per 100



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





# Show your customers these extra features

and see how they will appreciate the values and wearing quality.

## Imperial Underwear

These are the features that win the approval of your customers and secure their patronage.

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

IMPERIAL Underwear is made in combinations or two-piece suits.

*Write to-day and get samples.*

**Kingston Hosiery Co., Ltd.**  
KINGSTON, ONTARIO

### FEATURE JEWELLERY FOR CHRISTMAS

*It is easily handled, takes little space and pays good profits.*

*For early buyers we have a number of specially interesting lines, including:—*

#### WALDEMAR CHAINS SCARF PINS

SOLID GOLD, PLATED AND ENAMELLED.



CLOSED

OPEN

### CUFF LINKS, including the Kum-Apart and Jiffy Links

Remember early buyers secure the best selection whilst prices are constantly advancing.

Write us for early call, or for sample assortment for your selection.

## PEARSON BROS.

*The Haberdashers' Jewellery House*

31 Notre Dame Street West, Montreal

## "Wear Best" Young Men's Clothes

*Give Better Profits.*



We have made our values a little better than the other fellow. Satisfied to do business at smaller profits, but Bigger Sales—*this doesn't mean cheaper*; it means good clothing at better prices for brisk selling.

WE SPECIALIZE IN YOUNG MEN'S CLOTHING.

Our Spring Range contains the new Pinch-Backs Belters and all the latest models in nobby Fabrics as well as Staple Lines.

*Our salesmen are out. See their samples or write us for particulars.*

## The Wear Best Clothing Manufacturing Co.

149 Notre Dame Street West, Montreal, Canada

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

## The H. G. B. Boys



Made out of Wool Khaki in ages from 3 to 10

## Preparedness??

Now is the time to begin to think about your Fall requirements in the Boys' uniform lines. We have been very successful with this line ever since we put it on the market, and at times have been compelled to delay repeats 3 to 4 weeks owing to the very big demand from all over Canada.

*We also have the biggest stock in the history of our business in Men's, Boys' and Juvenile Suits and Overcoats.*

**Order now and be prepared**

## HELLEUR, GARIÉPY &amp; BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes  
16 Craig Street West - - MONTREAL, Quebec

Recent Military Orders  
call for Stiff Caps

Made up in Serges, Whipcords  
and Gaberdines  
(SHOWERPROOF)

NURSES' EQUIPMENT  
BADGES, BUTTONS  
BELTS and BUCKLES  
CLOAK CLASPS, Etc.

Quotations Furnished  
on Quantities.



PUTTEES  
FOX'S SPIRAL

CANADA MILITIA  
BUTTONS

BRASS, RANK AND FILE

Special Discount to Manufacturers.

REGIMENTAL  
BADGES and BUTTONS

Sketches and Quotations  
Furnished.

## LEGGINGS

PIG SKIN AND HIDE

Spiral Strap and Spring Front



## 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 ARE SELLING AT HIGHER PRICES:

**Y**OU know it and WE know it, but we also know, that the prices we are asking to-day will appear very advantageous in a few weeks.

We can supply:

Collars and Ties  
Handkerchiefs  
Cashmere Half-Hose  
Sweater Coats  
Natural Wool Underwear  
French Braces  
Umbrellas  
Braces  
and other lines of  
General Haberdashery

## THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

TORONTO

Montreal

CALGARY

If you do not see our traveller when open to buy  
the above, our letter order department is  
at your disposal.

*The Alert*  
CLOTHING Co.  
Montreal.

Makers of  
Men's and Boys'  
Clothing  
at Popular Prices

WE bought our stock before prices advanced, and to-day can offer you values which are quite remarkable in Men's and Boys' Clothing, as prices go to-day.

ALERT CLOTHES enable you to meet the big demand for smart clothes at Popular Prices.

Investigate Our Values.

**THE ALERT CLOTHING CO.**

1202 ST. LAWRENCE BOULEVARD

MONTREAL, QUE.

Union-made garments of dependable quality

## Brotherhood Overalls



Front View  
Auto Suit or  
Union Suit

By the elimination of salesmen's expenses and jobbers' profits we have reduced the cost of selling to a minimum, consequently we are enabled to offer our patrons a better overall proposition than is obtainable elsewhere. WE SELL DIRECT TO YOU.

Then, too, the Brotherhood dealer is able to give his customers bigger value for the money, the good, sound value that makes firm friends of the most hard-to-please.

We wish to send you a trial order of five dozen, or if preferred, we will gladly submit you samples.

Our line is complete, including Brownies, Smocks, Service Coats, Aprons and Machinists' Aprons.

The Brotherhood Auto-Suit supplies a long-felt want among the motoring public. Every Auto driver needs one.

Write to-day for a representative trial order of five dozen, or let us send you samples, express paid.



Mogul Apron

**H. S. Peters, Limited, Manufacturers, Welland, Ont.**

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





## Our military goods give satisfaction—*forty years' successful selling is our best recommendation*

The surest, quickest, and safest way to permanently win the soldier's patronage is to supply him with R. J. Inglis' Military goods. We sell everything that the soldier wants, so that in connecting up with the house of R. J. Inglis you put yourselves in a position to give your military patrons unqualified service and satisfaction.

We have been appointed Regimental Tailors to

**1st Grenadier Guards**  
**12th Manitoba Dragoons**  
**60th Rifles**

and other prominent Regiments.

Sole agents for Wilkinson Sword Company, of London, England, and Considine, Curtis and Company's famous "Soldiers' Friend" Button Polish, made in Bristol, England. This splendid polish is a big favorite with every Tommy.

We can supply you with Cloths, Trimmings, Accoutrements, Badges, Buttous, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Haversacks, Water Bottles, etc.

Get in touch with us and watch your Military trade grow.



SAM BROWNE BELT

# 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.*



**They look good, they wear well and the prices are right.**

What more effective selling combination could you wish for in your Boys' Clothing Department than a stock which embodies these three all important points? And this is exactly what we offer you in **Lion Brand BOYS' CLOTHING**. This, too, is the reason for the big demand which is everywhere a characteristic of these popular juvenile lines.

Quality merchants the country over find it profitable to feature **LION BRAND**. So will you.

Our representatives are now out for Spring '17 orders. Be sure to see the values they offer you. Note particularly a Special Norfolk at \$2.75 for sizes 24 to 28, \$3.25 for sizes 29 to 31, also a Bloomer at an average of 75c, all sizes. This is going to make a big hit with the boys and their parents.

*Arrange now for our man to call.*

**The Jackson Mfg. Co., Ltd.**  
CLINTON, ONT.

Made in Canada—By Canadians—For Canadians

FOR THE MILLIONAIRE



FOR THE MILLION

Specializing on  
Trousers

## Riding Breeches

We have arranged to supply your requirements for the riding breeches needed so largely at present—having on hand good stocks of Bedford cords and brown whipcords in the popular grade.

If our traveler has not already called on you, it will be well worth your while to ask us to submit samples and prices of these, and our other lines. **Both** samples and prices will distinctly interest you.

**DO IT NOW**

**DAVIS BROS.**

MANUFACTURERS

HAMILTON

ONTARIO



Officers' Military Shirt

*The Deacon*  
SHIRT

## The Shirt of Quality

In whatever style you purchase you are always sure of that unusual quality in workmanship and materials when you buy Deacon Shirts. Quality has built this business from humble beginnings and Quality will maintain our enviable reputation.

The Deacon Working Shirt is made in a great variety of styles to meet the needs of the man or boy at work or at play.

The "Deacon" is an easy-fitting shirt, made of all suitable materials, and 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 and Cotton Shirts strictly according to regulations.

The Officers' Shirt illustrated is made in coat style, with neckband and two separate collars, shoulder straps, bellows pockets with mnic flaps.

Our travellers are now on the road with complete range of samples for Spring, 1917, and immediate delivery.

**The Deacon Shirt Co. - Belleville, Canada**

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



# Boy's First Long Pant Suit

You merchants know how difficult it is to fit the fellow of from 14 to 18 years. Neither a youth's nor a young man's suit has the proper proportion—the proper style.

But Sanford's *Boys' First Long Pant Suits* meet the need. They are designed to secure the approval of just one class of customer,

Some of you have found this line a splendid help since it was introduced three years ago. *You*, and all who sell to these particular fellows, will be greatly interested in the samples our travellers are taking to you, along with our Boys' and Men's ranges.



Just One of Our Spring Range

W. E. Sanford Mfg.  
Company, Limited  
HAMILTON - WINNIPEG

*Sanford*  
JUVENILE CLOTHES  
HAMILTON

## Our Stock is Complete for Fall Sorting

Our samples are ready for Spring, 1917. See our travellers, call, if in Toronto, or write us.

### Scarce Goods

Khaki Wool Half Hose, plain and ribbed, @ \$4.25 and \$4.50.  
English Khaki Ribbed, @ \$6.50.  
English Heather Mixtures and Grey, @ \$6.50.  
English Black Cashmere, @ \$2.75.  
Wool Gloves—Grey, \$5.50; Khaki, \$6.50.  
Khaki Shade Burberry Style Raincoat, \$12.00.

**Sole Agents** for Young & Rochester Shirts, Dressing Gowns and House Coats.  
Tress' Noted Hats, Caps and Straws.  
Official Service and Trench Caps.  
"Aquatite" Rain and Trench Coats.

### Complete Stock of Military Equipment

Leggings, Puttees and Spurs, Crops and Whips, Kit Bag Handles and Locks, Military Books, "Redio" Cloths and Soldier's Friend, Belts, Signal Poles and Flags, Slickers and Caps.

**Wreyford & Company**  
85 King Street West - Toronto  
Wholesale Military Outfitters and Manufacturers' Agents



No. 4A

## For Your Overcoat Display.

Our figure 4A offers you what you need for displaying overcoats to advantage. Mounted on 12-inch base adjustable to any height—finished in copper or nickel-plated. Price \$7.00.

Japanned base and Standard, \$6.00.

Same form (also with the new narrow shoulders) 9-inch base, round or effel, any plating, \$6.00.

In black, \$4.50.

Write for Catalogue.

**A. S. Richardson  
& Company**  
99 Ontario St., Toronto

## TRADE NOTICE

### A. HARRY WOLFE

The well-known manufacturer of the highest grade of Canadian-made Military Headwear will shortly place on the market an equally high-grade line of

## CIVILIAN HATS AND CAPS

Agents wanted. Correspondence confidential.

Merchants, apply for appointments direct.

**UNITY BUILDING**  
46 ST. ALEXANDER ST., - MONTREAL

## The Lace Goods Co., Ltd.

*Importers and Manufacturers' Agents*

### Handkerchiefs

We have a splendid line of men's Handkerchiefs in stock at the right prices.

## KHAKI HANDKERCHIEFS

All Qualities in Stock. Send for Samples. Get your order in early.

*Mail Orders Receive Prompt Attention*

**The Lace Goods Co., Ltd.**  
Empire Building Toronto, Canada

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



# When The War Is Over

---

**W**HEN the price of woollens sharply drops, many dealers will be caught with a large stock of ready-made clothing on their hands. Clothing that will not be worth fifty cents on each dollar that was paid for it.

Don't be one of them!

This Spring order less ready-to-wear for stock and push the Special Order Business.

## **Campbell's Clothing** **Special Order Department**

has steadily increased its business all through the war, due to the everlastingly good quality of materials used and the fact that dealers are appreciating the value of buying goods this way.

It is a cash business, requires small outlay of capital, and keeps whatever cash balance you have in the bank instead of being tied up in stock upon your shelves.

We need one representative in each town. If we are not already represented where you are located, write

**The Campbell Manufacturing Co.**  
**Montreal**

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



*Cloth-Craft*  
One Price  
Only  
Real  
Donegal  
Tweed

*Cloth-Craft Caps*—Clever makes from British Woolens—give you leadership. Price \$10.50 30 days.

**ONE PRICE ONLY.**

**"Macspecial Brand Caps"** for general trade, assorted patterns, \$4.50 to \$6.50, regular \$6.50 to \$9 per doz.

Prepaid **SAMPLE SHIPMENT ON APPROVAL.** Regular size half-dozen of Cloth Craft and Empire Brand Caps sent on approval prepaid to responsible retailers anywhere in Canada. Drop me a postcard and examine the Caps; if satisfactory keep; if not, return at my expense.

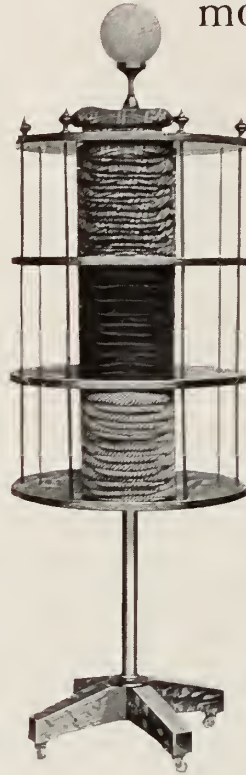
**J. T. MacLEOD**

*Men's and Children's Headwear*

28 WELLINGTON STREET WEST, TORONTO

Selling Agent for the Wolthausen Hat Corporation, Limited, of Canada.

Just what you need to sell  
more caps



The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at \$25.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

**MILLER AND  
COMPANY**

Sault Ste. Marie, Ontario

*"Craftana"*  
Registered No. 262,071

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.



**THE WINNERS**



**CASH'S POPLIN**

POPULAR

**NECKWEAR**

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At \$4.25 and \$6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

**J. & J. CASH, LIMITED**

301 ST. JAMES STREET, MONTREAL

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



# Ribbing up the Liberal Party

HUNDREDS of men whom you know and sell to are tremendously interested either as supporters or opponents in the future of the Liberal party—in its policies, politics, and leaders. And these hundreds of men—Conservatives and Liberals alike—will want to read Gadsby's "inside" story of what is going on behind the scenes in the ranks of Liberalism in Canada.

Gadsby is "next" to big men at Ottawa and elsewhere. His ear is to the ground all the time. He is a pungent writer with a most incisive style, and he fairly scintillates in his article in the October MACLEAN'S—"Ribbing Up the Liberal Party."

This article will be followed in the November issue by another "inside" story of doings and movements in the Conservative party. Read the first of the series in

## MACLEAN'S MAGAZINE for October

Some Toronto Liberals are bent on pushing Mr. Rowell, leader of the Ontario Opposition, to the front—as Sir Wilfrid's successor. And Gadsby reveals a great deal else of sensational interest. You can "cash in" on his article in **MacLean's**.



THE Mission of MacLean's Magazine is to give the Canadian people a **Canadian** magazine of the highest type and interest and to promote the spirit and progress of Canadian Nationality. Your co-operation in these commendable objects of **MacLean's** publishers is solicited. We have all much to gain by putting Canada first in sentiment, business and affection.

### Other Good Things in the October MacLean's

**Is Permanent Peace Possible?**—by Stephen Leacock (in the role of a professor of political economy). Frequently Leacock doffs the mantle of the humorist, and dons his academic gown and speaks with an earnest seriousness—as a student, teacher and deep thinker. In this article, Is Permanent Peace Possible? he writes to make men and women think.

**The Presidential Situation in the U.S.A.**—by Agnes C. Laut. Miss Laut says that the German-Americans will support Wilson rather than Hughes, and gives her reasons. This is quite a contrary view to that commonly held, for we all know that the Hyphenates were "sore" on Wilson a few months ago. What has changed them? Miss Laut tells.

**The Man from Athabasca**—by Robert W. Service. Another "At the Front" poem by this Kipling of Canada. The stirring tale in verse of an old Athabasca trapper who left the hunting grounds of the Far West to do his bit in France and Flanders. A fine thing, this poem, admirably illustrated.

**Present Day Stage Favorites in London**—tells of London's play-people who are entertaining the Canadian soldiers in London, at the camps and in the hospitals. Profusely illustrated.

**Arthur Stringer and Arthur E. McFarlane** continue their fine serials—The Anatomy of Love, and Behind the Bolted Door?

**Robert J. C. Stead**, a young Western poet of great promise, contributes verse entitled "In the Wheat."

**"Janey Canuck," Canada's First Woman Magistrate**—a sketch of Mrs. Arthur Murphy, and incidentally a story of a phase of the Woman's Movement in Western Canada.

**Review of Reviews**—The best thing from the best periodicals, condensed for busy readers. One of the most prized features of every issue of **MacLean's**.

# Start a Made-to-Measure Department With This *Label* to Ensure Success

Notwithstanding the disturbed conditions of to-day, PROGRESS Brand Garments are maintaining the same reliable quality that established this line on the market. Feature *Progress* Brand Garments prominently.



Write us for particulars of our "Profit with no Outlay" proposition.

Our Made-to-Measure Department will pull the trade of business men and young men to your store—men who desire clothes that are serviceable as well as of smart appearance.

## H. VINEBERG & CO., Limited

Makers of PROGRESS Brand Clothes

Cor. St. Lawrence Blvd. and Duluth Ave.

Montreal, P.Q.

## "DRYGIENIC" REGD. WEATHERPROOF CLOTHING



THE TRENCH COAT

The "Drygienic" Trench Coat is made from Regulation Khaki Fine Cotton Twillette, Lined Check. Both of these materials are thoroughly Rainproofed, and the Coat is interlined throughout with a very light-weight guaranteed Waterproof Fabric, rendering the garment absolutely impervious to rain. The Drygienic Waterproofs are Tailor Made garments, and embody the maximum of style in conjunction with fulfilling the severest Service conditions.

We hold large Stocks of Officers' Service Clothing, Whipcord and Drill Service Jackets, Breeches, Slacks, etc. British Warm, Great-coats, Bedford Cord Breeches, Leather Shells, Fleece Shells, Leather Undercoats and general equipment.

Special Value in Leather-base Haversacks.

If unable to obtain through your jobber, get in touch with us.

"References required with new enquiries."

### L. NEDAS

D Dept.

WHOLESALE CLOTHIERS

122 Cannon St. Road, London, Eng.

Telephone: 5988 Avenue.

Cables: "Dryness, London."

Code A. B. C. 5th used.

Telegrams: "DRYNESS, EDO, LONDON"



THE BELTED SLIP-ON

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