

# IRONCLAD KHAKI

## AT THE FRONT



*Ready for Rigorous Service—ALWAYS*

TOMMY ATKINS in the trenches is wearing KHAKI,—and so well has Khaki stood up under fire of rough usage that the demand for Khaki Uniforms, Overalls, Pants, Chauffeur's Suits and Sport Clothes puts a tax upon the manufacturers.

## IRONCLAD KHAKI

**FAST SULPHUR DYE**

is made with full strength fast color sulphur dye—a requirement which governments insist upon—and which every garment manufacturer, for his protection and profit, should also insist upon.

It's the CLOTH in the garment that gives the wear—and the natural thing is to blame *your brand* if the garments fail to wear.

*"THE BEST IS ALWAYS THE CHEAPEST"*

**BUY**

## IRONCLAD KHAKI

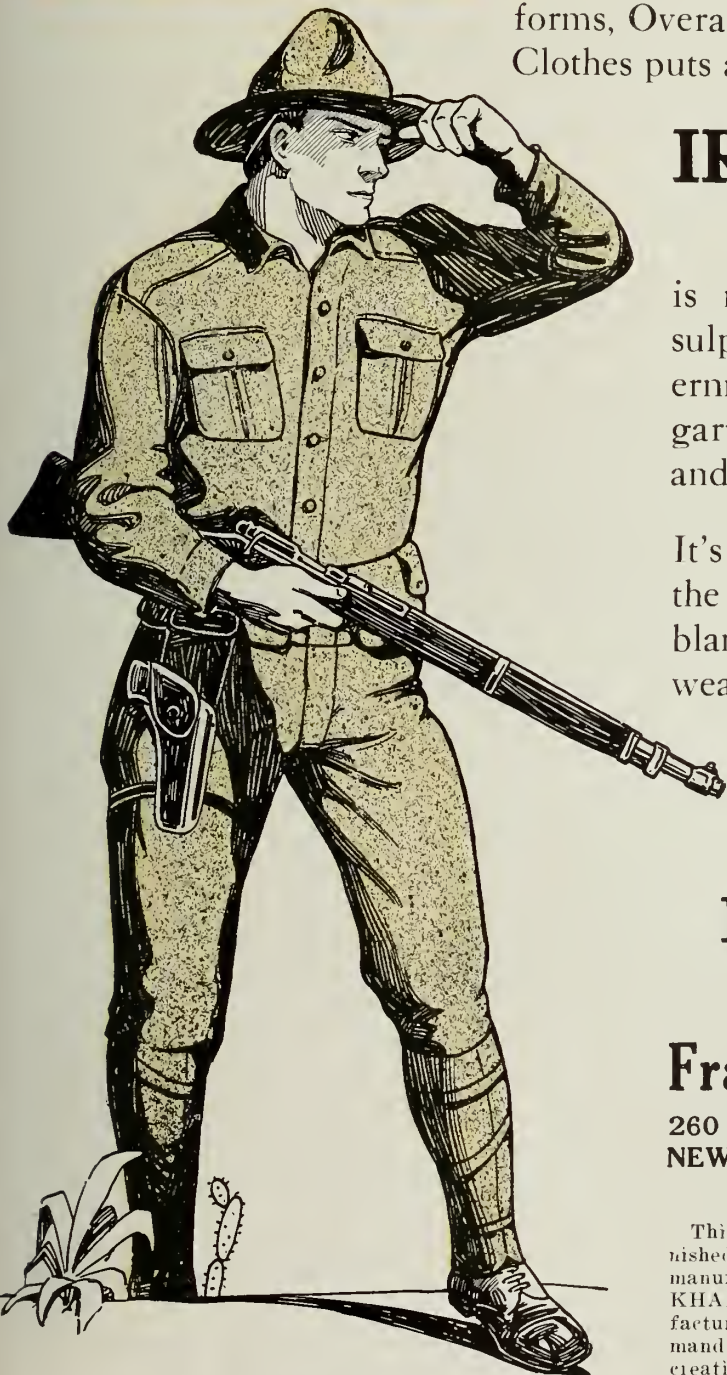
*A weight and quality for every purpose*

### Franklin Manufacturing Co.

260 Church Street  
NEW YORK CITY

123 Market Place  
BALTIMORE, MD.

This label (½ actual size) furnished on request to garment manufacturers using IRONCLAD KHAKI. It enables the manufacturer to cash in on the demand IRONCLAD advertising is creating.



# 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.

*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, OCTOBER, 1916

No. 10

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Gordon Rutledge, *Manager*

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

C. W. Byers, *Western Representative*. J. J. Butler, *Western Ontario Representative*.

Fred McLaughlin, *Eastern Ontario Representative*.

### CHIEF OFFICES

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

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

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024. Cleveland, Ohio, R. G. Langrill, 3112 Euclid Ave., Telephone, Prospect 1026 R.

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*Just a Little Capital—  
plus Ability.*

## Four Towns Open Last Month With New Semi-ready Stores

We help a young man to start in business for himself. In days of stress one can lay the solid foundation of successful business. Study the history of most big business houses, and you will find that they were launched just after a business depression.

Now is the time to start a Semi-ready Store in your town. Never a more propitious moment in the history of Canada; the Men's Wear trade suffered most in the depression of 1914-1915, first caused by a reaction from land-sharking and deeply injured by the war, where 20,000,000 men departed from civilian life to soldiering.

The time is ripe. We offer the most-sought-after clothing in all America; the most keenly wished for clothes—by the ultimate consumer, the man you sell to.

Semi-ready Tailoring stands strong with the public. You have to fight for a sale if you carry any other line; the people fight for you if you can show the Semi-ready label in the pocket. They know that label represents all the desirable qualities in clothes—plus Honesty.

And everybody knows the trickery and tricksters who are in the clothing trade—

Straight trading counts for a lot.

Not much money is required by any man to start business if he possesses Energy, Experience, and a Record.

Capability is of larger importance even than Capital. The two together are invincible.

Any man who possesses the Merchandising Instinct, and who backs it up with Honesty and Conscientious Work can launch his Business Craft to-day and sail into the Harbor of Fortune.

Semi-Ready will provide the Tailoring Power and the Breeziness.

We help some.

Our co-operation in selling—after you buy—is just as convincing as the quality of our clothes. Our price-in-the-pocket establishes a standard value for every garment, a value that is as invariable as a bill of exchange. Only when you buy wrong can you lose. Let us place our plan before you.

Choose a town. Tell us all about your Experience, your Capital and your Ambition. We will be as frank as you are.

Possibly the town you think is filled by a Semi-ready Store to-day isn't even half-filled.

I have seven real good towns in reserve for seven good men.

Write to me personally or to Mr. Wood, our vice-president, and we will tell you more than I can say in print.

### Semi-ready Tailoring

H. A. Nelson, President

Montreal, Canada

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



# Men's Wear Review

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

VOL. VI.

TORONTO, OCTOBER, 1916

NO. 10

## PRICE RANGES ARE SAME QUALITY OF GOODS LOWER

All Clothing Goods Have Increased About 50 Per Cent.  
—Higher Price is Distributed by Consumers Getting  
Poorer Qualities for Money

CLOTHING.—Clothing prices have increased approximately 50 per cent. over this same time a year ago yet many people are paying the same prices for their clothing. This may seem a paradox. The explanation, of course, lies in the fact that a number still pay about the same price for each suit of clothes that they did before war conditions prevailed. But the difference of that same-priced suit ranges in value all the way from \$3 on a \$20 suit to perhaps \$7 on a \$30 suit. A suit that before the war could be secured from the manufacturers from \$10.50 to \$12 will now be sold quite generally for \$15. While a suit that formerly sold for \$15 will now be sold by some of the clothing manufacturers at \$18.50.

Clothing is dearer to the consumer because it will not wear so well as the article he formerly purchased. Spending the same money for his clothes the natural supposition is for him to think that clothing has remained stationary in price. But there is this shifting of values below decks which is not readily apparent. At least it does not show until he begins to compare the wear he gets from his suit with that of his former purchases.

In many instances men are actually paying more for their clothing. Where merchants are taking time to explain the need of this in order to secure real values, splendid results are being secured.

Industrial conditions are good. They have never been better than they are at the present time. Munition workers have been making good money and they have set the spending pace. All other lines of industry are well paid because there is a shortage of help to take care of the needs of the industry. The skilled worker has come into his own. "The price of labor will never go back again to where it was before the war," stated the head of one large concern that manufactures gloves, sweaters and overalls. "The skilled laborer is the real producer and we have come more clearly to recognize this fact now that his services are at such a premium."

### W. J. COPP TAKES CHARGE

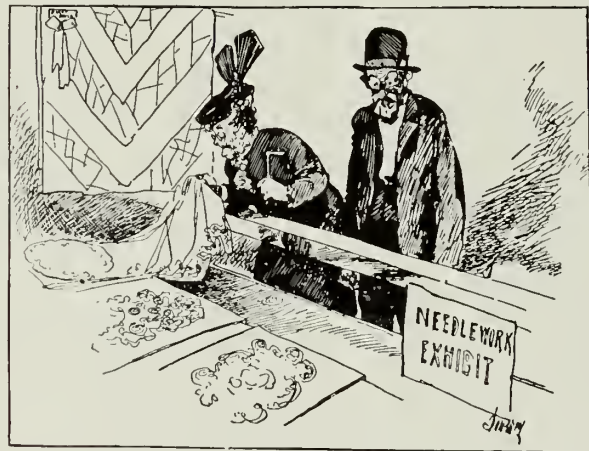
Beament and Johnson, Limited, Ottawa's Semi-Ready Tailoring Store has recently engaged Mr. W. J. Copp as Manager of the Clothing Department.

## WEB PRICES WITHDRAWN NEW GOODS TO ADVANCE

Prices Will in All Probability Not be Changed Until After  
January—Some Manufacturers Guaranteeing  
Their Prices for 1916

SUSPENDERS.—Manufacturers of the web from which suspenders are made have withdrawn all prices since July. No new scale of price has been announced to the Canadian manufacturers. Orders are being taken but only for the delivery of goods at a price which is to be fixed within the next few weeks. The belief is that the movement will be in an upward direction, probably about 10 per cent.

Suspenders as sold by Canadian manufacturers to the trade will not likely be changed in price this year. In fact, many manufacturers are guaranteeing their prices for



—Donahay, in Cleveland Plain Dealer.

*"Come on, mother, let's go over and look at the hogs."*

1916. After January, however, it is very probable that a movement upward will be made. If, as is expected, web goes up the price of suspenders will in all probability follow.

Recently another upward movement in the brass buckles used on many suspenders has taken place. These which used to sell at \$1.55, are now at \$2.10. The steel and gilt buckles have not advanced to any great extent.

There is an interesting feature in connection with the suspender business. A year ago the demand for khaki suspenders from the retailer was exceedingly large. At the present time there is no such heavy demand, in fact one manufacturer received facts from a large department store twelve dozen of these khaki suspenders, the depart-

ment store claiming that the demand for these from the soldier and public generally has fallen off.

It looks, however, as if this were only a temporary condition and that with the return of the soldier from the camp there will again grow a big demand for this khaki suspender, which will quickly eat up the supply, now on the dealers' shelves. Manufacturers are able to supply these khaki suspenders only in limited quantities, as the web is scarce,

Manufacturers of suspenders declare they can see no good reason for the advance in the price of the web. They point out that the crude runner that enters into the manufacture of the web a year ago sold from \$1 to \$1.20 per pound. At the present time it is selling from 40c to 45c. per pound. Web has already advanced 100 per cent. Materials which a year ago could be purchased from \$6 per gross yards at the present time costs \$12 to \$15. Suspender web in the United States that formerly cost 37½c per yard now costs 6c per yard. The only excuse which does seem to exist is that of high labor cost. Though war conditions do not exist in the States where web is largely made; munition activities have created a huge demand for workers, and web factories have had to pay much more than ever before for labor.

## ALL LINES OF CAPS HAVE GONE UP; MAY GO HIGHER

Cheapest Line Now Being Sold by Some Manufacturers Is at \$6.50 Per Dozen—Was Formerly \$4.50 Per Dozen

CAPS.—The cheapest line of caps now being manufactured by one of the large Toronto manufacturers is \$6.50 per dozen. This same cap a year ago sold at \$4.50 per dozen. "And I do not think it will be very long until the \$6.50

range in price from \$6.50, \$10, \$12, \$13.50 and \$15. These are our big sellers. Of course, all the other ranges are higher-priced caps."

Cap manufacturers have been against the difficulty of securing labor. One concern stated that they had lost fully 40 per cent. of their men since the war began. Many have enlisted and others have left the country. The labor cost in caps has accordingly increased greatly in price. Formerly the labor cost on one of the cheapest lines was 65c per dozen. Now the labor cost on the same line is 95c. On lines upon which the labor cost was formerly \$1.50 the outlay at the present time is \$2.75. There has been a change from piecework to day work in many establishments, and this has increased the labor cost. Generally speaking about 50 per cent.

### Raw Materials A Problem

Cap manufacturers have been confronted with the problem of getting their cloth supplies of tweeds and worsteds and overcoatings for the manufacture of caps. Cloth that a year and a half ago could be purchased for 33½c per yard now costs the manufacturer 75c per yard. Some of the better cloths that cost \$1.25 a year and a half ago now cost \$2.25 per yard. The cheaper lines of cloths have increased approximately 150 per cent. and the better lines fully 100 per cent.

But that is not the only problem the manufacturer has had to face. He is willing to pay the increased price if he can get the materials. But often he is unable to get anything at all. One cap company wrote 165 cloth manufacturers in various parts of England and the United States. Of this number replies came from only 22 that could supply anything at all in the shape of cloth. Only seven of these could give deliveries, while the remainder of the 22 would book orders but would not promise delivery. Most of them replied they were booked up for a year in advance.

Silks that enter into the linings have also advanced in price about 75 per cent. It has been impossible to get the grade and quality ordinarily used. Goods of this class that could be purchased a year and a half ago for 50c per yard now costs \$1 to \$1.25 yard. The advance in the price of raw material has, of course, meant an additional duty charge of from 75 per cent. to 100 per cent.

## MANUFACTURERS CAN SEE HIGH PRICES IN GLOVES

Sheepskins Entering Into Manufacture of Gloves Has Doubled in Price—Much of Sheepskin Now Going Into Finer Shoe Tops

GLOVES.—Sheepskin which is used almost entirely in the manufacture of the finer gloves has doubled in price since a year ago. At that time it was selling around 7½c. per square foot, while at the present time it is quoted at 15c. This is 100 per cent. increase. All split leathers have increased in price approximately 95 per cent. There has been difficulty in getting the desired quantity of sheepskin to manufacture gloves. Australia is the main source of supply from which sheepskins have been secured. These skins travel by way of Great Britain and from there find their way into Canada. The British Government has placed an embargo on wool and sides and this has curtailed the supplies that can be turned into domestic use.

One of the developments that has taken place as the result of the great demand for cow-hide and horsehide for military uses is the turning of sheepskin to use in the



His Flame

and \$7.50 range will be off the market," stated the manager.

"This is but an indication of the general advance in prices all along the line. Out of our range of some two hundred and fifty styles we have only ten or twelve that

manufacture of tops for the finer grades of shoes. This has released such leather for war purposes.

"Never before has it been so difficult to get raw material," stated the secretary of one of the large glove manufacturing houses. Contracts have been signed for which we are unable to get the leather to fill the orders. Business has been good. It is three times better than last year. It is in fact our best year. There is a difficulty in securing raw materials and labor. Some lines of raw materials are off the market altogether. For instance the split pigskin from which the heavy teamster's mit is made can no longer be secured.

#### How Glove Prices Are Affected

As to the way in which the increase in the cost of raw material and labor affects the price of the finished product, some instances of prices may be noted. Three of the popular fine gloves are the grey suedes, the ivory capes and the tan capes. Grey suedes which a year ago sold for \$13.50 per dozen are now quoted by the manufacturers at \$16.50. This glove formerly retailed at \$1.25 but the prevailing price at the present time is \$1.75. Ivory capes

that a year ago could be procured by the retailer for \$15 per dozen are now quoted at \$18. These gloves also retail around \$1.75 each at the present time. Tan capes are about the same prices as grey suedes, one of the lines that formerly sold for \$13.50 is now quoted by the manufacturers at \$16.50. This glove also retails from \$1.50 to \$1.75.

One of the split leather working gloves that a year ago sold for \$3.75 per dozen is now quoted at \$6.50. A buckskin glove that a year ago sold for \$12 is now quoted at \$19.50. Mousquetaire gauntlets, both ladies' and men's, that twelve months ago sold for \$30 a dozen are now up to \$33. A horsehide teamster's mit that formerly sold for \$12.00 per dozen now brings the manufacturer \$19.50 per dozen. These gloves retailed around \$1.50 formerly but at the present cost figures would need to be sold at \$2.50 a pair. One of the biggest advances has possibly been with the one-finger gauntlet sheepskin mit. This particular glove is used by firemen a great deal. They were quoted a year ago at \$2.75 per dozen, while to-day the price is \$7.50 per dozen. So the range of prices runs.

## HOW SILK HATS CAME

THE silk, or dress hat, now worn so commonly, was first introduced into America in the latter part of 1830, by James Millar, a native of Dublin, Ireland, who had worked as a hatter in England. The men of fashion were wearing "top" hats then, but the "plugs," as they were called, were of beaver finish.

Millar conceived the idea of smoothing a fine silk finish on a smooth felt base and bringing about a neater effect, at the same time providing a hat lighter in weight than the cumbersome "beaver."

Establishing a small factory in Newark, N.J., Millar began to make his hat and personally visited the leading cities to introduce it. He gave demonstrations of the making and hired men to walk up and down, wearing them in hotels of the Eastern cities.

On his first visit to a famous hotel downtown in old New York, he was warmly received by the good dressers of the day, who were quickly won by the hat, but as he was leaving the hotel he was mobbed by angry tradesmen and shopkeepers, who thought he was about to ruin their business. Millar managed to reach the ferry and get back to New Jersey unscathed to any great extent. He had similar experiences when he first visited Boston, Philadelphia and other cities. Workmen and owners of hat factories were his most bitter enemies. They called the new hat "snide" and declared it would ruin the hat making business in general.

Mrs. Millar, a gentle and witty woman, related to the writer years later how she feared for her husband's and her own life when they would leave Newark to show the people the advantages of the new style of headgear.

"We had a hard time of it," Mrs. Millar told me, "but step by step and with great patience and perseverance my husband overcame all of these objections and won followers fast for his silk hat. In time the factory owners came round to our way of thinking and began making the same thing. Mr. Millar thought the best way to avoid trouble was to show them how to make the hat so that all hands could share in the benefits."

After one particularly stormy event in Newark, when he invited a delegation of hatmakers to a demonstration and they threatened him with harm unless he ceased mak-

ing hats and returned to England, Millar began a tour of the centres and gave talks concerning the folly of wearing such heavy hats as had been the custom. He refused to be frightened and went on making hats. He had brought his workmen with him from England, and the opposing manufacturers could not intimidate them nor coax them away from their employer.

The Millar hat became all the rage and the man who virtually revolutionized hat styles for men in this country began making money very fast.

Millar soon saw that he could not manufacture hats for all the country and he made considerable money selling territory rights, giving with each a clear idea and demonstration of how he finished the silk to the smooth surface, which was a part of the secret.

Later he invested thousands of dollars in Texas, in what is now the Beaumont field, but neither he nor his heirs were confirmed in the title, and he died virtually penniless, despite his early prosperity.

#### SCHMES WORTH IMITATING

C. A. Workman, of Montreal, has hooked up with a national movement in his advertising by holding and advertising a Patriotic Sale for the benefit of the returned soldiers. All advertising featured the fact that 10% of the gross receipts for a ten-day period would be turned over to the Khaki League for the benefit of the men back from the front. These announcements aroused a wide general interest. Placards in the windows bore such signs as "Remember the Boys From Ypres," "\$50,000 sold in ten days means \$5,000 for the soldiers," "The Returned Soldier Shares in Your Buying Power," etc.

The results were most gratifying and over \$500.00 was turned over to the Fund as a result of the sale. The management is in hopes that the practice will become general in view of the worthy object and the ease of attainment.

Gibb & Co., of Montreal, plan to lay in a line of hats in addition to the gents' furnishings lines they already carry.

# A Stripe Window

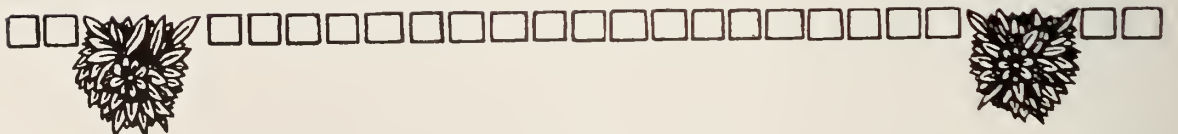


**T**HE WINDOW shown in the accompanying illustration is an exemplification of the manner in which the prevailing craze for stripes in all things may be utilized in a men's wear store.

The use of the draperies is especially commended by window dressers. Such use is being more and more generally adopted in the displays of Goodwin's and other stores that excel in the art of display through the utilization of a highly trained staff of artists.

It will be noted that a touch of stripes is added to this trim by the ties, which are used for incidental decoration of the pedestals—stripes which carry out the general idea of the suits and the draperies.

A feature of this display and one that is worthy of closest attention, is the limited number of articles shown. It is not uncommon to see in the Goodwin store a window twenty feet long given over to two or three articles. The use of the mirror for back views is also general in this store.





# HANDLES TRAVELING GOODS, ALSO NOVELTIES

The Enterprising Two Macs in Ottawa Establish a "Travelers' " Department—Good Success in Selling Suit Cases and Grips—Jewelry is Another—Cigarette Cases and Fobs Sold—Provides Hobby Horses for Boys to Play With.

EVERY time you call on the Two Macs at Ottawa you find something new. It was quite recently that I was down there and just before that some description of their campaign in Flashlights for Soldiers and Thermos Flasks for Officers, had been described in this paper. The next time I was in Ottawa I called again, and found out something else about this store of many lines. By the time this is in print they will probably have gone in for yet another something else or two, hitherto considered quite extraneous to a men's wear store. Theirs, without any doubt, is the completest men's store in Canada. You can buy anything there from a tennis racket to a collar stud, and a travelling rug to a cigarette case. As Rex Beach would say, "Goin' Some!" In the old days this store would have been grandiloquently referred to as an Emporium!

Take travelling goods first, I mean by that, grips, suitcases and trunks; on the face of it, these are eminently suited as merchandise for men's wear stores. Are they not? Yet many stores never think of carrying them.

I asked the president of the Two Macs how it was that he carried them.

"The complete store," he said, by way of a reply. "The complete store; that's what we want to make this one. It is more or less foreign to many Canadian men's wear men, but it's a maxim tried out and proven abundantly successful time after time in the States. It depends on the most natural assumption. If a man comes in here and buys a suit or a couple of suits, and some accessories, preparatory to going on a journey, isn't this the logical store for him to spend his money on a grip or a suitcase? It's a man's store. We've sold him the clothes to put in the suitcase. Why on earth not carry a line of suitcases so that he can buy one of those right here in this same store, without going one yard or taking any trouble to hunt up a store which carries lines of this kind, leather goods, exclusively? What is more natural? A suitcase or a grip is a man's line. This is a man's store. Then let him buy his suitcase or grip right here.

"They do that sort of thing in New York. It's so wise and sane that I like to think there's one store, at any rate, which does it in Canada.

"We had a Travellers' Week. It was soon after we had gotten these travelling goods in and we wanted to make good on the venture. So we got ready. We advertised in the Ottawa papers. We had the window dressed with several grips, suit cases and the like, and attractive but conservative cards printed, as an index to the window. We also had started a special section of the store for these travelling goods. Here we directed traffic, and by show cards and word of mouth emphasized to all and sundry that were in the store that week what the idea was. We got excellent results. We sold a bunch of suitcases and grips, and what is more important, we established the name of the Two Macs as a store which had a department of this kind. We were thus off to a good start, and so surprising have been the results, in the way of permanent and continual business, that we have a large department which handles this class of goods right along. In a city like Ottawa this is a particularly good line. People are travelling a good deal into the city and out of it. And Parliament is here and that creates a continual going out and coming in."

The department is certainly a busy one. It has a good location, and grips and suitcases to suit all pockets are shown.

## Cigarette Cases and Watch Fobs

Other lines carried by this store, which are something out of the ordinary for a men's store in Canada, are watch fobs and other jewellery, such as chains, good stick pins, and the like, and cigarette and cigar cases. This again is the New York idea. Many of the stores down there are in such a position that, no matter for what purpose the man comes in to buy one line of goods, he can completely fit himself up with whatever he wants before he leaves the store. I know of one store which handles, for instance, pipes and tobacco pouches, leather goods, fishing rods and a full line of sporting goods among other things.

Discussing the jewellery department in this Ottawa store, my informant told me it was one which paid surprisingly well.

"A man does not really go into a store for things of this nature. Rather he buys them if they attract his eye. Of course, if a man wanted a fob particularly and went after it, that is different. But more often he will see it, or something like that, some detail of personal adornment, and seeing it, will be attracted to buy. That is what we figured before we installed the department, and so it has worked out. We have this department in a conspicuous place so that it catches many men who come in. It is located so that whichever entrance they use they probably run across it. And we find that the business done in this department is of that haphazard kind, chance business, if you will. Here again we carry lines so priced that the pockets of all can be suited."

Of course, most men's wear stores carry a certain amount of men's jewellery: studs, collar buttons, cuff links, and a cheaper range of stick pins, but not many of them have lines which are as good as could be bought at a jewellery store. We have ours nicely cased and displayed, and that goes a long way.

## Looking After the Boys

Another innovation which the Two Macs have introduced into their store, is furnishing playthings for small boys who are customers. In the boys' department, one of the best and most profitable in the store, are a number of little chairs for the kiddies to sit down in. There are, too, what are probably more attractive to the boys, several hobby horses for them to play with. A mother can bring her boy in and buy him whatever she wants, and while this is going on, he can play around on the hobby horse, travelling up and down the aisle in great style.

"This has proven a stroke of good business," I was told. "It is done a lot, of course, in the bigger stores, department stores and the like. But I don't know of anyone else who has tried it in the special store. Yet it is not expensive, and the way it works is just that the mothers will go to that store which appeals particularly to the boys. They remember they have to get some clothes for the boy, and remembering the hobby horses, naturally go to the store which gives the boy something to play with. The kiddies remember it, too. Of course, this is only for small boys, but we handle them at all ages."

# TOBEY—THE HUMAN INTEREST MAN

Latest Exploit in the Way of Sale by This Hamilton "Surprise" Men's Wear Retailer—His Introduction of Personality—How He Capitalizes Himself—Some of the Results.

IT is safe to say that everybody in Hamilton knows Tobey, the men's wear man. If you asked a small boy in the Ambitious City who was mayor of the town he might not know. But if you asked him who Tobey was he would tell you that he was "a chap who sold clothes on James street, and had balloon ascensions every now and then, and stopped a couple of cats fighting at the dead of night, and so on. Tobey is the original human interest retailer. No topical happening is too small for him to cash in on. No personal detail is too insignificant for him to capitalize. All is fish that comes to his net. He catches it, and uses it to bait the rest—to get trade. That is how he has built up what is, probably, the most popular store of its kind in the province; not necessarily the largest, but the most popular and certainly the most unique.

He has always been the same. He seems to have started out along the line that the public must be interested in the store and the man behind it just as much as in what he has to offer. A kind of atmosphere has surrounded him from the first. He had new methods. He followed not in beaten paths, but blazed his own trail, and up to now has blazed it good and plenty.

He has just been conducting a "Thank You" sale, and this displays his methods and their difference from the ordinary run. For they are different. In this case his idea primarily was to have a sale with a new name. It is characteristic that he hit upon this one, "Thank You" sale; characteristic because his attitude to the public is one of genial gratitude for what they have given him, year by year, increased business. Why not at one and the same time strike an original note and compliment his public by a sale with this complimentary title. No sooner thought of than put into effect. He got out a circular, which is the same size as a page of a newspaper. This he sent into three thousand homes in Hamilton, and ran as an ad. in the Hamilton papers. If Tobey does a thing it is worth doing well. This full-page ad. was a marvel of *multum in parvo*. He stamped his personality upon it in at least three places—by having three photographs of himself! One, I remember, was as a fisherman. The other was of him holding some dollar bills in his hand and grinning like a Cheshire cat. Right here is a sample of his introduction of personality into business. A few days before he had been fined for over-speeding. The occasion was when he, and a bunch of other men had taken a crowd of kiddies out for a treat, during which he had driven them round in his car in batches. Breaking the speed limit cost him money. But he equalized by this personal publicity, a photo of himself and a recital of the reason why he had been fined. All this was actually incorporated in the full-page ad. in connection with his "Thank You" sale.

## It Went Well.

From the first the sale went with a bang. "Best I ever had, and that's saying a good deal," he told Men's Wear Review.

In the middle of it he again introduced some personal details that stirred up public interest in himself and his store, just as much as in his goods. Tobey is a strong worker for the Y.M.C.A., besides being a Rotarian and belonging a good deal to work of that kind; social service, if you will. There was a scheme, in Hamilton, to raise the membership of the Boys' Section of the Y.M.C.A. and Tobey was ardently enthusiastic over it. He decided

to donate fifty memberships to boys. Here again was a chance to cash in on personality. He took half a column (or rather more) in each of the papers, and stated that he was going to have a series of Balloon Ascensions. He stated that the balloon would go up and attached to it would be an order for membership in the Y.M.C.A. Thus Tobey gave that institution some free advertising. He also gave it more members. In a few days he had every boy in Hamilton gazing heavenward in the hope of seeing a balloon and detaching therefrom an order for a membership in the Y.M. And, since every order was to be presented at a certain time at his store, he got the boys inside the store. The value of having them there and in having given them a membership in the Y.M.C.A. was great. Naturally, the boys went home and talked about it, and the results were seen in the increased takings of his "Thank You" sale. It is worth noting, too, that, by the way, he rendered real help to the Y.M.C.A. and the boys themselves.

## Sh! Sh! Cats!

Take one more instance. It appears that during the progress of this "Thank You" sale, Tobey, tired, no doubt, by taking in the money, was awakened at the dead of night by the unseemly sound of a cat-fight. The story, told in Tobey's own words, was used as a reader in the city papers, and Tobey had the whole town laughing. Here is his story. Notice how he connects personality with store happenings:—

### TOBEY BRAVELY STOPS A CAT FIGHT

I have a confession to make to the people of Hamilton, and it's all over a couple of Tom cats. On the daylight saving time I got up at 6 o'clock, and when the clocks were changed to the old time I couldn't break the habit, and have since been getting up at 5 every morning. My peaceful sleep was broken at 360 Aberdeen avenue at 4.20 this morning by the most unearthly screams. Thinking some person was being murdered, I did not wait to change my faultless night robe, but rushed downstairs and out into the backyard, grabbed the rake and found it was two Tommy cats, and, after a fierce struggle, succeeded in parting them.

Just as I got upstairs, they clashed again over in the vacant lot next to my home. Seven times I got out of bed and parted those cats, and finally arranged with them to stage their next fight in the city council chamber, in front of Controller Morris and Beach Commissioner Morden. I got to bed and slept through to 7.30, as I had to get into shape for the last Saturday of my "Thank You" sale, but not the last day, as it runs to the end of the month. So to-morrow good-bye to all of our Astoria 85 low shoes at \$2.50, and the Astoria high 85 and 86 shoes at \$2.95. The suits at \$14.55, that run as high as \$25, and the lines at \$6.55, \$9.55, \$11.55 and \$19.55, and the boys' suits and the \$1.29 shirts that were worth as high as \$3.50, and the hats for \$1.50. Just read my large ad. and watch for the balloons that are going up to-night and to-morrow night. Tobey, Hamilton.

Go into his store and you are greeted by pictures of such things as "The Original Tobey"—a glorified and magnified potato. His personality shines through his business. His store is his reflector. He is continually capitalizing everyday happenings and incidents which are personal. He has, needless to say, a keen sense of humor, and humor of a quaint kind, too. He had been attacked again and again as being unethical. Well, perhaps he is not ethical. Perhaps this personal publicity may be radical and far removed from the staidness of some dealers.

## Collars in Striking Display



A window of Claman's Ltd., Vancouver which sowed the seed to future big business.

In describing this window to Men's Wear Review, Claman's Limited, writes as follows: "It is our policy to display nationally advertised goods as far as possible, as we believe that by doing so we can "cash in" to the largest extent on our displays. In arranging this display, artistic effect was of prime importance to us; whether it would create actual collar sales was of secondary consideration. This idea, we believe, is one of the reasons why we achieve such good results from our windows. During the time these collars were on display we could not notice any actual increase in the sales of our Collar Department. We think we succeeded, however, in impressing the men of Vancouver that this house was the one place where they could be sure of finding any particular style or size in Arrow collars that they might desire. At the same time we believe it acted as a trade stimulus, inducing men to change styles more often than they would otherwise. In 1913 we were selling on the average, eighty-six dozen collars a week. Since the outbreak of war our sales have fallen off of course, but still we have no fault to find with conditions as they exist."

# Attractive Exterior of Calgary Store



*The modern note in exterior display. The excellent store front of Baker and Robbins, Calgary.*

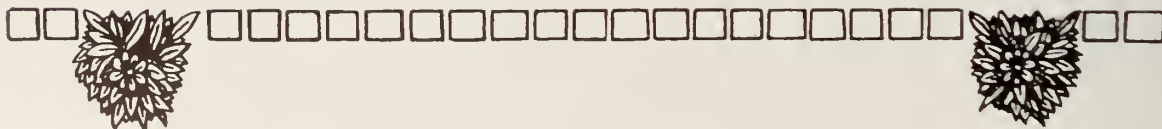
**B**AKER AND ROBBINS of Calgary have one of the nicest men's wear stores in that city of goods stores. A photograph on this page indicates the attractive exterior, and the interior bears out the modernity and effectiveness indicated by the outside view.

Leaders will notice that the store front is of the three part variety which is getting to be so popular with men's wear men opening new stores. To begin with it affords more ample display room. Look at the picture here. The arrangement in two wings and a centre gives, first of all, ample entrance into exit from the store. The windows at either side slope back to the respective door. This affords lots of room for the passerby to walk right up as far as the door and survey the side show case and the centre. The door is thus set right back from the street. The centre window forms a sort of island, or rather a peninsula, it is surrounded on three sides, by white space. Note that all three of the windows are deep, and reach way below the level of the eye. This gives extra large room for display purposes. It also permits more attractive display schemes. This is well indicated by the windows on either side in this picture. Notice the aids to display which are in use, the white rails, serving alike as fixtures for display and partitions to segregate, if need be, the various lines, making unit displays out of each of them.

On the right hand side of the picture, furnishings have the most of the space, as is indicated by the sign "Shirts and Underwear," and "Furnishings." Hats finish off the Window.

On the left hand side, suits and general clothing has the spotlight, with hats and caps right towards the door. The centre "island" window furnishes the best of all display room. The contrasts in its size stands out against the larger windows. Moreover it is central. It appears to be used for lines of more than ordinary interest, and would be an excellent display ground for topical lines. On the right, at the extreme rear, collars are shown in an exterior deep and narrow case.

Messrs. Baker and Robbins have had an exceedingly good half year thus far, since the opening of this store. Both of them are old Hudson's Bay men, Mr. Baker being lately manager of the Calgary store of that organization, and Mr. Robbins, head of it's men's wear department.



# RECOMMEND BEST LAUNDRY TO CUSTOMERS

Dealers are You Often Blamed for Colors Which Run—for Cuffs Cracked? It Behoves You to Make a Study of the Laundry Question of Your Community

**A** MEN'S wear dealer is held responsible if he sells a shirt which does not retain its color, or the cuffs of which crack after one or two washings. No doubt about it.

Of course it is often unfair. The shirt, when sold, may have been exceptionally good value, but the washing to which it has been subjected in the fortnight following the purchase, may have been such as to do great damage. Every merchant knows that many a shirt has been spoiled on its first trip to the laundry. But unfortunately he also knows that he frequently is blamed because the shirt loses color, or suffers in some other way.

## The Merchant is Concerned

These things being so, it does seem that the merchant is greatly concerned with the kind of laundry work his customers get, and unquestionably the only way he can insure this work being good, is to make a study of the situation, and recommend the best laundry in his place of business—whether it be village, town or city. He can explain to his customers how it is that shirts are spoiled in the laundry often, and can say that after going into the question he believes the best work—the least injurious work—is done by such and such a laundry.

Now there are some who do not favor the Chinese laundryman. Of his place in the community MEN'S WEAR REVIEW has nothing to say. It does seem on the surface to stand to reason that a laundry run by people who speak English fluently, and who are subscribers to trade papers dealing with laundries and who make a careful study of necessary machinery and of every advance in the treatment of materials—should be able to do the best work. This, however, is a question which probably differs in every community, and all that may be said on this point is that a men's wear dealer, who knows materials, who knows shirts and collars, can very quickly determine for himself which laundry in his community is doing the best work. Let him try it out on his own shirts. Then he can tell his customers frankly that he has given the thing a personal test, and that he firmly believes a certain laundry is the one which can do the best work.

## When a Hand Laundry is Not a Hand Laundry

Another point which might be borne in mind is this—that while some hold hand laundering as superior to machine laundering—and probably hold this opinion with reason,—there is such a thing as cheap machinery being used, which is more injurious to collars and shirts than the costly machinery employed in the big laundries.

Another point is that goods should be washed, if not alone, at least with goods of similar character. Silks, cottons, linens and woollens should not be all thrown in a tub together, and churned about indiscriminately. The result, where this method is employed, is certain to be disastrous to one—perhaps to all of the lines.

Although it is important that the different classes of goods should be sorted out and that like should be washed with like. Woollen clothing, according to the advice of experts, should be washed in this way—soaked for one hour in cold water (if the water is hard, with a few drops of ammonia added,) then a thin lather (hand heat) should be made with pure soap, and the garment worked gently in this. Then the garment should be rinsed free from the soap in tepid water, and should be dried quickly in the open air. The garment should not be folded while damp.

It should not be rubbed. It should not be washed in hot water.

Considering these requisites for the proper washing of one line, it will be appreciated that a good laundry will need to sort its clothing before sending it to the tub.

There is also a great chance of damage being done to shirts, moreover, in the dampening process. On print cloths there is often a certain surface cover which sticks. Now if the shirt is dampened down and rolled up, as is often the case, a part of this surface color may come off on the perfectly white ground and greatly mar the shirt. On the other hand even a cheap shirt, if properly washed and rinsed, comes through without this soiling.

## Making a Trial

The whole question of washing is one which deserves the men's wear dealer's careful attention.

Since French cuffs became so popular, and since machinery such as electric irons, has made the work comparatively easy, more shirts are being washed at home. Unquestionably it is the best method if it can be adopted. In very many cases, however, this is out of the question. It might be quite impossible in the case of bachelors. Other men may find it impossible too. But bachelors and married men alike want to send their shirt and collars to the laundry which will allow them to have a reasonable length of life, and which will not destroy the coloring after one or two washings. If the merchant finds out the right place for these men to send their laundry to there will be no question about their acting upon the suggestion.

It seems to be up to dealers to make an investigation, each in his own locality. It might be wise to get enough new shirts to send one to each of the better laundries or along with a few collars. Then the work might be easily judged.

When buyers of shirts through men's wear stores get their laundry properly attended too, there will be fewer complaints come to the merchant.

## PERSONALS

In all the colleges the new regulation is that boys shall wear long trousers on the Sabbath day, even though they do wear knickers on week days.

John Jackson, an old time shoe merchant of Clinton, Ont., and a resident there since 1854, died there on Sept. 13, aged 89, as the result of a paralytic stroke.

Smiths Falls, Ont.—C. J. Downey, the Russel street tailor, is having his store and show window improved and redecorated, having secured the agency in Smiths Falls for one of the highest-class tailoring concerns in Canada.

Trudell & Jacques, Chatham, Ont., have dissolved partnership in their men's furnishing store, C. A. Trudell continuing in the business.

Louis Frankenburg, of Vancouver, B.C., for many years representing Andrew Darling Co., Ltd., Toronto in the West, has left them to take out College Brand Clothes, with which line he will soon be calling on many old customers and friends.

James Sparks has taken over the charge of the Two Macs tailoring department, Ottawa. Mr. Sparks is an Ottawa boy who has worked his way up through the different stages in the tailoring business in the firm in which he is now connected.

# MEN'S WEAR REVIEW



VOL. 6. OCTOBER, 1916 No. 10

## CLEANING UP YOUR STOCK

**O**CCASIONALLY, after a fire, may be heard some such remark as this: "Oh, that will be a blessing. It will clean up his old stock."

And often there is some benefit in this way—a benefit which in part, at least, may make up for the loss of several weeks' business.

But fire is after all utterly wasteful, and that it should sometimes bring a valuable cleaning up of stock, simply indicates that in many stores such a housecleaning is necessary.

This is well worth considering at the present time. Manufacturers, hard put to it for raw material, have used up remnants which for several seasons have accumulated. They have had no difficulty in turning these remnants into money, selling the goods made from them, of course, for exactly what they are. The merchant has been glad to get the goods at any price.

And the merchant has just such a chance himself. Prices now are generally high, and these old goods, if brought out, and marked at an attractive figure, will be found very saleable. They have been so found by many wide-awake dealers.

There are some old lines, of course, which need not be marked down. They may at times be marked up—because of the before-the-war dyes used in their manufacture, for instance. This is so of certain staple lines of clothing, and of, say, cashmere socks.

But the big point is that now there is offered a splendid opportunity for disposing of the lines which have been sticklers. To dispose of them means money for taking all possible discounts. Moreover, it means a live stock which will commend itself to the manufacturers, when perhaps, they have again to scrutinize just such things with a view to determining the merchant's credit line.

In the piping business day, of this terrible war, it is the part of wisdom to prepare for the possible quiet of the longed for ensuing peace.

## A WORD AS TO DELIVERIES

**Y**OU ordered ten dozen suits of underwear, and got four dozen, assorted sizes, with the word that the balance would be forthcoming as soon as possible.

Not altogether satisfactory this, though there is at least some room for thankfulness that assorted sizes were sent, thus enabling you to meet pretty largely the needs of your customers. This is a condition, however, which exists not only with underwear and other knit goods, but with many other lines as well, and the unfortunate part is that no immediate improvement is to be looked for.

Why?

Well, of course, the war was the reason. An underwear manufacturer, for instance, had 38 skilled operators in a certain department in 1914. He has just three of those men now. The rest are in khaki—some perhaps have made the supreme sacrifice. Their places in the factory can not be fully filled. It is impossible to make a skilled mechanic over night.

The girl labor is very scarce, and in tremendous demand. Moreover, girls are very human and under present conditions, lacking the spur of necessity, are in some cases easing up in their efforts. A concern making leather goods sold largely by men's wear dealers has proved this. It has been found that the girls working here are not earning more than formerly, despite their larger wages—this because they stay away from work oftener, and miss time through impunctuality.

This firm is giving a 10% bonus every week to those who have not missed any time. A goodly bonus, but the trouble is not many get it.

An Ontario manufacturer, who in spite of his worries, has retained the ability to smile at human frailties, tells of the way his output is being curtailed. "You know," he says, "every time the soldiers go away a large number of our girls take a day's holiday to see their sweetheart off." We can't stop it. "Then, in a little while, some more soldiers will leave, and the same girls will take another day to farewell another sweetheart."

In a suspender factory, only last week, the workers demanded pay by the hour instead of piece work. They said they would ordinarily prefer piece-work, but because of the upsetting of the factory work through enlistments, could not get the parts they required for their own operations steadily enough, and so could not earn as much as ordinarily. The employees didn't blame the employer. The employer didn't blame the employees. It was just one of those disturbing results of the war.

So it goes. And as has been said, more of these things must be expected. There will be needed considerable forbearance on the part of merchants, wholesalers and manufacturers. More than ever the other man's position will be worthy of consideration, and more than ever it will be wise for the retailer to place his orders as far as possible in advance, to give the manufacturer the best possible chance, and to make reasonably sure of sufficient deliveries.

MAKING SURE ALL SEE IT

**K**NOWLEDGE is power—selling power when it is a salesman who possesses the knowledge.

This being so, and none will rise to contradict, it is evidently worth the merchant's while to see his assistants get all possible information on the goods they are selling.

MEN'S WEAR REVIEW knows one merchant who calls his clerks in conference every time a new line is added to the stock, and the points of that line—its peculiarities, its particular suitability for a certain class of trade, are pointed out, and thoroughly discussed. The merchant has just found it necessary to move into much larger quarters.

Another merchant has a simple scheme for making sure all his assistants see MEN'S WEAR REVIEW, and secure from it the knowledge on various lines, price changes and price tendencies, which the editorial and advertising pages possess. He pastes on the cover a small slip, bearing the name of each one in the store, and then adds a line "Please return to Mr. —— by the 15th of the month." Each clerk, when finished, makes a check mark after his name, and passes to the next on the list. Then, on the required date, the issue goes back to the merchant for filing, and for reference by the window trimmer, or any others there engaged.

It's a simple but effective system. Perhaps others might adopt this scheme.

TEMPERANCE AND BUSINESS

**W**HEN on September 16th, Ontario went dry, for the period of the war at least, men's wear dealers all over the Province gained. The extent of this gain will be sounded by the cash registers of the country throughout the coming month.

Men, more than women perhaps, buy through the store windows. Passing along the street they see something which attracts their attention in a merchant's window. They go in, ask for it, and buy. While inside perhaps they notice something else and buy that also.

No man while inside a bar saw anything in a window to tempt his fancy. It was not window glass into which he was peering.

Moreover the experience of local option towns has pretty conclusively proved that where a man does not spend over the bar he has money to spend over the counter, and is more likely to purchase clothing for himself and for his boys.

Some, of course, have been losing their self-respect through drink. They had for the time no desire to appear neatly dressed. For them a change may come, and to appear well in the eyes of men and women may appear a desideratum. Fortunately the number of these heavy drinkers has been limited, but the bars have quite generally been great loafing places and great spending places. With the men finding these no more a centre of conviviality, they will be more on the street of a night, and will be better purchasers. That they will get better value for their money is, of course, assured.

GOSSIP OF THE TRADE

How many people two years ago, when war broke out, had any idea that it would affect their own particular trade, whatever that might be, in the way in which war has affected almost every trade? How many men's wear men ever imagined that there would be the large and significant advance in the price of many lines they carry? It is probably true that when war broke out, or as soon thereafter as men had had a chance to settle down and adjust their ideas to the complete change of circumstance, they doubtless saw that trade was bound to be very different from what it was in pre-war days. They doubtless figured, basing their calculation upon former experience, upon increased prices, but few of them ever imagined that those increased prices would have soared as high as has been the case.

\* \* \*

Those who had the prophetic vision, or else more by good luck than good management, stumbled upon the resource of conserving their stock of various lines, are to be congratulated. Such a firm is Beament & Johnston, in Ottawa. They told Men's Wear Review recently that three months after the war broke out, they stocked up with several thousand dollars' worth of serge alone. They foresaw even that early the way in which the dye market would go and also they knew that many manufacturers had been caught short on goods and that so soon even after the war broke out there was a great deal of difficulty in getting forward from the old country, and certainly hardly any chance at all of get-

ting goods forward at the price for which they had originally been contracted. They, therefore, sent what is undoubtedly a considerable sum of money—something like \$7,000—in blue serges, and ever since they have been reaping the benefit.

\* \* \*

In the cellar under their store there is roll after roll of serge and though the last two years have been busy years for this firm there has been no great inroad made upon the reserved stock of serges in the cellar.

\* \* \*

It is questionable, of course, whether many men's wear men were in a position, when war broke out to put as much money as that into a reserved stock at one fell swoop. But the way in which the serge market has soared has proven the abundant justification for the action which Beament & Johnson took, and though it may be possible that tying up as much money as that in one line at one time falls inconvenient for the moment, it means considerable business in the long run.

\* \* \*

This firm is selling its serge suits to-day in Ottawa at considerably under the prices quoted by any competitor. It would not have been able so to do had it not been for the foresight of the proprietors of the store, taking the action which they did in filling their cellar as full as they could of serges.

# Cardwriting Made Easy

By R.T.D. Edwards

## LESSON NO. 20—Semi-Script

WE have previously pointed out the importance of the lettering, above everything else, on the show card. This cannot be too strongly emphasized. The lettering must be of a plain and readable design and therefore I shall point out how an obscure form of lettering may be transferred into a very practical one.

The lesson this month is based on the old style script which bore many curves and flourishes. Naturally these rendered ready reading difficult, but in order to utilize the old style you must thin out these obscuring elements just enough to bring out the form of the lettering itself.

In the first place, a most important point is to form the letters at a uniform angle as illustrated by Fig. 1. In laying out the word, before the color is applied, light pencil lines are drawn a half inch apart and at the angle desired for the lettering. These, along with the four regular horizontal guide lines, are sufficient to enable you to get the lettering properly balanced at a uniform angle. One letter at an off angle is like a soldier out of step.

Script, or rather semi-script, may be made by either outline or single brush stroke. Of the two, outline is preferable for a clear cut letter though the brush stroke is quicker. However, script is not used to any great extent, so the little extra time would be well expended.

The outlining may be done with either a broad pen or a small brush. I usually use the pen myself but you may have better success with the brush. Use the heavy carbon ink for the pen outline work and fill in later with card-writers' black, using a brush.

This lesson is only a starter for you in modern script lettering. Magazines are full of new ideas in this form of lettering, drawn by high-priced artists, and those ideas are useful for show card purposes. Be sure you thoroughly master chart 19 before attempting anything new.

### THE CHART

The forms of script lettering shown in the chart are only a few of the many varieties which are used for show

card and other advertising purposes. The main idea, I repeat, is to combine utility and grace. (Have a good, readable type that will join up into words gracefully.)

### Lower Case.

The "a" is composed of six separate strokes. Note that strokes 1 and 2 are furthest apart at the centre of the letter. These two strokes make a good combination to practice.

"b's" first two strokes come to the upper guide line. Strokes 4 and 5 are of similar formation to 1 and 2 of "a" but are reversed. Practice these often.

"c" is composed of five distinct strokes. This letter needs a lot of practice so as to balance it up properly. Note the angle at which it slants.

"d" makes a very graceful letter. It is of similar formation to the "a." The difference being the extending of strokes 4 and 5 to the upper guide line.

"e" is a letter that, when mastered, can be made very rapidly. It only has four strokes in its construction.

f. Care must be taken to get this letter at the right angle. Should you not do so it would spoil the whole word in which it was used. Practice well the long sweeping strokes 1 and 2.

You may experience difficulty with the "g" formation but you can master it with continual practice.

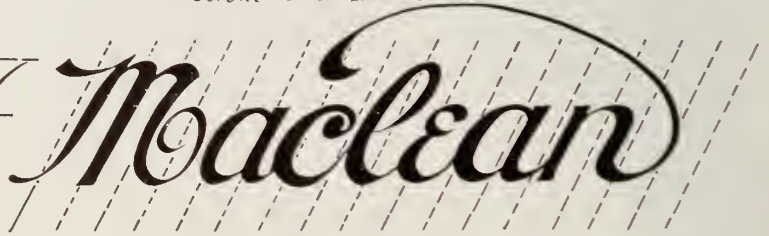
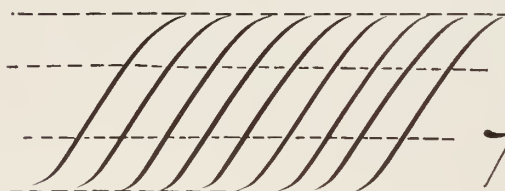
Strokes 1 and 2 of "h" must be kept parallel with one another. Strokes 4 and 5 make a good pair to practise together.

The "i" is just a repetition of strokes 4 and 5 of the letter "a."

"j" is one of the letters that comes to the lower guide line. Note how strokes 1 and 2 come together at the bottom.

You will need to practise strokes 4, 5, 6 and 7 of "k" many times before you get them to appear graceful.

"l's" formation appears in other letters. Practice often.



Stroke "1" Lower Case "F"

Showing System of Getting Proper Slant—

Fig. 1.



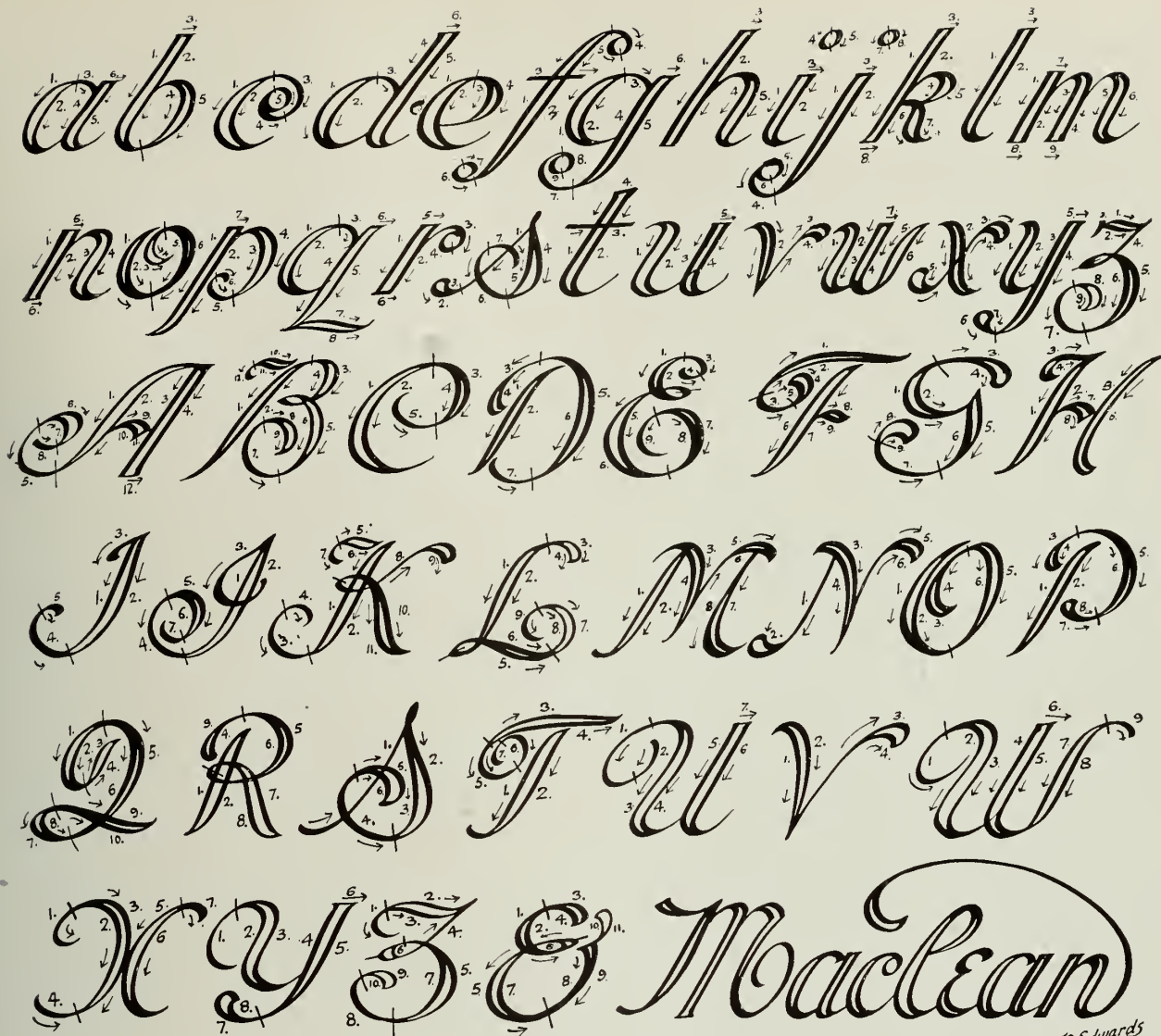


Chart 19

*Robt. T. D. Edwards*

To make "m," a nice swinging letter, care must be taken to get the six main strokes all at the same slant.

"n" is of similar formation and needs much practice.

"o" is composed of six separate strokes. This letter needs practice.

Strokes 3 and 4 of "p" are the same as 5 and 6 of "o."

Note the sameness in the formation of the "q" and "g." The only difference is in the lower section. Practice strokes 7 and 8 often.

"r" is simple letter, but you need to pay attention to strokes 3 and 4.

"s" is the stumbling block for many amateurs. Note where the cross bars mark the beginning and ending of strokes.

The curves at the lower ends of strokes 1 and 2 of "t" and "u" appear often throughout the alphabet and need much practice.

You will experience difficulty in getting the "v" at the right slant. Practice counts.

The "w" is of similar formation to the "u" with strokes 5 and 6 added. This letter requires a great deal of practice.

The "x" is completed with five strokes. As these strokes do not appear in other letters it is necessary that you give them an extra amount of practice.

The "y" is a very graceful letter and works in nicely with others.

The "z" is composed of nine curved strokes. This letter is not used as much as the others but its formation should be learned.

**Upper Case**

The upper case script shows more curved lines than does the lower case. For this reason all upper case letters should not be used for making up a word. No more than one must be used to each word and that at the beginning.

A shows a nice combination of strokes in 1 and 2. Practice well the diagonal strokes 3 and 4.

B is composed of all curved lines. This is one of the most difficult letters to master and requires a great deal of practice. All those strokes on the right side of the letter need special attention.

"C" is a five-stroke letter and is not unlike the lower case "c." All its lines appear in other letters.

"D" is another all curve letter. Strokes 5 and 6 should be practised many times.

The "E" shows a variety of curved lines which when made correctly form a very graceful letter. Practice often.

The upper part of the "F" requires a lot of hard practice. This is the first time these strokes have appeared.

(Continued on page 50)



# SUITS & OVERCOATS



## SOME NEW SPRING CLOTHING MODELS

Pinch Back Will be Big for Boys in 1917—Some Semi-Military Effects — A Word on Overcoats—Hot Weather Clothes For Next Summer.

**S**TYLES which will be in vogue next Spring are becoming well defined. Samples are now made up by many manufacturers, and already some travelers are on the road with these. More will be out by the time this issue of MEN'S WEAR REVIEW reaches your desk.

There is one line of samples, however, which is almost certain to be shown for Summer 1917, and which is not yet ready for the trade—this is a line of hot weather suits.

### Hot Weather of Value

The past season with its excessively hot weather, did a great deal to popularize the hot weather suit among Cana-

chased at an exceedingly reasonable price—a price which makes it well worth buying for the two or three months for which it would be a suitable garment in Canada.

The manufacturers are, it is learned, going to make up more of these hot weather suits for 1917, than they ever have previously. The daily papers have been advocating more sensible hot weather apparel. The large number of Americans who visited Canada last year—other points of Summer travel being largely cut off—wore these Summer clothes so extensively they did their part to popularize the line. Indeed it seems this will be a line of clothing which next year will enable the men's wear dealers to get a good share of clothing profit during the dog days.

### Samples Not Yet Ready

But, as has been said, the samples are not ready yet. It is doubtful if any will be shown before the new year.

The weather of 1916 has undoubtedly paved the way for a big demand for this Summer clothing in 1917. The weather man, indeed, has helped the clothing business in many ways. The merchants are saying the weather could not have been better had it been handpicked. The Summer was hot, and now Fall has turned cold at an early date, doing a great deal towards stimulating the demand for Fall overcoats.

In view of this, merchants will be interested in the styles of Spring overcoats which are now being shown. Some of these lines will, of course, be ready for immediate delivery, and if a buyer wants to get in stock to sell this Fall he can probably do so by hurrying in with his order, and asking the earliest possible delivery.

### A Striking Model

One line of overcoat being shown is rather fancy, it has vertical pockets with buttons and button holes. It is single breasted, has soft roll lapel, and a pleated back, both below and above the belt, which is in a two-piece design. In addition to the pleats above the belt there is a little pleat on each shoulder. This particular model is rather extreme, but, by that is not meant loud. It is unusual, that is all, calculated to make the wearer noticed.

A model considerably more conservative has narrow padless shoulders, a two inch cuff on the sleeve, soft roll lapel, three buttons with a single-breasted arrangement; patch and flap pockets. The collar is of velvet. This model is one-eighth lined in fancy silk. It hangs beautifully from the shoulders, is indeed a splendid model—one which might almost become a staple. It seems certain to have a big run.

Another model which MEN'S WEAR REVIEW saw and liked, has the raglan shoulder, two inch cuff, and a

(Continued on page 50)



One of the new "pinch back" overcoats—a model shown by College Brand Clothes Co.

dians. Sweltering on the hot pavement of the city is certainly conducive to making one look with favor upon Summer suits, light in weight, attractive in other ways, especially when it is known that such a suit may be pur-



# HATS *and* CAPS



## SPRING STRAWS UP \$1 TO \$1.50 PER DOZEN

In Some Cases Substitutes are Provided But Generally Not—One Firm Has Cut Off Discounts—Felts Getting Very High—English Labor Up 33 1-3 Per Cent.—Panamas Lower

OUR senses sometimes become so numbed by a series of startling events or disasters to such an extent that minor ones occurring later have little effect upon us. Probably that is why any further announcements of increased prices are accepted with helpless indifference. It will not surprise anyone who has been following the markets that late in September word was received by a number of firms of advances in felt, and also in straws, that will carry both lines up to a pretty high level for Spring deliveries. An advance of 10 per cent. was announced by one of the large felt firms in England, which followed one of six weeks previous of 10 per cent., and another within a month before that of 5 per cent. In this firm's line, during the past two years, the advances will total close to 60 per cent.

A Canadian firm of importers cabled a late order for Fall delivery, and this was accepted at the regular rate. Two days later they sent out another, and they had to pay the advanced price. The labor situation in England promises to be responsible for still further advances very shortly in the hat industry. THE REVIEW was shown a letter from one of the largest mills which read as follows:

### Employees Demand 33 1/3 Per Cent. More.

"I beg to advise you that those employed in the hat industry now demand an advance in wages, no less than 33 1/3 per cent., which will have to be met, possibly coming into force October 1st. I have more orders on hand than I shall be able to execute by that date, therefore, I cannot accept any further indents at to-day's prices, and must ask you to advance my quotations another 10 per cent.

"I can only impress upon you once more the advantage of customers placing their orders well in advance, as the longer they delay,"—etc.

### No More Felts Until November 15

A United States firm stated that they could not deliver any more felts until November 25th. This firm makes over 200 dozen a day, and they realize, of course, that by this time the Fall season will be over, and their letter means that they cannot take any more Fall business.

They write in part as follows: "As to deliveries, we have refused to accept several thousand dozen orders during the week or past ten days because of our inability to deliver any part of them before November 15th, at which time the season will be practically over."

### Some Lower Priced Lines Withdrawn

Another large importer as well as dealer in Canadian hats, stated that straws would average from \$1 to \$2 a dozen higher for next Spring than they were this season. One firm that did most of their business at \$13.50 and

\$14 have withdrawn both of these prices and in fact have withdrawn the lines of hats which they produced at these prices, and have raised their \$15 line to \$16. This is the cheapest that they are now bringing out. Fancy edged hats are particularly new.

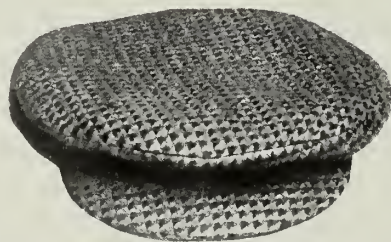
Another line that would not be worth more than \$10 last year is up to \$11.40 this year.

English wool hat prices have been advanced about 75c per dozen.

In caps, tweeds are very high for Spring and will probably be up about 20 per cent.

### Cutting Off 5 Per Cent. Discounts

One firm has adopted the method that many other manufacturers have of cutting down the discounts, another way of raising the price. For instance, a line that was \$13.50 last Spring is still \$13.50, but net, in place of the regular discount of 5 per cent. A line that was \$18 this year is \$17.50 for next, but 5 per cent. discount is off, making a difference by an advance of about 40c for next year. In other cases the advance runs about \$1.00 or \$1.50 a dozen, a line at \$15.50 being raised to \$16.50, and



*A new Fall and Winter model in a green and black diagonal design. The top is one piece, and the lining of satin with sweat band—shown by The Boston Cap Company.*

one at \$16.50 to \$18. This covers on an average the amount of advances that have been brought into effect. This applies to straws only.

### Drop in Panamas

The only promise of easier prices is in panamas. The reason for this is on account of the establishment of Canadian manufacturing branches by two large United States firms, one opening up in Toronto very shortly and the other in Montreal. The duty on panama hats up to the present has been 35 per cent. with the 7 1/2 per cent. war tax, while the raw material has to pay only 7 1/2 per cent. leaving a duty of 35 per cent. now to the advantage of these two new manufacturing concerns. On this account prices announced already will be considerably lower.

## STYLES FOR SPRING

Greys Again Strong in Felts, and the Sennit an Easy Leader in Straws—Narrow Braid Owing to High Prices

**I**N SOFT hats for Spring, early indications are that pearl, and indeed all shades of grey will be quite as strong as they have proven this Fall. There is some idea of brown coming in, but that is very difficult to tell at this moment. The dye troubles are still with us, although not in so acute a form as they were a year ago, as improvements are being made both in England and the United States.

The sloping wide brims that are proving so popular this Fall are likely to continue for the Spring, and most of the samples seen by THE REVIEW were of this character.

### Narrower Braids or Welt Brims

There is one point that will make itself apparent in the soft hats, and that is the difficulty in getting braid for binding. This is compelling the makers to use a narrow binding, and very few hats have the wide. A great many have welt brims instead of bound.

### The Sennit Again For 1917

The early samples of straws for next Spring that are to hand when this article is being written indicates the continuance of the supremacy of the sennit and the likelihood at this early date is that it will continue practically as strong as during the season of 1916. A few firms are

turning out some new lines of split straw mainly, it is believed, as a feeler, but as far as the trade has been approached yet they have kept to the sennit.

### Not Much Wider Brim in Canada

Some United States firms report a demand for a little wider brim, 3½ inches, with 3½ a very common one, but it appears that Canadian buyers will be more conservative and keep to 3¾.

In the case of caps a number of substitutes for tweed have been brought out to meet the old schedule of prices. Silk caps promise to be good both in the golf style and the stiff back.

### Tie-up in Freight; Shipping by Express

The freight situation in Canada is affecting seriously the deliveries of Fall hats. One Canadian firm who do a large import business told THE REVIEW that the factories were turning out their goods better than they had since the war started, and shipments across the ocean were fairly good, but when the goods reached Canadian ports there was a long delay owing to the railways. One large shipment of hats took exactly 29 days to come from Montreal to Toronto by freight! As a result of this, they themselves were sending out every shipment by express instead of freight, as they were afraid if they did not the goods would not reach the dealers until the Fall season was over. This, of course, means an extra cost to the retailer, but probably under the circumstances he is quite willing to meet it. How serious this is may be judged by the fact that the express charges on hats to the Pacific Coast amount to \$14.00 per hundred pounds.



## KNITTED GOODS



## 30 YEARS' EXPERIENCE SELLING UNDERWEAR

Manager With Tape Line Makes Sure of a Good Fit in Separate and Union Suits—Some Makes Require 40 for a 38—Watching Complaints and Choosing Mills Accordingly.

**C**ALLING on the manager of an underwear section THE REVIEW found him with a "grouch" on. Not a serious one, nor one that would be vented on any customer, for he had himself too well in hand for that; had the backing of 30 years of selling to guard him against any such weakness. But he had met a customer who had a complaint about a suit that he had bought a couple of weeks before.

### Where the Laundryman Goes Scott Free

The great trouble about this suit was that it had shrunk, and now would not fit the man properly. The buyer looked at it and found that the real difficulty was that it had been washed poorly, and that a great deal of soap had been used. But the customer would not accept this and to satisfy him another suit at a reduced price was given, while the head of the department would do his best to get a refund from the mill.

This is not the point so much as the fact that, as he pointed out, anyone whose shirt is torn around the neck blames the laundryman, and so for the one whose collar becomes frayed at the join in front, but whenever anything happens to his underwear, it is not the laundryman but the store that is blamed. However, this is a condition that, of course, could not be remedied, and the policy always was that a customer who had any sort of a claim should be satisfied before he left the store.

### Measures Everyone For Underwear

Then we passed on to his selling methods. One of the points on which he insists, and instructs any clerk who may be working with him, is that a good fit be ensured to every one who buys underwear. He had his tape measure in his hand when THE REVIEW called and this seemed to be an inseparable companion. Everyone who wanted to buy, who did not object, was measured; in the case of a

separate garment, the chest and length of the leg, and so on, while for the union suit, from the shoulder down under the crotch and back.

#### Test Sizes of Different Makes

There were two reasons for this, he pointed out, one was that very few men really know what size they do take and even if they do remember, the chances are, many of them have been wearing a suit too small, for years.

Another reason and one to which not enough attention is paid by men's wear dealers, not only in underwear but in other lines as well, is that the standard of one firm is different from that of another. This man of long experience said that in the case of a certain firm's shirt, if a man called for an ordinary 38 size he would give him a 40, and in another line, he would even go as high as 42. Most of the lines could be depended on for size but not so the others, dependable merchandise though they were so far as the wear was concerned.

Every merchant knows that there is often a difference in the sizes of an English compared with a Canadian, or an English and an American suit or hat, but they have not worked this out in actual selling to such an extent as to test these for themselves and then to see that a customer understands why he should take a 40 instead of a 38 in one case, or a 7½ instead of a 7 in the other. This is one case where the size given by the customer should not be allowed to interfere with his best interests,—the securing of a perfect fit.

#### Customers' Reports Decide his Buying

This same buyer stated that he followed very closely the experiences his customers had with the various lines of underwear and very often decided which firms he should give an order to by the fact that the one's goods fitted uniformly while the other's did not. This undoubtedly is the wisest policy to adopt, but we would suggest for the advantage of the manufacturer himself and the development of the industry in Canada, that information about defects should be sent the mill by the retailer so that they may improve upon their present turnout. There are few manufacturers who are not anxious to learn every instance of a complaint about their goods by the trade or the public.

#### 65 Per Cent. Union Sold

THE REVIEW was curious to learn what progress was being made by the union or combination suits. We were surprised to hear from this last dealer that this had now reached 65 per cent. of the total sales, having passed the 50 per cent. mark nearly two years ago.

While making the statement, with which experience is rendering us familiar, namely, that any one who buys a union garment will never go back to the separate ones, this buyer held that for older men merchants might find it better to advise the two pieces, as these were warmer, and a better protection to them if they had kidney or other trouble. For the younger men he believed the dealer would be wise to advise the combination suit for satisfaction.

#### No Boys' Unions at 50 Cents

In the underwear market it is figured that for the next Fall season boys' heavy union suits will have to be priced at \$4.25 a dozen at least, against the price for this year of \$3.50 to \$3.75 a dozen, says a New York report. This will remove them from the 50-cent retail class.

Heavy advances in Fall underwear are being announced by United States mills, as so many are months behind in deliveries and no improvement is in sight. Worsted garments, for instance, selling before at \$8.25 and \$8.50 a dozen are now priced at \$10.50.

## FROM 50 to 65 or 75?

Retail Advances in Underwear for Spring Likely to Follow Standard Lines Rather Than Odd Prices

ACCORDING to the present views of leading men's wear dealers next Spring will see a radical advance in retail price of lightweight underwear. It is only now that any material advance has taken place, due, as has been explained before, to the rapid advance of late in the price of cotton, and also to the difficulty in securing labor and the high price that is demanded by all workmen.

One well-known retail dealer stated definitely that he had decided upon advancing his 50-cent. line of underwear to 75 cents for next year, owing to the advance in prices for Spring goods. When the intermediate price of 65 cents was suggested he said he did not think that this would be considered. The only advance there could be from 50 cents would be 75 cents.

#### Hosiery at 65c Not a Precedent

He admitted that he was selling in hosiery for 65 cents a line that formerly sold for 50 cents, but did not think that the odd price would be popular in underwear. The dollar goods he would advance to at least \$1.25.

"Of course," he added, "there are always lines on the market of inferior quality which we could sell at 50 cents, and others to sell at \$1.00 and so on, and we will have to stock these for those people who are not willing to pay the higher price. This is only for a small portion of our trade, however, for the majority will be willing to move up to the advance in order to retain the quality which they bought before. There is a chance, he went on, that we may go in for a 65 cent price, but only under exceptional circumstances, that is, if those around us generally accept this price."

#### Bought This Year's for 1917

Another firm had gone into the market early last Spring and had bought goods one year in advance, foreseeing the rise there would be in cotton which had already shown itself in cotton dress goods, as they were aware the result was that they had contracted for next Spring's stuff on the same prices as were ruling for last Summer, and when THE REVIEW called there was a big pile of lightweight underwear on the floor. The manager said that this was next Spring's stuff and he had just written to the mill asking it to take this back and hold it for several months as he did not want the whole order delivered at once, but he did not think there was much chance of this, and was willing, of course, to accept delivery now considering the prices he was getting.

For those who have not been forearmed the advance will be necessary and the chances are that this firm itself will take advantage of their foresight, though in order to get a hold on down-town trade they may for a time continue next year to sell at this year's prices.

From newspaper clippings it would seem that an impetus has been given the cadet movement by reason of the war. A number of corps are now forming, some of these asking tenders for uniforms. This seems a case where men's wear dealers might get a lot of business, could they get in touch with their high school authorities, and arrange to supply these uniforms, taking measurements, etc., where this could be done it would be profitable in a number of ways, not only from the immediate money standpoint, but because it would bring young men to their stores, who are getting near the age when they are of great value to a clothing and furnishing house.



# COLLARS & SHIRTS



## IN BETTER GRADES ONLY ARE COLORS SURE

Manufacturers Realizing This, are Pushing Hard on the Higher Priced Ranges—Variety in Lower Priced Goods Greatly Reduced — Improvements Made in Shirts in Last Few Years Reviewed—Soft Collars Gaining More Friends

**G**OING about among the shirt manufacturers' show-rooms, causes one to wonder, how under existing conditions—when dyes are so costly and unsatisfactory—the buyers have been able to secure the splendid ranges which their travelers will now be offering the trade. Nevertheless it is very apparent that the range to be shown during the coming weeks will not be as full of novelties as in some former years. Of course this scarcity of novelties is in large measure due to the difficulties in connection with dyes, but it is also a fact that these novelties are brought on to stimulate trade, and as things are at the moment, trade does not need stimulation to anything like the extent which has been the case in other seasons.

### Pushing Better Range

On the other hand there is noticed a tendency on the part of manufacturers to show a much better grade of shirtings than in any season. The old cheap lines are still to be had—that is evident—but manufacturers do not pretend for a moment that these goods are anything like what they used to be in quality, and they are urging their travelers to bring this point strongly to the attention of the retail trade. It is generally felt that every retailer who sells a cheap shirt this Fall or next Spring will be running the risk of piling up trouble for himself. There simply cannot be any assurance that the colors in these cheaper lines will give perfect satisfaction, and if they do not there will be many dissatisfied customers.

With the general prosperity which is being experienced at the present time, there exists no real reason for selling the cheaper shirts. Some dealers have already proved beyond doubt that their customers are willing to pay \$2.00 instead of the \$1.50 which they formerly considered a regular shirt price.

"I simply tell my trade," says one dealer, "that because of high cotton, scarcity of dyes, and the poor quality of the available dyes, that in the dollar fifty range the material is nothing like it used to be. I tell him on the other hand that for \$2.00 he can get a shirt somewhat better than formerly—a shirt which is sure to give him satisfaction. Never yet have I had a man refuse to make a purchase. Of course I have only been adopting this policy for a few months, but I certainly intend to keep it up.

As has been said there will unquestionably be a \$9.00 shirt shown to the trade in the coming months. It will be remarkable value, conditions considered, but it is not going to be pushed eagerly by manufacturers. They do not regard this shirt as the soundest value.

The \$10.50 shirt will again be sold largely, but not in as many lines perhaps as even a season ago—certainly not in as many lines as in 1915.

### Will Play Up \$12.00 Range

A \$12.00 shirt will to a large extent take the place of this \$10.50 range. It will offer considerably better value than the \$10.50 priced shirt, and this is the range, in the cheaper priced lines, upon which manufacturers seem ready to make their big play. They have confidence in this shirt.

As an indication of the way the cheaper lines have been dropped by manufacturers for Spring the case of one concern might be cited. At present only twelve ranges of \$9.00 shirts are being shown, while formerly this factory had about fifty ranges at this price.

An advance is noted in the \$13.50 shirts which is now quite largely being sold net instead of at the usual 3 per cent. discount.

\$15.00 shirts tend up to \$18.00.

Above this price changes are not so noticeable, for calls are more easily obtainable in these better goods. It seems very certain that silk lines will again be in great favor for Spring, both in highly colored styles, and in the plainer tint. Also in plain white. Many of these shirts will be sold with the silk front only, but there seems a growing demand for the entire silk shirts with the soft french cuff.

### Expensive, But Long-Lived

Naturally this is a costly line, but the shirt, if properly laundered, has long life and in the long run is not anything like as expensive as it would seem. Moreover as has already been stated, and as is proving more and more the case, men have the money at the present time and are willing to spend much more for clothing than in former years. Perhaps this is partially because they are more and more being educated to the advisability of being well dressed. So far as is known Charley Chaplin is the only man in the world drawing a huge salary because of wearing the clothes of a tramp.

The sport shirt is still very much a problem, and it begins to seem that there will be a large number of these sold during the coming Spring and Summer. While the shirt has been given a set back in some districts because it has been used for occasions other than those for which it is intended, it has yet met with very considerable favor and dealers feel that many of their customers will want this line. Some splendid models in this style are being

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turned out, and it begins to seem that this will become a staple—having its regular demand for Summer wear, just as the old outing shirt became a staple and is in demand no matter how many new styles come in.

### Importance of Laundrying

Manufacturers have been hearing a good many complaints about shirts being spoiled in the laundry, and have been making investigations along lines which it is hoped will reduce the possibility of such damage. Some are considering the possibility of making a soft collar band instead of starched collar band. On the silk shirt this seems to be working very nicely, though other manufacturers feel that

the stiff collar band is better even here—as it gives more support to the collar.

It is a debated point as to whether a soft collar band would be suitable for use with soft collars. The consensus of opinion seems to be that the stiff band is needed for these collars. However, this experimenting will almost certainly be of value to the trade as some point in which a further improvement can be effected is sure to come up.

### Improvements Enumerated

As indicating the number of improvements in a shirt which has come about in the last few years, the following, taken from a letter dealing with the \$9.00 shirt, is inter-

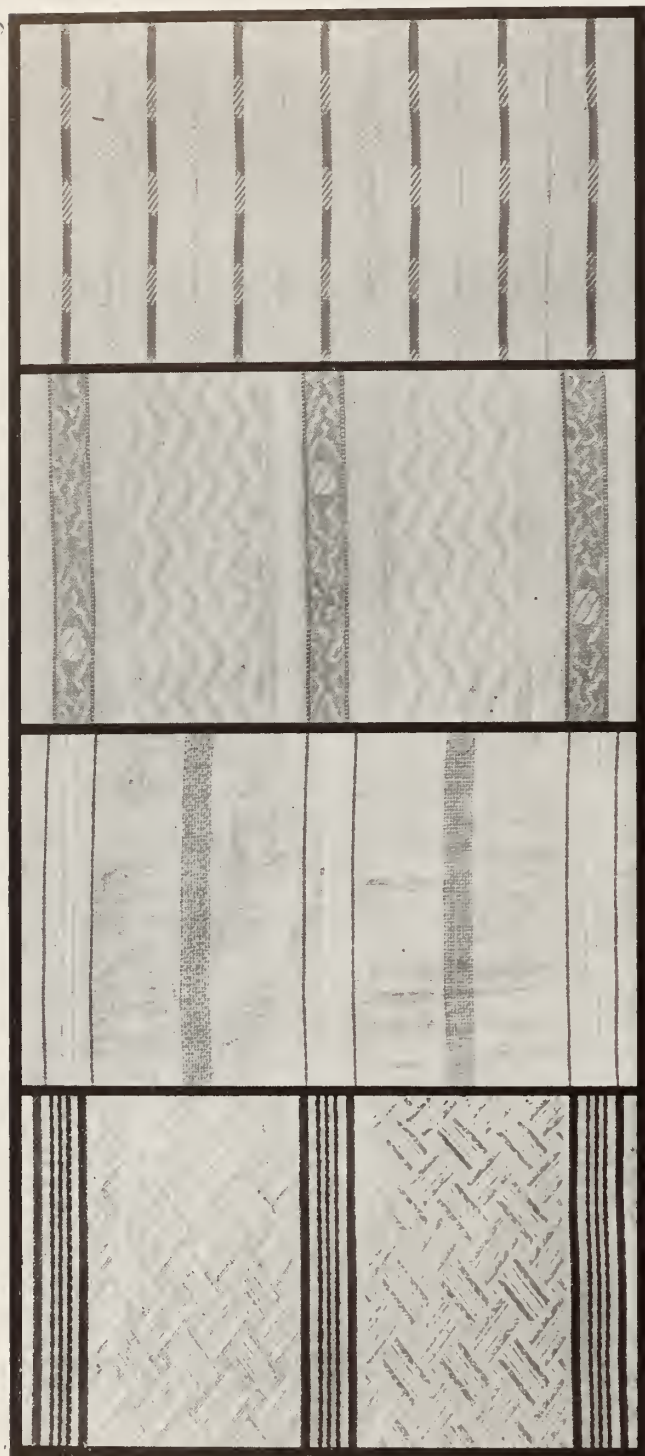


*Some Spring showings. Above, one of the new sport shirts, and a Summer weight suit of pyjamas, both from the Williams, Greene & Rome Co.'s range.*

*Below, one of the silk shirtings being shown by Tooke Bros.*

esting. This letter, by the way, was prepared by a manufacturer when the \$9.00 shirt was a bigger factor than it is at the present, it indicates, however, the advance in finish and style not only in this one range but in practically all shirts.

Some years ago the market bought a shirt at \$9.00, which at that time was considered good value. We have



Four Spring Shirtings in silk and mercerized finish, being shown by The Crescent Manufacturing Company, Montreal,

one of these as a souvenir and any time you are in we will be glad to show it. To-day a haberdasher would not think of paying \$6.50 for the same article. Why? Our \$9.00 shirt to-day has added the following:

“COAT STYLE—adding expense in material, cutting and making.

“4 BUTTONS—adding expense in extra button and buttonhole.

“OCEAN PEARL BUTTONS—adding difference of expense over the fresh water buttons.

“FINER STITCHING THROUGHOUT ENTIRE SHIRT—adding thread and making.

“LONGER SLEEVE PLACQUET—adding more thread and making.

“EMBOSSSED EFFECT ON EDGE OF CUFF—adding in making.

“MATCHING OF CUFFS AND FRONT—adding material and time in making.

“PERFECT HEM—adding expense in making.

“ELIMINATION OF FLAWS IN MATERIAL—adding expense in cutting and material.

“SCIENTIFIC FIT—adding expense in new patterns and cutting.

“These are a few items in the making only. The laundry expense has increased by better starch and starching; uniform and better ironing; even replacing the metal with the agate stud and inserting cardboard.

“The price of boxing also has advanced 25¢.

“These extras alone are sufficient to wipe out the former margin of profit on the \$9.00 shirt. However, the manufacturers had to contend with an increased wage, and a continuous advance in the price of cottons. Some of the well-known American shirt houses estimate a loss of 57½ cents on every dozen \$9.00 shirts turned out. Do you wonder why we talk \$12.00 and up? Our work is too good to go into a cheap article.”

It will be noticed that advance in laundry expenses, boxing, and in the price of labor, is referred to here in terms of before-the-war conditions—or of conditions which immediately followed the outbreak of war. Remembering this, and considering the other points brought out in this letter, the difficulty of making a decent \$9.00 shirt at the present time will be readily understood.

#### Soft Collars Still Gain

There seems no doubt that soft collars are gaining friends every month. From every hand it is learned that more of these are being sold this Fall than were at the same season a year ago, and very evidently many men intend wearing soft collars for business the year round.

This may be due to familiarity, which in spite of the proverb really breeds content. But as well as being more used to soft collars now, men are also getting these in a wider range of styles. It is therefore easier to select a style which is suitable, and which gives perfect comfort. Moreover, soft collars are now made in much better material than a season or two ago, and therefore appeal more to the well-dressed man.

#### Soft Collars Shrink

By the way, there has been some debate as to the procedure merchants might well follow in marketing collars. There is no question about it, a soft collar has to fit pretty snugly to look neat. Nevertheless, a soft collar will shrink in the washing. Manufacturers say that no matter how carefully they pre-shrink the goods this shrinking after the collar is made up will take place. They say that to be on the safe side the merchants should tell each buyer of the soft collar to get this a quarter size, or even a half size, large. The collar of course will then look a little sloppy as put on, but will be all right after being washed. The proper method, perhaps, would be to take the buyer into one's confidence fully, and tell him it would be worth getting the collar washed before wearing it at all.



# TURNING OUT THE SHIRT YOU SELL

Steps in Manufacture Traced—The Ordering of Goods a Problem—Great Ingenuity Shown in the Cutting—Both Machine and Hand Work Important

**M**EN'S wear dealers and their assistants probably have a much better general idea of the steps by which a shirt is produced than they had, for instance, of processes in felt hat making, before these were described in the September issue of MEN'S WEAR REVIEW. Certainly more is known of shirt construction by the general public than of hat making. Shirts have been made in many homes. A felt hat, on the other hand, is not a thing which can be produced without machinery, and without thoroughly competent labor.

But while this is so, there are problems facing the shirt manufacturer little dreamed of by many who sell shirts, much less by the careless wearers; there are complex operations to give speed of construction; there are safeguarding examinations to the end that the flaw which is sure to exist in every fabric will be discovered, and that a shirt with such a flaw will not go to the merchant, and from him to the shirt wearer.

## The Modern "Song of the Shirt"

It will be well worth telling the story of a shirt here—the modern "Song of the Shirt," so entirely different from that tale of tears and tawdriness of which the poet wrote.

Perhaps some of the early problems facing the manufacturer may be dealt with first, then the actual steps in the making can be described—though to cause these steps to stand out clearly is far from an easy task—the operations are so many, and the progress of the shirt, or part of the shirt, from operator to operator, so rapid.

Manufacturers, of course, order their shirtings far in advance. Very shortly, indeed, goods for Fall, 1917, will be purchased. Indeed some of the staples which will be then used are already on order. The buying is done from small feelers. Indeed often the best patterns are ordered from small pen and ink sketches only.

These orders are placed with Canadian firms, and firms in England and the British Isles generally, Japan, France—and until the war from the old French province of Germany, Alsace and Lorraine. Arrangements, of course, have to be made to get some sample pieces through early, so that the manufacturer may show his new ranges to you—the retailer. The balance comes through considerably later, just in time, indeed, to be made up for delivery.

## Why Repeats Not Always Possible

Understanding the foregoing makes it clear why sometimes repeat orders cannot be filled. A manufacturer orders a certain yardage of one pattern. The samples go out, and from the orders he makes up the shirts—makes up a certain percentage—more than have been ordered perhaps. But there is a limit to the cloth, and this limit once reached a merchant simply cannot be sent any sorting lots.

Good reason here for placing ample orders for the desirable novelties at the earliest date. Though the samples are perhaps shown in January, and the Fall novelties will not be made up by the manufacturer until June, still ordering in January is advisable to the end of making sure of deliveries. If the pattern does not prove popular, sorting orders could quite likely be filled in August or September; but if it does turn out a winner the chances of securing many dozen then would be very slim.

## Those "Different" Shirts

A dealer sometimes likes a little different style of shirt from that shown by the travelers. He may, for instance,

want lounge collars, with a shirt which the maker has not planned to make with these. This dealer's order comes through, and in the great majority of cases, probably, it is accepted and filled. But the special request kills off all profit. It means an exception has to be made—the factory routine of cutting and making, broken up. Such orders are eagerly avoided by the traveler who has his firm's interests at heart.

## Shirts for Average Man

Shirts, by the way, are made for the average man. The normal man stands beautifully upright. Not so, alas, the average man. His work, his habits have stooped him somewhat. There is a droop to his shoulders, and to this stoop, and this droop, the shirt has to conform. Of course there is considerable roominess to the garment, enough to permit its fitting men of slightly different stoops and droops, but strangely enough it may be the perfectly built man who is particularly hard to fit.

## Problem of Sleeve Lengths

The question of sleeve lengths has considerably increased the problem of the shirt manufacturer. These sleeve lengths are not generally understood by shirt wearers, and not always by those who sell shirts. Now a pattern comes usually in three shades, say helio, black and blue. It is packed in this way, and if the sleeves are graded 32, 33, 34, they must be graded by boxes, not by shirts in the box, for if that were so it would be quite possible for a customer to select a pattern which suited him, but in a sleeve length which was unsuitable. Many feel that the sleeve length question is being overdone—that better satisfaction could be given all round if merchants stocked a good average sleeve length, say 33, with perhaps a few larger sizes. To give a man a sleeve slightly long is no great crime. Easily that can be adjusted. To give a sleeve too short, however, is more serious.

## Where Losses May Arise

As with all lines into which fashion enters, there is room for big losses in shirts, from the manufacturing end perhaps more even than at the retailing. You remember the mushroom tuck, for instance. That required the installation of special machinery, and meant skilled operators working these new machines at a much slower rate than they could run those to which they had grown thoroughly accustomed. Just as it became possible to get the best out of the machines the mushroom tuck lost favor—away, therefore with the special machines; away with the value of the skill the operators of these machines had acquired.

Getting to the actual process of manufacture, after cloth had been secured and is in the factory, it must be noted that the steps vary; but speaking generally, the best method of doing each part of the work is here described.

The neckband of a shirt is of course one of the most important parts, and the material going into this, whether it be white or colored, is soaked in hot water, so many pieces being put in a large vat, then a board of shape similar to the inside of the vat, is put in. This board has spaces which allow the water to circulate freely. Upon this perforated board more neckband parts are placed, and so on until the vat is filled.

As well as the neckbands, the interlinings of the cuffs are shrunk in this way.

### The Work of Cutting

Leaving the collar band, consider for a time the body of the shirt.

The goods from which the parts are to be cut is spread out on a long, solid table. Two things are peculiar about this step, one the way in which the spreading is done, the other the table itself. This cutting board, as it is called, is made of end wood—that is of bits such as are seen in the top of tree trunks. The cutting is neither done with the grain or across the grain. This peculiar construction of a cutting surface, formed from the conjunction of many bits of end-wood, is suitable for this work in the first place because the board does not chip, secondly because curves can best be cut upon this surface.

### Spreading the Cloth

The cloth is spread practically the full length of the long, narrow table. Then to this fold another is added. Then another. Sometimes the spreading is done by hand, sometimes a spreading machine, which travels along just above the table employed. This varies in different factories. In fact both machine and hand spreading may be used in the same factory.

Also there is great room for difference in the number of folds of cloth which may be spread on the table for cutting. Sometimes there may be only one dozen folds. On the other hand, when getting the information for this description, MEN'S WEAR REVIEW saw 132 ply of flannelette being cut for pajamas. One hundred and thirty-two cloth thicknesses being cut into one hundred and thirty-two parts for 132 pairs of pajamas, at one time, and by one operator. In this case, of course, an electrical knife was used.

### Use Up Blades Rapidly

Where hand-cutting knives are employed—and they are in large favor, many claiming these are best for the finer operations—a change of blades has to be made at frequent intervals. A six-inch blade, for instance, wears out in three weeks, so often must it be sharpened by the operator. When a blade is through another is fitted to the special knife handle—that is all.

By the way, where machine cutters are employed, the cutting operation is on smooth board, as the knife travels best along this surface.

There is considerable waste cloth as a result of this cutting. These bits are carefully kept, sorted and sold to rag dealers, or to the paper mills.

### Great Skill Evidenced

The various parts of the shirt, the arms, the cuffs, the body, are cut as has been outlined. But it is impossible to explain the craftsmanship by which the cloth is made to yield the largest possible number of parts. This is a matter undecided by rule. A skilled cutter will use his cloth to better advantage than one less skilled. He will get more shirt parts and have none skimmed in the least.

But the cloth once cut, the different parts are taken on to the department where skilled operators on power machines begin their step in the work of shirt building.

Before these shirt parts go to the sewing room, however, a certain yardage of the material is put away to be used later for repairs.

### Repairs to a New Shirt

Strange it is to think of repairs being necessary before a newly made shirt is sent out. Yet such is the case, being the case simply because there is a defect in ninety-nine pieces of cloth out of one hundred. The shirt, it must be known, is examined three times on its way through the best factories. Let a flaw be discovered in a sleeve, and

a new sleeve is made from the cloth kept over for just such a purpose. Yet for all the checking, inspecting and repairing, a shirt with a defect will occasionally slip through and go out to the trade. When you find one of these in your stock though, do not think that some operator in the shirt factory has failed. Defects which necessitate repairs have been carefully noted, and the knowledge gained has made it very clear that in more than nine cases out of ten repairs necessary before a shirt leaves the factory, are necessary because of some flaw in the cloth—not because of careless or inexperienced work.

Extremely difficult is it to outline the machine operations by which the shirt parts becomes the shirt you sell. The machines are so very complex, the work so swift.

### The Machines at Work

Here is a machine sewing on the facing which goes on the inside of the plaquet, turning in both edges as it stitches.

Hard by another operator and her power machine, hems the shirt, putting in the gusset where this shirt divides, as she goes by one side.

Another operator works on the sleeve—yet another on the cuff—and another still sews the cuff to the sleeve. A much more complicated task this than it sounds, for the plaquet must be long enough to permit the cuff's being laid out flat to iron. This plaquet is sewn by a double needle machine, which has also had different folders.

### Double Needle Work

It requires a double needle and double folder machine to put the plaquet or box pleat down the front.

The yoke, being put on the back part of the shirt body, has to be so sewn as to leave some gathering over the shoulders—this to give the necessary fullness.

### Matching the Patterns

A two-needle machine joins the sleeve and the body—an intricate operation, for the cloth must not only fit properly as sleeve and body, but the pattern on body and yoke must join properly the pattern on the sleeve.

This matching of patterns requires the most careful watching. In the cuffs, for instance, the goods must be so cut and made up, that the pattern on each will be an equal distance from the edge.

The sleeve, by the way, is joined to the body before either is sewn up to form the greater and lesser tube into which men used to wriggle with more or less agility, before the coming of the coat shirt made dressing quickly a matter of small credit.

The neckbands usually are sewn on the shirt, soft. First they are run on—then turned over, then stitched again.

### Adding the Buttons

At this stage the shirt goes to a machine where a number of pegs are adjusted at certain distances. This machine marks the exact spot for button and buttonhole. An operator with a buttonhole machine then sews the buttonholes, and cuts these open—all in one rapid operation. On good shirts there will be, roughly speaking, twenty-six stitches on each side of the buttonhole, and eight forming the bar, at each end. Sixty-eight stitches per buttonhole, and the entire number required are made while one per-haps counts forty.

Speaking of stitching, it might be said that factories which set a high standard insist on having as a minimum sixteen stitches to the inch in every part of the shirt. At many parts, and in some shirts in all parts, the number of stitches per inch is much greater. As will be inferred, these power machines are speeded up very high, some will

(Continued on page 56)



# NECKWEAR



## BIG RUN ON 25c. LINES FOR CHRISTMAS

Dealers Find in Them More Snappy Patterns and Ampler Shapes—Public Willing to Pay for Better Quality Goods—Are Silks Ready for a Decline Soon?

**R**EPORTS from manufacturers and also from those retailers who have given orders thus early for their Christmas stock as well as for late Fall orders are encouraging so far as the outlook in ties is concerned. While, of course, the 50c tie will continue to secure the bulk of orders and be sold more than all others combined, there is a very promising increase in the number of orders for the 75c line, as well as those at \$1.00. The \$1 line, of course, has always stood for the more exclusive trade with the 50c line as the popular one, but in a great many cases this popular price will be raised to 75c.

### Much Rests With the Dealer

The reason for this is given in various ways. One is that the dealer himself, having decided that he cannot get good value at 50c or attractive patterns and therefore going into the 75c line more heavily, will push this, and whatever line as a rule a dealer starts to push has very good prospects of being sold in preference to another line on which he is holding back. Another explanation is that the public themselves are willing to pay the higher price, realizing through the numerous heart-breaking experiences in eatables as well as clothing, that they must pay more now for the same quality than they did before, and once a thing is rising it seems to matter little whether it goes up 10 per cent. or 20 per cent. as far as the public is concerned. They seem to give it up as a bad job and take it.

### Price Up From \$4.25 to \$5.50

One of the reasons, however, why the dealer is going more after the 75c line as a leader, is that a great many of the patterns that were sent out last year at 50c selling at \$4.25 a dozen, are up now to \$5.50, \$6.00 and \$6.50. A good portion of the snappy lines are included and in order to get a stock that will show up well and compare favorably with last year's the dealer will be forced to the higher prices. It might also be added that some makers are using more ample aprons in the 75c lines than ever, so that they show up better in the windows and inside in the cases and will entice the public as they have the dealer himself.

### Tie Manufacturers Well Stocked With Silk

While makers are not caring much about future prices of silks as far as THE REVIEW can learn they are looking for a drop within the next six months. This of course will not affect Christmas prices nor any until Spring as stocks are already laid in for months ahead. The chances of a decline are said to be due to the accumulation of large stocks as practically everybody in the business is in this condition and this leads them to think there will be a drop

in prices shortly. As one dealer expressed this: "The market is glutted, and many of us have bought ten times as much as we ordinarily would. In fact we have taken anything in sight. Now, if silk men come to us we will probably tell them that they will have to make a reduction before we will buy."

"Nearly all the silk that we use in our ties comes from Switzerland," said another tieman, "and the deliveries in that are very good. In fact they are probably getting better all the time."



One of the floral designs being shown in the Christmas range of the Niagara Neckwear Company.

GOOD DEMAND FOR SHIRTS AND BLOUSES.

Sept. 23, 1916.

It is quite evident, from what we hear, that the trade has got the "Business is good" sign hanging over its desk again. Enquiry reveals the interesting condition that sales on high-priced goods are heavy; a great many merchants, in fact, are not buying any dollar shirts at all. Messrs. Williams, Greene & Rome, for example, report that not only shirts, but boy's blouses are selling very well. In some instances, people are buying higher-priced blouses than they ever bought before. They also state that the new "Strand" Collar is meeting with quite a favorable reception, all of which indicates that it is not so much a place in the sun as the pace in the sun that is bothering the bulk of the trade. Their chief worry nowadays has shifted from trying to create a demand to trying to meet the needs of numberless people intent on filling long-delayed wants. With business for the first three weeks of 1916 away in excess of the corresponding period last year, as in the case of Messrs. Williams, Greene & Rome, retailers consider business as not only good but phenomenal.

Sept. 23, 1916.

Of special interest to the trade is the announcement that on September 1, the Williams, Greene & Rome Company opened a permanent office and sample room at Room 203 Peterkin Building, 152 Bay street, Toronto, directly opposite Temperance street. The telephone number is Adelaide 3196. Their Toronto representative, Mr. William J. Tow, is in charge. In opening up their new quarters, the Williams, Greene & Rome Company hope to give their customers a still better service than in the past.

CARDWRITING

(Continued from page 39)

Practice often the combination strokes 1 and 2, and 5 and 6. It will take you some time to get these joined up properly.

The formation of "G" needs a great deal of attention. This is the first time that strokes 1 and 2 have been used.

"H" also has all curved lines. You will need to practice this letter often to get it balanced properly.

The "I" and "J" are of somewhat the same formation. Strokes 1 and 2 are the same. Practice these letters many times.

Many cardwriters experience difficulty in the formation of "K." Strokes 8, 10 and 11 are food for practice.

The combination strokes 5, 6, 7, 8 and 9 of "L" are most important. Study well the lines of this letter and see if you can learn to make one like it.

"M" and "N" show strokes of similar nature. Don't spread these letters too much.

"O" is an important letter as it is very much used. The opposite curved lines 1 and 2 and 5 and 6 need lots of practice.

"P." In this letter strokes 5 and 6 are all important as they give the balance to the letter.

"Q" the "two-shaped" letter over which many amateurs have difficulty. Every stroke in this letter should be made the same as shown. Practice many times.

"R" shows the formation of the "P" with the tail added. Strokes 7 and 8 give the character of the letter so must be practiced well.

In "S" we have a similar formation to the lower case.

"T" is almost the same as "F." Note the slant of strokes 3 and 4.

Notice the lines of the letter "U." The graceful swing of lines 1, 2, 3 and 4 are most important.

The "V's" formation is shown in the centre of the upper case "M." Practice carefully.

Note the similarity between the forepart of the "W" and the letter "U." Take pains to get all three uprights in this letter the same distance apart.

"X" is not used very often in upper case but nevertheless its formation should be known to the cardwriter. This is an excellent letter to practice on.

"Y" is another letter with shapely lines. Note that strokes 2 and 3 do not rest on the lower guide line. It comes about three-quarters of the way down.

The "Z" and "&" show many lines that may be used for practice work. The upper part of the Z is most important.

By way of showing varieties of letter formation note the letters "M," "L" and "E" in the word "Maclean."

NEW SPRING CLOTHING MODELS

(Continued from page 40)

rather deeper collar, than on the other models described. There are four rows of stitching on the collar. The vent at the back is deep.

A Panel on Vest

Some of the new suit models are very pleasing. In one an original effect has been procured on the vest, upon which—just above the lower pocket, has been stitched a panel. This, of course, is a young man's model, and the effect, while unusual, is pleasing.

This vest goes with a coat semi-pinchback in style, which has a sewn down belt, and box pleat above this. It has patch pockets and a soft throw collar. The coat is padless and has a small pleat on either side at the back, running from the shoulder line down three or four inches.

Evidently it is felt that the semi-pinchback will have a big run in Spring 1917—one manufacturer indeed gives his opinion that this will outsell the plain back coat.

Another of these semi-pinchback models has a short belt, stitched down to the coat, as is the case on very many of the suits. There are two pleats from the yoke, which is here present, to the belt, one pleat on each side. A smaller is present on the outside of these. There are three flat pockets, and the lapel has a smaller peak than on a number of other coats. The cuff of the sleeve ends one and one-half inches from the button, and the model is, of course, padless.

Plenty of Shoulder Play Here

This is a coat which will give a great deal of shoulder play, and which unquestionably will be popular for use as a business suit and a sporting suit combined.

New Boys' Styles

One thing is particularly noticeable this year—that is a wider range of styles in boys' clothing. Norfolks are, of course, going to be very much in evidence, but they will meet a much larger competition for the boys favor than in other years. The single-breasted pinch-back seems certain to be popular here. Indeed for 1917 it will almost surely be the leader.

One model seen has the pinch-back belt and a box pleat on either side running from the yoke down to this belt. On the sleeves there are cuffs, and the pockets are of the patch variety.

Another boys' suit has the pleat running to the sewn-down belt, and a small pleat on either side of this forming the pinch-back effect. It has patch telescope pockets with a button for the flap. It is single-breasted.

## General Advance in Felts—\$2 Hat Disappears?

**F**OLLOWING upon advances of English and United States manufacturers of felts, Canadian makers put into effect an advance, and on Friday, September 22, a ten per cent. increase went into force from makers and jobbers to all the Canadian trade.

The \$15 hat went up at once to \$16.50 and the \$16.50 line to \$18.00. The \$13.50 line of last year has been practically off the market for some time as the cheaper dyes were unsatisfactory and little more than a light grey could be turned out at the lower price.

This rate of \$16.50—which applies to all sorting orders for Fall that have come in after September 22, and of course, to all placing Spring orders after that date.—will make it very difficult for the dealer to sell at \$2, as this would represent only 30 per cent. profit on the selling price, too small a margin for hats. The odd figure of \$2.25 would be safer from a percentage standpoint, but it is an unfamiliar price, and as in the case of ties at 65 cents, is likely to be discarded for a \$2.50 figure.

### SWISS SAY HIGHER SILKS

AFTER receiving this opinion that there would be a drop in silk prices shortly, MEN'S WEAR REVIEW made inquiries from a number of sources, but found this tie maker standing alone. While they would naturally welcome a decline in the high prices that have ruled since the early Summer of 1915, manufacturers generally declare that they can find no warrant for this belief.

Rather the reverse. One maker who is in close touch with Swiss mills in a letter to THE REVIEW, states that while they are pretty well stocked in silks, "the reason is that we have kept after the manufacturers in Europe regarding shipments, and in this way have kept ahead of our sales. There is considerable delay, however, at the present time, and it is impossible for any manufacturer in Canada to buy silks from a reliable manufacturer in Switzerland and get delivery sooner than from four to six months—so you can see it must be anticipated."

Enclosed in this communication is a letter from Zurich, from one of the largest silk manufacturers in Switzerland—"so you see there is no prospect in the near future of a reduction in silks."

### "Ready-Mades" the Only Cheap Kind

The Canadian tie manufacturer adds: "We have been buying some silks from London Commission Houses which appeared cheap, but they are only staples and not what you call up-to-date patterns. They are what we call 'Ready-made' silks, as they are made in big quantities and sold to any one, but when it comes to buying 'Made-to-Order' silks, the price is still high and will go higher."

He goes on to state that silks that formerly cost 2/6 and 2/7 are now 3/- and 3/1 and cannot be produced for less. A certain silk mentioned in the Swiss letter at 3/4½ was purchased in August at 3/-, then it was raised to 3/1.

### Artificial More Than Double

The letter of the Swiss mill states that the raw silk prices have advanced 40 per cent. compared with those of a year ago, the artificial silk 100 per cent.—at present certain numbers are not obtainable at all at any price—then the dyers have advanced the tariffs by 70-80% since the war started.

After referring to a sample of silk they were enclosing, a new construction of "1 pic cotton and 1 pic art. silk in the filling" they declare that owing to the fact that artificial silk is getting scarcer and consequently more expensive every day, "we had to find ways and means and replace artificial silk partly by other material, in this case by cotton."

### THE PROHIBITIVE PRICE ON BOYS ODD PANTS

UNQUESTIONABLY there is a price which is prohibitive—a price which puts an article out of the question, not because the would-be purchaser is unable to afford the amount perhaps, but because the sum asked comes so near being the sum for which a more desirable article may be secured.

The question always is as to just what constitutes this prohibitive price.

Consider the case of a Brantford merchant. His boys' department always has been a large one—a profitable one. Since the war this has increased both in size and profit, but unfortunately there has also come an increase in the problems peculiar to this line of merchandising.

Boys extra pants, for instance, of a certain grade, were purchased before the war for \$4.50 per dozen. Then these pants were retailed at 75c, a fair profit resulting. With the war, however, came advances, and the retailing price was raised to \$1.00, a figure which at the new buying price, gave a considerably lower margin of profit than the old 75 cents.

Now this retailer finds it necessary to pay \$12.00 per dozen for his boys' odd trousers—that is to get the quality which he feels sure will give satisfaction. But while he pays this much and should ordinarily charge a fair advance upon that to his customers, he feels that \$1.00 per pair is about the highest figure he may get for these pants. An advance, he fears, would prohibit trade, since a woman buying for her son, or the son himself, might argue: "\$1.25 is a lot for a pair of odd pants. It's a big proportion of the cost of a suit. I'd better patch up the old pants and put that \$1.25 toward the price of a new suit."

Perhaps, if the mother or the son reasoned exactly like this all would be satisfactory. It would mean a reduction in the sale of odd trousers it is true—but there is little profit in this line any way—but it would tend to hasten the purchase of a new suit, and so stimulate the profitable business of the boys' department.

But this Brantford merchant fears that the mothers—and the boys too—may go elsewhere if they cannot get the odd pants for at least \$1.00 at his store. He fears they might get what they want elsewhere, and that thus he would lose their more profitable business.

Considering the facts this Brantford merchant has determined to sell boys' odd trousers, for which he pays \$12.00 a dozen, for one dollar each.

Is he wise?

# THE UNIT IDEA IN DISPLAY

Worked Out in the Case of a Brockville Men's Wear Man — Windows and Interior Feature This Plan—Boys' Department Likely to Have Excellent Results Capturing the Automobilst and Summer Visitor.

*Written after an interview with Robert Craig, Brockville.*

**R**OBERT CRAIG, of Brockville, has one of the most up-to-date and attractive looking stores in Eastern Canada. He is in a city which is a great summer resort, and which draws people, not alone from the surrounding country, but also from across the border. His store ensures that such visitors are, for summer months at any rate, customers. Everything about it, both from exterior and interior points of view, commends it as a go-ahead store, where good business methods are behind the handling of good class merchandise.

The front is so arranged that a maximum of display is secured, and that in the best of all ways. The store front, by the bye, was rearranged some little while ago. The older one gave place to this present one and one result is certainly one which makes for better business. There are two entrances, and the space is so arranged that there are three windows, each lending itself admirably to unit display. This is the system in vogue throughout the store, and it is fitting that one first comes upon it in the exterior. The centre window is more like a show case, high and fairly narrow, and the doors being on either side, the passage into the store enables the customer to see all the contents of this middle window or show case, clear back to the actual level of the store. The other two windows, the side ones, are usually dressed with accessories and furnishings. For instance, Mr. Craig has been trying out, at various times, the idea of carrying ladies' goods, to some extent. His excellent window space has enabled him to further this project by displaying them in one of these side windows. His appeal to the ladies, particularly in a city like Brockville, is bound to meet with success. Here come automobilists by the score, particularly this summer; so much has reciprocity in motor licenses done for us. That class is usually a buying class. Scarfs, sweater coats, as well as et ceteras, such as handkerchiefs, small pins, and jewellery, are all good lines to handle for this women's trade. Mention has been made of Mr. Craig's adoption of this trade before, and there is no need to go into it at length again. Suffice it to say that Mr. Craig has enjoyed a very good trade indeed in women's lines this summer, and is laying his plans to duplicate it in a different class of goods for the winter months.

## Suits to the Fore

The centre window is usually devoted to clothing, with accessories used as items to set off suits and overcoats. It is a sane idea, and as the window is long and narrow it lends itself to display of several models without any possibility of overcrowding. On the other side, the side window features everything, with prominence given, say, to hats, or possibly, at another time, a display of neckwear or shirts will take up the space. Unit displays are often employed in these windows, and their size peculiarly lends itself to this idea.

The interior of the store, it is not too much to say, is one of the most attractive men's wear stores the writer has been in. To begin with, there is lots of light, for which, doubtless, customers and Mr. Craig alike, are truly thankful. The ceiling is high and an effect of airiness and spaciousness is given. In the interior the idea of unit displays is worked out to even better results than in the

windows. A series of square tables dot the floor here and there. They feature units. It may be shirts again. Neckwear usually takes up one or two, samples being tied around the collar. Stands, of course, are used. These tables do not stand in the stead of counters; rather they supplement them. But they take up the centre of the floor as one comes in, and the idea is worked out well down the store. On the right, silent salesmen of modern design and conservative finish, serve to display goods and as counters as well.

On the other side of the tables, and therefore diametrically opposite the counter, are the cases containing suits and overcoats. More of these form the fourth side of the square, that is, the side opposite to the store front. Thus the front half of the store resolves itself into a sort of square, in which the unit display tables are certainly a leading feature. Lots of spare space surrounds them and sets them off to advantage.

## Boys' Department a Paying One

Mr. Craig discussed with Men's Wear Review the inauguration of his boys' department, and what success he had had with it. He established it last spring. First of all, he confined it pretty well to boys other than little boys. He did not go after this trade at all. He had two or three reasons, one of which was that the very little fellows do not want proper suits, but run about more in cotton and linen. With a boy from nine or ten up, it is different. Already he is beginning to notice little points about the style, the look and hang of a suit that he likes or does not like, and is usually anxious to have some suit or other which he sees and to which he takes a fancy.

Mr. Craig pointed out that the boy's own opinion was listened to and his wishes studied as much as possible. The boy as a customer is the nucleus of a more valuable customer later on. He is worth studying, worth making a friend of, indeed.

As he had only inaugurated this boys' department in the spring, Mr. Craig had not had much opportunity to see its work. The summer, while a good buying time for lighter stuff, was not the boys' buying season that September is, when school opens again. Mr. Craig expected to see then what difference his boys' department would make to his store. He was not able to state at all accurately what percentage of his total business would be in the boys' department, though he admitted that, in fall and winter, it should be a considerable item.

He has a special section for boys, where they can be treated by themselves, and feel that this is one part of the store specially laid out for them. There was some mention a little while ago of treating women customers in the same way; that is, of having a special section for them, and even, were it possible, a special entrance. This, however, would doubtless necessitate too big a store. But there is no doubt at all, that the fact of special treatment and special location appeals to boys, and doubtless would to women.

Mr. Craig expects the present season to show what the future of his boys' department is likely to be. He is going right out after the boys' trade, in connection with school opening again.

The raise of price in linen collars and the tendency to economize is turning more and more men and boys to

**KANT KRACK**  
TRADE MARK  
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REGISTERED  
LINEN

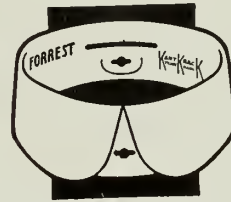
**COLLARS**



**FORREST** — Something new. Sizes 13 to 17



**LAMON** — A quick selling line. Sizes 14 to 19



**GRANT** — One of our very latest. Sizes 12 to 18½

Under such circumstances the logical thing to do is to profit by this tendency and make a strong feature of **KANT KRACK** coated Collars.

Show the many up-to-the-minute styles of **KANT KRACK** coated collars and reap the profit that comes to you from the sales of **KANT KRACK** Collars, which sell at one price—25 cents. Made in

**“ONE GRADE ONLY  
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Sold direct to the trade with our service and guarantee of satisfaction to every user of **KANT KRACK** Collars.

Send in your order to-day for a few dozen of the prevalent styles and get the trade of the boys, the working man, the mechanic, the motorist—yes—and the men of smart dress habit.

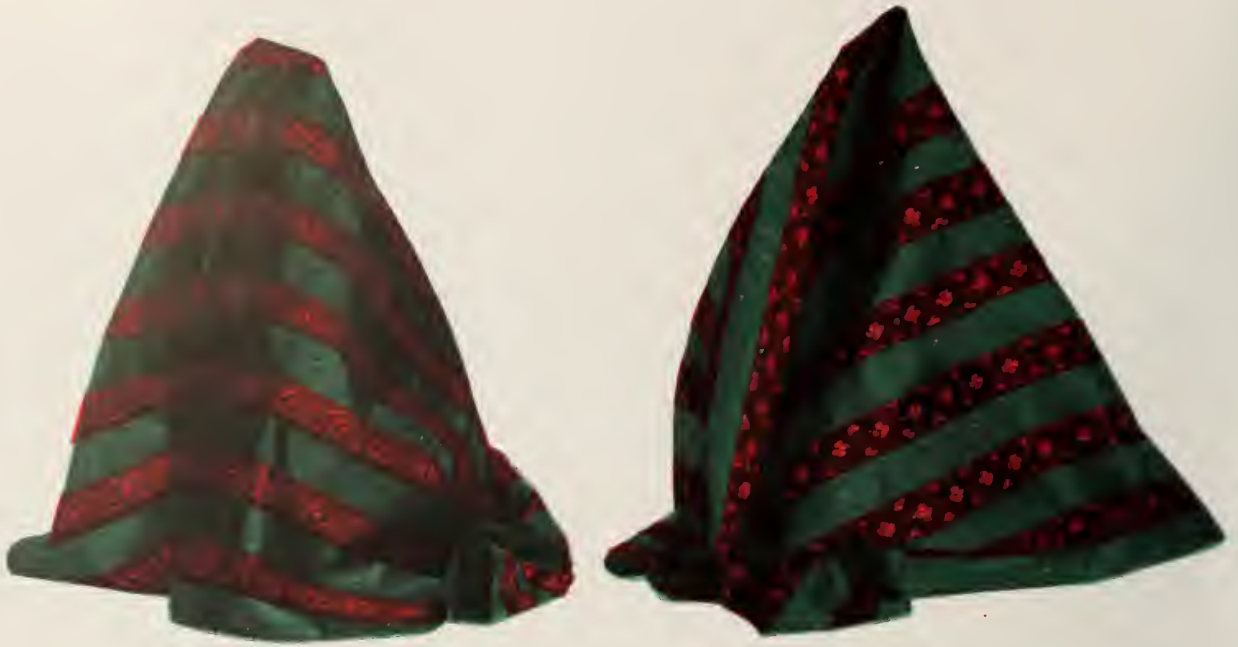
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# RENAISSANCE SILKS

Stripes and Floral  
Designs, Magnificent  
Effects for Autumn  
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*If any advertisement interests you, tear it out now and place with letters to be answered.*



# PERSIANS



A very ancient design that is always new. No idea known to the silk weaver's art is capable of producing such a wide variety of beautiful color combinations as Persians. The soft warm tones are particularly appropriate for fall or holiday wear. We have spent time and money producing an unusual line of them, and they cost no more than the commoner styles.

**TOOKE BROS., LIMITED, MONTREAL**

PRICE \$4.25 BULK AND REGULAR TERMS  
TRY A SIX DOZEN ASSORTMENT

THE LEADING NECKWEAR HOUSE  
OF CANADA

*Tooke*

## GOSSIP OF THE TRADE

J. Ellison, proprietor of the Pantorium, St. Thomas, has disposed of the business to Isaac N. Austin.

C. M. Gilchrist, of the C. M. Gilchrist Co., boys' clothing manufacturers, has recently returned from a buying trip to England and Scotland.

The firm of Begg & Shannon, Hamilton, is undergoing a change, partnership being dissolved. According to the notice sent out, debts owing to the firm are payable to James C. Begg and liabilities will be paid by him.

"Bob" Armstrong, of New York, who has been assistant designer in the semi-ready studio, will have more of the responsibilities upon him since J. H. Brownlee has fully taken up the duties of managing director of the Semi-Ready Company.

A committee representing the Dry Goods, Hardware and Grocery Associations of the Montreal Board of Trade, went to Ottawa on Tuesday to interview the Minister of Customs in regard to the advancing duties on imports that are based on value at time of receipt in this country.

Considerable interest has been aroused in Montreal by the Militia Department's request for four hundred men from the ranks of the local militia to fill up the gaps in the composite battalions now on guard duty at canals, etc., along the border. Owing to the large number of these home guard men enlisting for overseas service, the reinforcements are necessary. Under the terms of their service, members of the militia have no recourse but to serve when ordered to do so as guards, and as the call was a totally unexpected one and affects men who, as a whole occupy important mercantile positions, it is having a somewhat disturbing effect.

The Montreal Publicity Association has severed its connection with the clean-up campaign, now that the latter is on a strong, permanent footing and no longer needs the assistance of the parent body. The retiring president, Frederick Adams, was made honorary president and was presented by George Fraser with a loving cup that had inscribed on it a testimonial to his work as organizer of the clean-up campaign. J. D. Chesney, general manager of Almy's Ltd., proposed and F. W. Stewart, general manager of Cluett, Peabody Ltd., seconded the motion for the separation of the two organizations.

## STRIKING NEW FEATURE

In the Arrow Collar line two new styles have been introduced which are based upon a patent which covers a very radical and noteworthy departure in the manner of cutting collars. These new collars are the Talbot with square points, a collar  $2\frac{3}{8}$  inches high and the Berwick with round corners, which is  $2\frac{1}{2}$  inches high. Both styles have double stitching. The band and the tops of the new "form-fit" collars are cut in a curve so that they fit over the trapezius or great muscle which lies along the top of the shoulders. This brings the collar in closer to the neck, thus preventing it from sticking out in front and sawing at the top of the front opening. It assures a particularly smart sit to fold collars. The improvement will be strongly featured in the advertising copy of Cluett, Peabody & Co., Inc.

## TWO NEW COLLARS

The 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.

## OPEN TORONTO SHOW ROOMS

Of special interest to the trade is the announcement that in September, the Williams, Greene & Rome Company opened a permanent office and sample room at Room 203, Peterkin Building, 152 Bay street, Toronto, Ontario, directly opposite Temperance street. The telephone number is Adelaide 3164. Their Toronto representative, Mr. William J. Tow, is in charge. In opening up their new quarters, the Williams, Greene & Rome Company hope to give their customers a still better service than in the past.

## WHY NOT SELL JEWELRY

Sept. 19th, 1916.

With the Christmas trade comes an increased demand for jewellery especially of the useful sort and in this class the men's wear stores can get a good share of business if they go after it aggressively, as there is a general feeling that the jewellery store wants too large a profit. Wholesalers report that there is a brisk trade being done in this line already and that the tendency is towards buying better class stuff. Many haberdashers have ordered for their Xmas trade solid gold and the better class of plated goods, in scarf pins, cuff links and other lines common to the trade.

## TURNING OUT THE SHIRT YOU SELL

(Continued from page 48)

do 200 stitches a minute, some as high as 4,000 per minute, while two-needle machines will do sometimes 2,600 stitches per needle, sometimes 3,200 per needle.

## Washed Before Leaving Factory

Shirts now are largely washed before being sent out to the trade—this to remove all marks which may have settled upon them during construction.

The washing is done in big wheels, each wheel having four compartments. About twenty-five dozen shirts can be washed in each wheel. After the washing the shirts are put in an extractor, which whirls about and removes the water by centrifugal force.

From here the shirt goes to the starching room—a department small indeed, in almost all factories to what it used to be as a result of the great favor of soft finishes.

## Much Hand Work

Each stiff finish shirt is, however, dampened down, starched and finished by hand. The men doing this hand finish, by the way, used to get a price of 4c each. Then it was advanced to 5c, and now the payment is 7 cents per shirt.

After this comes the sorting, the labeling, the packing. Interesting operations all—operations requiring great care. The work of shirt making, indeed, is one of great detail, beset by unusual difficulties at the present time.



Elastic  
or  
Non-Elastic  
Lisle Webs  
Fabric Ends

The Button holes  
are Reinforced

# TEXEND BRACES

An Exclusive Brace  
For Critical Men  
75c. at Good Shops  
Guaranteed by the Makers

Consumer demand is being created for Texend Braces by copy as above in high class papers such as "Saturday Night," "Montreal Gazette," etc.

Trade **D** Mark

# TEXEND BRACES

Now retail at 75c.

The quality of TEXEND Braces could not be tampered with. Gentlemen who for years have worn them will still insist on the fineness of materials and workmanship which has been so pronounced in this line. Consequently, with tremendous advances in the cost of materials an increase in price becomes necessary, the new price giving a much wider margin to the retailer. You will find your customers willing to pay the new price for TEXEND quality.

## The Dominion Suspender Co., Limited

NIAGARA FALLS

CANADA



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



### 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.*



# Popular Price Clothing

Our travellers will shortly call upon the Trade with our complete up-to-date range of

## MEN'S, YOUNG MEN'S AND CHILDREN'S CLOTHING

While aiming to give the public the smartest styles and newest fabrics—our prices are within the reach of every customer. This makes our line an attractive one to the retailer.

It will pay you to see **NEW ERA** "Quality" clothes before placing your order for Spring, 1917. If our representative does not call upon you—write us.



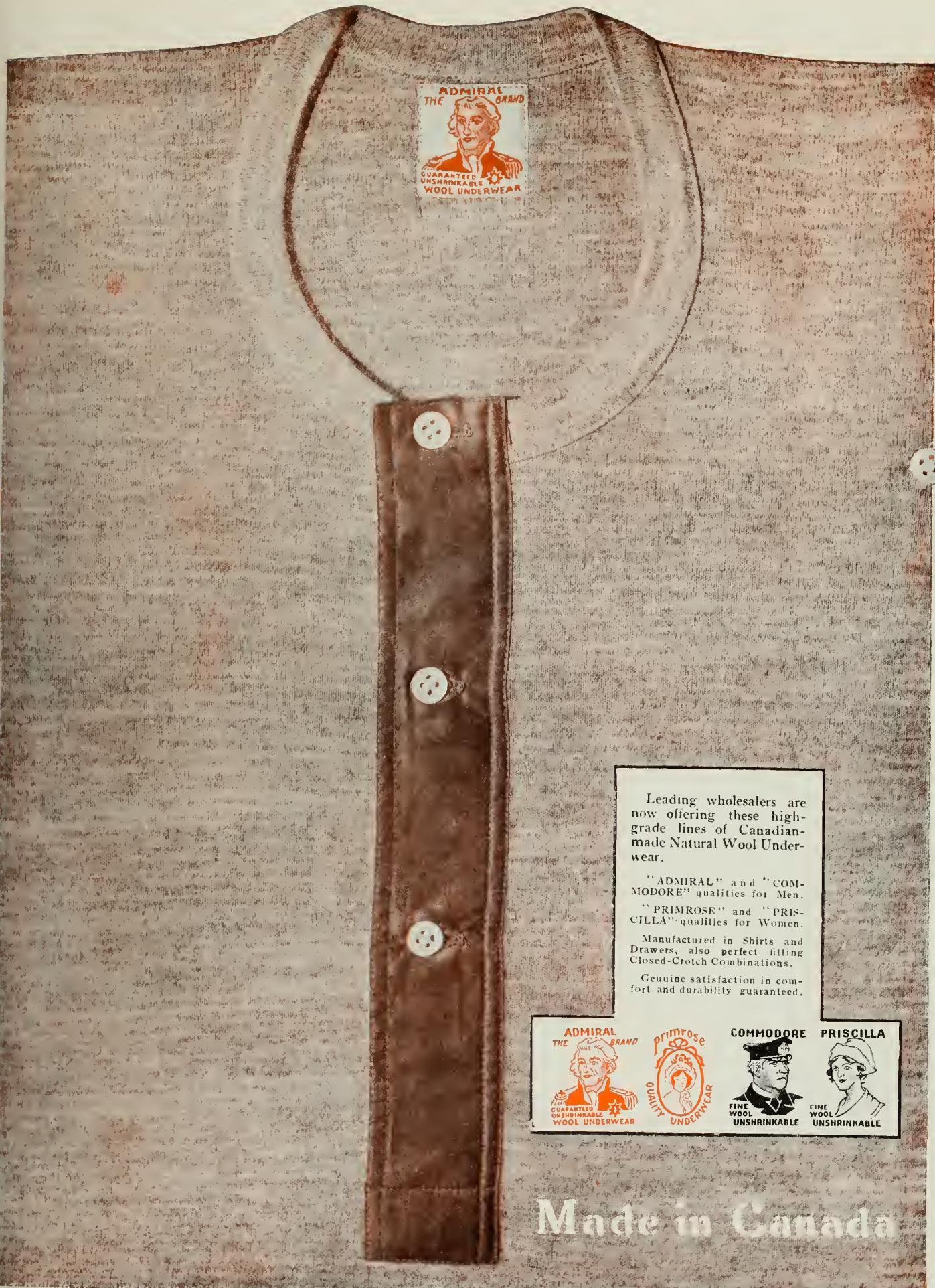
## THE FREEDMAN COMPANY

SOMMER BUILDING

MONTREAL

"NEW ERA is our Trade Mark, but it is the **QUALITY** behind the name that **COUNTS**."

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



Leading wholesalers are now offering these high-grade lines of Canadian-made Natural Wool Underwear.

"ADMIRAL" and "COMMODORE" qualities for Men.

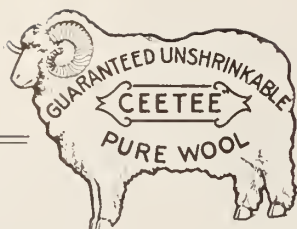
"PRIMROSE" and "PRISCILLA" qualities for Women.

Manufactured in Shirts and Drawers, also perfect fitting Closed-Crotch Combinations.

Genuine satisfaction in comfort and durability guaranteed.

<p><b>ADMIRAL</b> THE BRAND</p>  <p>GUARANTEED UNSHRINKABLE WOOL UNDERWEAR</p>	<p><b>PRIMROSE</b></p>  <p>QUALITY UNDERWEAR</p>	<p><b>COMMODORE</b></p>  <p>FINE WOOL UNSHRINKABLE</p>	<p><b>PRISCILLA</b></p>  <p>FINE WOOL UNSHRINKABLE</p>
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Made in Canada



Notice to  
**DEALERS**  
Regarding

**"CEETEE"**  
**UNDERCLOTHING**

ALL PURE WOOL - GUARANTEED UNSHRINKABLE  
MEANS: ECONOMY PLUS COMFORT

This season we received far more and larger orders for "CEETEE" and Turnbull 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 for their work, but we ARE NOT PREPARED to go very much farther."

Now while we can buy "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 we assure you we will deliver as fast as possible and try to keep everything going.

(Signed) C. TURNBULL, President

**C. TURNBULL CO.**  
**of Galt, Limited**  
Galt, Ontario

## The Latest Hits of the Season

will be found in our range of caps for

## Fall and Winter

See our new one-piece top, plain Olive Green, also in attractive green and black diagonal design.

Many other popular patterns from which to choose. All high-class workmanship and attractive satin linings.

Have sold readily wherever shown, all through Canada.

FOR SAMPLES AND PRICES

Apply

**Boston Cap Company**

219 St. Lawrence Blvd. - Montreal

## Novelty Papers for Window and Interior Decoration

Blocks, Stripes, Floral Designs,  
Silko, Velour.

Send for samples.  
Dept. X.

**Doty & Scrimgeour Sales Co., Inc.**

74 Duane Street, New York City

MEN'S WEAR BUSINESS IN NORTHERN ALBERTA FOR sale—brand new stock and fixtures: \$5,000.00 stock, showing a yearly net profit of \$4,000.00. Business located in thriving town, showing every indication of large future growth. Owners giving up business to accept commissions in the King's service. Box 80, Men's Wear Review.

STOPPING your advertising to save money is like stopping the clock to save time.

# Sell Miller Breeches and "Peg-Tops" to Soldiers



The demand for new clothing will be enormous when the boys come home from camp. Their old uniforms will be badly weather-stained and wrinkled, and most men will feel the need of new outfits for street wear.

Miller uniforms will enable you to give these soldiers exactly what they are looking for—regulation serge tunics, slacks, puttees, caps and breeches.

## FEATURE THE MILLER MILITARY WALKING BREECHES

Almost every private and non-commissioned officer will want a pair. The material is the regulation serge, which matches the rest of the uniform; and the fit and snappy style appeal to every "Tommy."

Over forty thousand pairs of Miller breeches were sold last season by merchants throughout the country. Every sale meant a satisfied customer for the dealer.

Miller Breeches are the only regulation walking breeches on the market, combining appearance and comfort.

## THE DEMAND FOR PUTTEES WILL BE LARGE

Make sure of your stock.

Rite-Fit non-frayable (left and right)  
\$21.00 per dozen pairs.

Fox's Puttees.

Other Puttees from \$10.00 to \$15.00  
per dozen pairs.

Go over your Military stock now. Estimate your needs, and order without delay. The man with the stock when the soldiers return to winter quarters gets the business. He makes his store the headquarters for Military goods.

# Miller Manufacturing Company, Ltd.

44 YORK ST., TORONTO

Uniform Contractors to the Dominion and Imperial Governments.

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



Here you  
have the *real*  
boy's needs  
in clothes

**New  
Models**

Styles that are designed and tailored by men who have specialized in the making of boys' clothes—men who have studied boys and know just what a real boy's requirements are.

**A Boy's  
Needs**

**Proper Clothes** can be worn by the real live boy who believes in romp, tussle and fun—the boy's part and the clothes a part of the boy.

**Style  
Material  
Tailoring**

GOOD STYLE—not dudish—STOUT MATERIAL—that comes through many a scrape looking innocent and WORKMANSHIP that gives assurance that all parts will hold their own and buttons hang on with the tenacity of a bulldog.

## Proper Clothes

embody the experience of the Copley, Noyes and Randall organization and men whose life work has been making Real Boys' Clothes—giving more actual value, than is usual in Boys' Lines.

Give Proper Clothes a place of prominence in your Boys' Department and watch the result.

**Copley, Noyes and Randall, Limited**

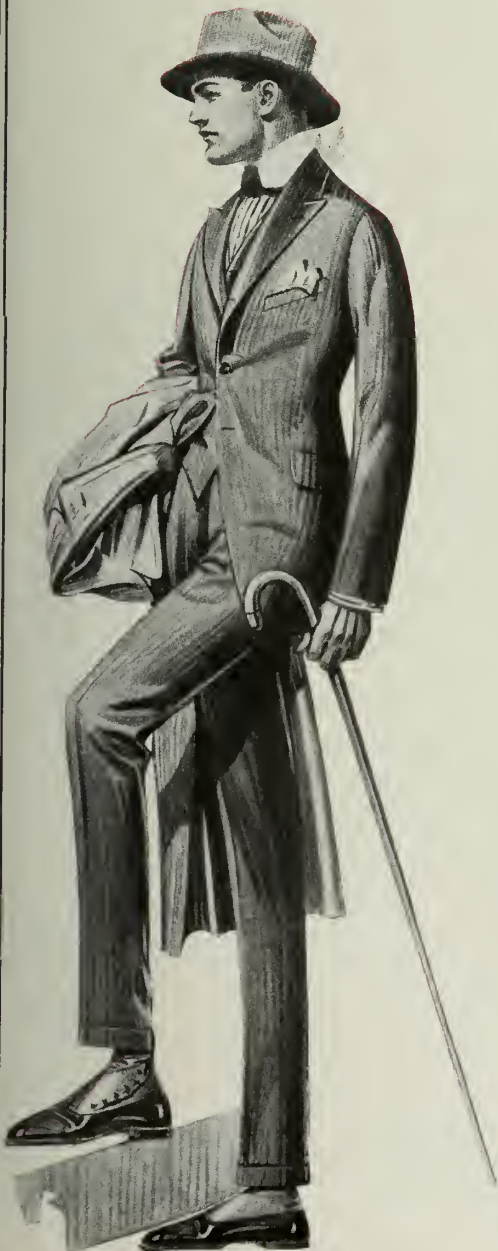
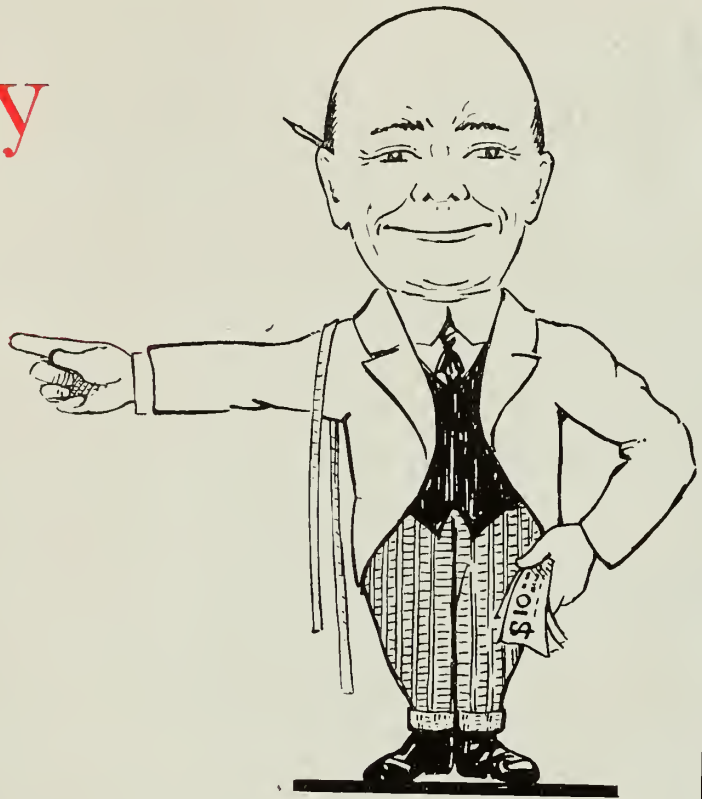
Hamilton, Canada



# No Outlay

## All Profit

*Fifty more merchants have an opportunity to make money without a cent outlay—all profit.*



Our special TAILORING SERVICE is helping merchants to build up a substantial business with men who take pride in the appearance.

To win a man's patronage for Clothes is a sure way of getting his Hat, Collar, Tie and Glove purchasing.

Our Clothes, made up from the finest woolsens in Canada, with the facilities of our organization, mean a *Service* that brings success.

## Be One of the Fifty

dealers to handle our line exclusively. We have style book and measuring equipment ready for only 50 more dealers in Cities and Towns not already represented.

Get the exclusive agency and have the Service and Reputation of our whole organization back of you to build up a thriving Tailoring Department.

*Wire to-day at our expense and have equipment and exclusive agency reserved.*

**Coppley, Hoyer & Randall**  
Limited

HAMILTON

CANADA

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



**M**OST men buy Penmans Underwear because they want the most for their money—not necessarily the most material, but the most comfort—real, sure, comfort. Underwear adds to one's comfort in being so efficient that you forget about it—Remember the name, however—

*Penmans*  
**Underwear**  
 Made in Canada

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

# Take Time by the Forelock!



## Take No Chances

We are running day and night and remember, First come, first served. Last season dozens of merchants who put off ordering till the last minute were up against it. Assure satisfaction for your customers by ordering now. Write for folder of Fall styles, showing absolutely the fastest sellers on the Canadian market.

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*A postcard will bring our traveller  
with a full range of samples.*

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**THE WOLTHAUSEN HAT CORPORATION**  
**BROCKVILLE, CANADA** LIMITED

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

Our ranges of Outing Shirts, New Sport Shirts, Night Shirts and Pyjamas for Spring, 1917, are now in the hands of our representatives.

We feel sure our friends will appreciate our efforts in securing such smart designs in such a splendid range of styles.

See them.

## There goes my Dufferin Shirt



**The Dufferin  
Shirt Co., Ltd.**

914-916 Dufferin  
Street, - Toronto

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



## A City's Story

IT is no easy task to change a name. Associations will surely have made that name dear. It will, through the years, have come to stand for something which is worth while, and of which all may properly be proud. So it was with Berlin, Ontario. For industry, proper thrift, the spirit of business adventure, and the shoulder-to-shoulder attitude of its people, this city stood well to the fore. In educational and civic affairs it had traveled very far, and was still moving. It had a high name throughout the Dominion, and beyond. Then came war; and because of actions elsewhere, the name Berlin came into disrepute. Forgotten, in many cases, were the distinctive features of Berlin, Canada. The city, its people, its ideals, its output, were confounded with the city, the people, the ideals of that other city across the sea. The name on goods shipped by manufacturers reduced the desirability of these goods. In short, Berlin, Canada, was misunderstood.

Getting together the citizens of this centre discussed the matter. They admitted to themselves that the confounding of the loyal Canadian city with the German capital was quite natural. Hence a change of name was decided upon, and after the vote—as a result of the vote—it was determined to call the city Kitchener, after Great Britain's great soldier—Kitchener of Khartoum, Kitchener of "The Mob" now so gallantly fighting and with which "Mob" many from the city of Kitchener may be found, and to join which "Mob" a battalion is shortly going overseas.

It was natural some should hesitate at the change in name. Their children had been born in Berlin. They themselves had fought their way up there. But the misunderstandings as a result of the name had been such that this spirit of local sentiment was put aside for the broader patriotic sentiment in favor of a name purely British. So the change was determined upon, and a little later approved by the Lieutenant-Governor in Council and by the Federal authorities. On the railways now the name "Kitchener" is the one heard by those anxious to reach this capital of Waterloo County.

## II

KITCHENER, being such a centre for the manufacture of goods sold through the men's wear stores, has a big interest for men's wear dealers and their assistants. At this time, therefore, it is well worth giving an idea of this city, of its peculiar advantages, and of the place it takes in the work of supplying the needs of the nation.

No city is greater than its people, and as indicating the spirit of the people one usually looks at their homes—those show windows of the domestic life. Doing this in Kitchener one is really looking at homes—not at rented houses. It always has been the aim of workers in Kitchener to own their own homes. So well has the aim been carried out that statistics show that 75 per cent. of the working classes do own their homes. Many of this class, indeed, are landlords; frequently renting to their sons on an arrangement which within a limited time allows the son to become owner.

The people of Kitchener, indeed, are there to stay. Many of them have in their own sphere exemplified the very spirit of the man whose name the city has taken. They have been enterprising. They have husbanded resources, to have these ready to throw in where they would do the most good. They have been "thorough." No manu-



*Street and park scenes.*

facturer has been known to fail in Kitchener as a result of labor conditions. Capital and labor get along amicably, and the workers are real citizens, and have a pride not only in their city but in their work—and so, of course, do the best work.

### III.

**N**ATURALLY, where so large a percentage are attaining the aim of owning a home, the welfare of the city as a whole is unusually close to all. So one finds the people of Kitchener greatly interested in public ownership, and showing this interest in the practical way of owning all its public utilities—street railway, gas and electric power plants, waterworks system, incinerator—it owns these and makes them pay.

Every precaution is taken to have the sanitary conditions perfect. A graduate school nurse has given good service in assisting the Board of Health in preventing the spread of any contagious diseases which may from time to time break out. The addition of another nurse, to cooperate in this work is even now being considered.

Kitchener has a splendid hospital, Tuberculosis Sani-

tarium and best of all, perhaps, a progressive, alive, Board of Health.

Naturally in such a city, where the people more generally than is usually the case, plan to spend their lives, educational advantages of unusual nature are provided. There are five public schools, two separate schools, the Euler Business College, whose students supply more than the local need for bookkeepers, and stenographers, St. Jerome's College, and a collegiate and technical school which is second to none in the province. It was carefully planned. The principal, David Forsyth, travelling widely to study the question and decide what was best, before the plans to be followed were determined upon.

Nor has the religious and aesthetic side of the community suffered during the days of prosperity. The city has 22 churches, a splendid public library and a country club and golf links having among other advantages that of being easily and quickly reached.

The parks system shows the far-sightedness of the people of this city. Growth is expected. Little wonder that such should be the case, since the population has been advancing so steadily, so surely of late years. In 1903 the numbers were 10,466. In 1913 the figures showed 18,000; and now in 1916 the growth is still apparent, the population to-day being 19,517.

For this larger Kitchener of the future plans are being formed, 110 acres of natural wooded lands being held for parks which will later be required. At present Victoria Park has an area of 57 acres, an artificial lake, an athletic field of the best—is indeed one of the finest parks in Ontario. Such open spaces in a city 1,001 feet above sea level must, it can be seen, mean much for the health of the people.

### IV.

**K**ITCHENER has splendid railway facilities. On the Grand Trunk, with Toronto 60 miles east, and Hamilton 35 miles south-east, it has a ready access to water transportation. But Kitchener has the added ad-



*Kitchener Station and part of manufacturing district.*

vantage which comes from being the hub of a wheel with electric radials as the spokes. One of these radials connects Kitchener with Galt, and with the C. P. R. there. This line also passes through Preston, while a branch goes to Hespeler. Cars to these places arrive at and leave Kitchener every half hour; while every 10 minutes there is a service to Waterloo and Bridgeport.

These radials means a great deal to the business men of Kitchener, enabling a much large number than would otherwise be possible to come to Kitchener to shop. The buying power of the farmers, who so largely use these radials, is amply proved by the savings accounts in the nine chartered banks.

V.

**A**S a manufacturing centre Kitchener has grown wonderfully. In 1903 the industries numbered 68. In 1913, there were 125, and at the present time 142 factories are turning out goods with an annual value of \$14,000,000. Thus the annual output of Kitchener's factories exceeds the assessment of property which amounts to \$12,000,000—though this assessment does not include the public utilities.

Of the lines manufactured in Kitchener those sold in men's wear stores take a leading place—perhaps the leading place. Shirts are made in huge factories, and in factories not so large. Pyjamas, and summer underwear are also made, though not as largely as shirts. Then Kitchener is one of the big centres for collars.

The buttons, too, which are used on clothing, and on shirts and underwear, come largely from Kitchener. The robes which cover the western traveler on a stormy day, quite likely took form in this city. The glove with which the traveler drives may also have been made here.

Suspenders, also are made here, and from Kitchener come many of the interior fixtures which so materially assist a merchant in turning over his stock.

Then shoes are a big product of this city, indeed this is the shoe centre for Ontario.

Of the goods manufactured in Kitchener the following imperfect list may be given. Auto tires, rubber shoes, boots, shirts, collars, underwear, pyjamas, whitewear,



*A Scene in Victoria Park Kitchener*

harness leather, (Kitchener has the largest harness leather tannery under the British flag) sole leather.

No wonder that upward of 200 travelers go out from Kitchener factories in the season to show Kitchener made goods to the merchants of the country.

A remarkable industrial centre surely, and unquestionably a part of the success achieved by the manufacturers is due to the steady, thifty, earnest characteristics of the people. They stay by their work. They put themselves into it, and the product shows the honest labor.

Truly the motto of Kitchener "thorough" fits the people of this city, which has honored itself and honored him in taking his name.



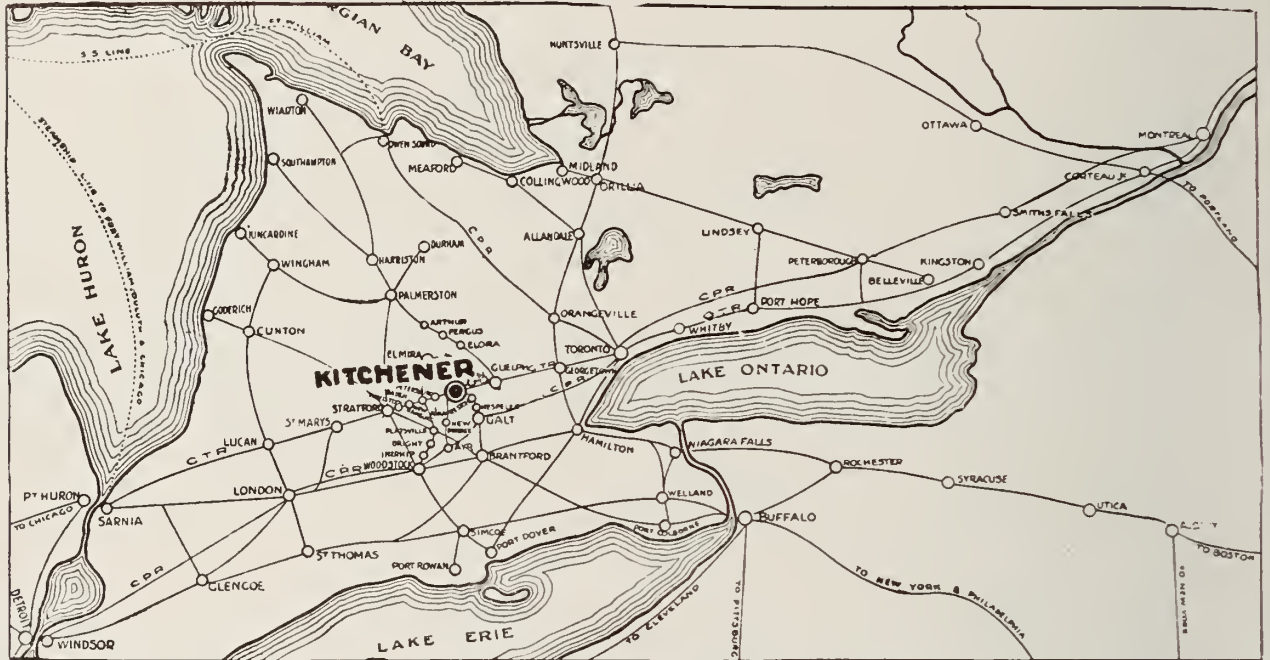
*Collegiate and Technical School above, Victoria School below.*



trunks, bags, buttons (ivory, pearl and club), felt shoes and felt goods generally, bicycles, clocks, furniture, suspenders, interior fittings, wood working machinery, furnaces, grate bars, art glass, gloves mattresses, phonolas, organolas, robes and clothing, forges, blowers, fans, drills, anvils, heating and ventilating appliances, pianos,

# KITCHENER CANADA

*Population 20,036*



Map showing KITCHENER'S Excellent Railway Facilities.

## Why Manufacturers Locate Here

The city is centrally located in the best agricultural district in Ontario. Has excellent railway facilities, the G. T. R. and C. P. R. steam lines, as well as a splendid electric railway system, connecting with other large manufacturing centres. The city owns its own waterworks, gas and electric plants and electric street railway. All of these municipal owned plants are paying, and a source of revenue to the city.

## Best Labor Conditions of Any City in Canada

### Free Sites to Manufacturers

The city offers free sites, a fair assessment, cheap water rates, cheap electric power from Niagara Falls, and good fire protection.

Address all letters or wire

**G. M. DeBus, Secretary Board of Trade**

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





C. J. Wilkinson  
Sec. Treas.



KITCHENER  
CANADA



The late  
John Forsyth



F. DANNECKER  
Vice-Pres.



J. C. FORSYTH  
President



H. A. HAGEN  
SUPERINTENDENT

The Guaranteed  
**Forsyth**  
SHIRT

**FORSYTH**  
**DELPARK**  
UNDERWEAR

*Our organization, in unity and accord,  
strives loyally to live up to a policy that is  
founded upon the realization that honest  
service is the first law of success.  
Our future depends upon your appreciation  
of our efforts.  
We will continually strive to serve, reaping our  
just reward by receiving your appreciation.*



KITCHENER  
PLANT



WATERLOO  
PLANT

**SHIRTS**  
**FORSYTH**  
**DE LUXE**

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

The Guaranteed

*Forsyth*  
SHIRT

FORSYTH  
  
DELPARK  
UNDERWEAR



All previous records smashed in 1916, and still gaining momentum.

Travellers are now showing for Spring, 1917, the finest range of samples it has ever been our pleasure to place before the Trade.

*Forsyth*



*Canada*





# Buttons

MADE IN KITCHENER

**W**E specialize in ladies' dress buttons also ladies' and children's cloak and suit buttons.

**M**EN'S coat and vest and overcoat buttons, raincoat, sweater coat, shirt and pant buttons.

**Kitchener Buttons, Limited**  
Kitchener, Ontario



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

# *A Business with a Soul*

*Being an account of the human side of the Williams, Greene & Rome Co., Limited, makers of W. G. & R. shirts and collars.*

By R. E. Tailer

**B**USINESS is not always and everywhere cold-blooded. Men there are in control of great businesses who are very human, having regard for the welfare and content of others among whom are to be included their workers.

Money-making is an objective, of course, but the big men in business take time and trouble to be neighborly; they make money; and they find both pleasure and gain in using some of it to add to the joy of living for others, among whom are to be included their employees.

All this has definite illustration in the case of The Williams, Greene & Rome Co. Limited, Kitchener, Ontario, makers of W. G. & R. shirts, collars, underwear, pyjamas and boys' blouses.

Mr. Samuel J. Williams, the President and the only remaining member of the trio who established the business, is, like Abou Ben Adam, a lover of his fellow men; and perhaps this is one reason why he has prospered, and why the W. G. & R. business has flourished and expanded so amazingly.

## The W. G. & R. Factory in Kitchener

It would hearten you if you could pay a visit to the W. G. & R. factory in Kitchener. The first thing that would impress you is the magnificent building, made to let in a plenitude of light and air. The outside is attractive—a clean looking structure and spacious, with sward and shrubbery surrounding it, robbing it of any aspect of sordid commercialism.



THE HOME OF W. G. & R. PRODUCTS  
KITCHENER, ONTARIO

It is a factory obviously, but different from the old concept of factory. The W. G. & R. factory has a countenance which fairly beams. It betokens cheerful souls—not "hands"—within. It proclaims humanness in the management—that spirit of neighborliness which is the fulfilling of the Second Great Commandment. Its magnitude indicates the extent of the trade done by The Williams, Greene & Rome Co. and its white trimmings of cement gleaming out against the red of the brick walls have some suggestion of the white products of the factory.

The Williams, Greene & Rome Co. Limited, have another factory at Hanover, Ontario, necessary to produce the goods required by the Canadian public. This factory too is a concrete structure, built much along the lines of the home plant.

It is not my intention to guide you through the factory nor to describe processes. All this may be interesting, but I have another object in view. Suffice it to say that the ground or first floor is where the receiving and shipping are done. Here piece goods stock and other raw materials are carried and here the shirt-cutting is done. On the second floor are the offices, and the principal stock rooms for finished product. The third floor is the factory proper, where collars, shirts, pyjamas, night robes, summer underwear and women's neckwear are made. On the top floor is the laundry. It is on the top so that all heat and vapors shall escape without offending senses or injuring health as would be the case were the laundry set in the basement where an unthinking one might expect to find it,

and where too often in factories of this character it is placed. Being on the top floor it receives abundant light and air, is wholesome, healthful and comfortable from the standpoint of those who work.

#### The Spirit of the W. G. & R. Business

What is more interesting to me, the writer of this short article, is the spirit of the W. G. & R. business—this more than the factory viewed as a building, and more than raw materials and manufacturing processes.

You see the spirit which animates this business in the faces of employees. There you will see no drawn looks, the result of over-work or over-strain, due to a hard taskmaster. On the contrary, you will see interesting and interested faces, bright with the joy of work and with the content of mind which accompanies satisfactory working conditions. Girls and women are more numerous than men in this factory because of the special nature of the work. All work in a fine light; and where much light and good air are found you can be sure of a better worker and a better product.

The well-being of workers is an important object of the management, and is secured and promoted by various means. Every floor, for example, has a rest room where any girl who is indisposed may rest, and if necessary receive first aid. There is a lending library in the building, conducted after the manner of a public library. A sick benefit fund has been instituted by which cash benefits graded according to the amount paid in weekly are avail-



SHIRT DEPARTMENT

able. These benefits range in amount from \$2.00 to \$7.50 a week for a stated period of weeks, and are secured by weekly in-payments of 2½ to 10 cents. A death benefit of \$25.00 or \$50.00 is also available.

Another social institution is a "Camp Club" and a cottage on the Grand River. Here employees may spend vacations and week ends and have other meetings of a social sort. All under proper supervision and available at a minimum cost.

The magnificent roof is utilized for a roof garden. A small enclosed stage and dancing platform has been recently built, and affords an ideal spot for entertainment in hot weather.

It scarcely requires to be said that these methods, conditions and provisions are decidedly uncommon; that they represent a great advance on what was found a generation ago; and that they have their source and maintenance in a heart.

#### Not a One Man Business

While Mr. Williams, the President and Founder of the business is still active in the management he has never believed in a "one man" business. The active management of the business rests in the hands of the local Directors, Mr. F. S. Hodgins being the Managing-Director and having general supervision over the plant, Mr. J. B. Kirby being Secretary-Treasurer and having control of the credits, accounting, etc., and Mr. B. K. Robinson having charge of all the purchasing.

#### Retailers Interested in the W. G. & R. Business

It will have been perceived perhaps that there has been no attempt made in this short article to say nice things about the W. G. & R. products. Every retailer in Canada knows W. G. & R. Goods and is doubtless well acquainted with W. G. & R. travelers and the story which they have to tell. Instead an effort has here been made to give retailers some fresh knowledge, or to impress a fresh old knowledge, concerning the firm that makes a commodity which they handle every day. Effort has been made to humanize—so to speak—W. G. & R. shirts and collars; to give them personal interest, as it were; to give a glimpse of the mind and heart lying behind their manufacture. When one knows how a thing is made, and where it is made; and when one can see in a commodity more than mere substance cleverly fashioned; namely the **spirit** that produced it, then one becomes its better and heartier salesman.

I know this out of my own experience. Until I learned what I know now about The Williams, Greene & Rome Co., the letters "W. G. & R." meant much less to me than they do now. I knew them long ago—long before I knew what they stood for. Now that I have seen the factory where W. G. & R. products are made and have perceived the firm's **spirit** and its many manifestations, I have come to regard the W. G. & R. line with much greater favor and confidence, and this greater good-will finds expression in a greater preference for W. G. & R. Shirts and Collars and Underwear, as articles of personal apparel; and as a Canadian-made product worthy of my commendation when I seek to guide others towards a choice.



COLLAR IRONING ROOM

# SUSPENDERS

## ARE MADE IN KITCHENER

A quarter of a century has passed in Kitchener (Berlin) since C. K. Hagardorn commenced the making of suspenders — twenty-five years brimful of experience and endeavor. Sixteen of these years have been spent on our present site—where are now manufactured all grades of suspenders—suspenders that have stood the test of years and the buffeting of keen competition.

During these twenty-five years we have been selling to the trade direct, all over the Dominion.

Our well-known and fast-selling grades are:

### King George Linend, Excello Kitchener Coatless

THE KING GEORGE is a splendid high service brace, a popular selling suspender. It has a Sliding Cord and a Supplementary loop which prevents slipping off the shoulders even of the most round shouldered men.

LINEND, a high quality dress brace. EXCELLO, a popular sliding cord brace, and KITCHENER COATLESS, the practical brace for summer wear.



KING GEORGE

*Stock King George, Linend and Excello for brisk Christmas and Winter selling—SEND FOR SAMPLES and PRICES.*

## Kitchener Suspender Co., Limited

### Kitchener, Canada

(FORMERLY THE BERLIN SUSPENDER COMPANY)

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

# Kitchener's Example

**O**RGANIZATION is a powerful factor toward the success of any enterprise. Earl Kitchener has set us an example of what can be accomplished, against tremendous odds, by careful organization.

Fall and Winter business will be better for the merchants who have definitely planned their stores and organized their resources.

## Walker Service

shows how this can be accomplished by utilizing space to the greatest advantage to facilitate the handling of merchandise and for serving customers quickly.

Walker Store Equipment means increased business, new patronage and less sales effort.



Section, Grays, Limited, London, Ont.

Walker Store Equipment comprises everything in Fittings, Clothing Cabinets, Showcases, Counters, etc.



Section, Murray-Kay's, Toronto.

## Walker Store Equipment

is recognized as the standard for Canada. Send us a plan of your store, make a forward move for bigger business and get the benefit of our experience in store arrangement.

Write to Kitchener, Ontario,—the home of the Walker Bin and Store Fixture Company. Send us your floor plan and get estimates without obligation.

For Western Rush Orders, stock carried at Vancouver, Edmonton, Saskatoon and Winnipeg; Ontario and Eastern Provinces supplied from the factory.

**The Walker Bin & Store Fixture  
Company, Limited** **Kitchener, Ontario**

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



**THE**  
*Lang*  
**SHIRT**

*"The Line of Unusual Values"*

**F**OR Spring and Summer Season 1917 we are fortunate in having a large quantity of fast color materials bought well ahead. The range will include the sensible novelty features as well as a strong representation of standard lines. We specialize in fine quality shirts made up for retailers under their own name. Your connection backed by *Lang* quality will build for you under your own name the most profitable and most permanent shirt department. Ask the man who sells them and arrange to see the *Lang* range before placing for Spring. Samples on request.

**The Lang Shirt Co., Limited**  
**Kitchener, Ontario**

D 13

The collar that workingmen will ask for.

# “COLONIAL” Union-Made COLLARS

Union-made collars are now being supplied from our factory to the trade at \$1.20 per doz. We have special prices to buyers of 50 doz. lots. Quarter sizes will be made as ordered.

These collars are an addition to our Colonial Shirt Line.

## COLONIAL CLUB SHIRTS

are popular sellers, well finished throughout; have neat fitting collars and two flap-pockets—Union Made.

Prices from \$9.00 to \$15.00 a dozen.

**Special Discount on 25 dozen lots.**

*We also have a full range of fine quality shirts, in the latest patterns.*

# The Colonial Shirt Company, Limited

KITCHENER, ONTARIO

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THE DOVER

Buyers of DOMINION RAINCOATS become satisfied customers because they get the fullest measure of service and value. That is why you make no mistake in selling

## DOMINION RAINCOATS

*Made in Canada*

Each garment carries our guarantee for quality of material and thoroughness of workmanship.

Our salesman is on his way with our 1917 Spring Samples. It will be worth your while to see his line before placing your Raincoat order for Spring.

**Canadian Consolidated Rubber Co., Limited**

Executive Offices: MONTREAL

28 "SERVICE" BRANCHES THROUGHOUT CANADA.



“Roykraft”

*Our New Fall Model  
Ready Now*

TOOKE BROS., LIMITED

MONTREAL

TORONTO

WINNIPEG

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI

PUBLICATION OFFICE: TORONTO, NOVEMBER, 1916

No. 11



Keeps Its Shape

Reid Quality

Satin Neckband Both Sides

Longer Wear

Easy Sliding

Reid's "Shure-two-Slip" Cravat

Success in Neckwear Selling is at your finger tips if you feature

**Reid's "Shure-two-Slip" Cravat**

The basis of successful retailing is dependable merchandise. This cravat is built on a new principle that assures entire satisfaction to your customer. The thin, strong neckband of smooth satin allows the tie to slip with utmost ease through any style of fold collar. Study the construction and you will see in Reid's Shure-Two-Slip Cravat the kind of merchandise that will widen the opportunities of your neckwear department.

Prices \$4.25 to \$16.50 per dozen.

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

Makers of High-Grade Neckwear for Men, including Reid's Real Bengaleno Cravats in Forty Plain Shades.

TORONTO CANADA





# ARROW

*form fit* (PAT)

# 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



# Splendid Sellers for Xmas Trade



The *Kitchener* brace, put up in attractive patriotic boxes, will sell quickly during the holiday season. It as a suitable gift for soldier or civilian.

The *Kitchener* cord brace fills every wish of those who desire the freedom of this model.

The *Kitchener* is also constructed in the old style, and meets the needs of all who prefer that model.



The Monarch Suspender Co.  
TORONTO CANADA

## CAPS will be prominent in Holiday Buying.

Caps are in great favor at present—they will be appreciated as presents by men, boys and girls, by all, in fact, who love the open air.

**COOPER CAPS** Will bring this business to your store. For value, smart style, exclusive patterns they lead.

*Send your sorting orders in at once for prompt delivery. See our attractive new Spring Models.*



**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.*

# *A User of Waterproof Collars*

and why he prefers

## Challenge Brand



## Shooting Teddy Bears

When a man lays aside the garb of civilization to enjoy the care-free life of the happy winter he wants to forget all about linen collars, starched shirts and other harness decreed by that despotic monster, Custom. But one cannot shoot the grizzly and the moose all the time, so one must perforce come back to the ways of civilization, and here is where the "Arlington" Collar serves the hunter a good service. He can pack it in his kit, without fear of it being harmed; then it is ready for the return trip as soon as he touches the fringe of conventionalism again.

The hunter is but one of many types of men that find the "Arlington" a serviceable collar. It is to meet the requirements of these various types of men that Challenge Brand offers several grades and styles at different prices. This enables the dealer to satisfy many instead of the few. But the point to be emphasized is this: All the year round there is a market for Challenge Brand Collars—always some occasion apart from general trade when the "Arlington" "Challenge" Brand Collar will be in requisition. For this reason it behooves the dealer to keep a constant display of Challenge Brand Collars before his customers to catch the special occasion trade as well as the steady sales of customers who want the latest styles in Arlington Challenge Brand Collars.

REPLENISH YOUR LOW STOCK WITH OUR  
NEWEST STYLES. TRY A COUNTER DISPLAY.

### The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

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





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One of the latest products of our Ready-to-Wear Department. Many other equally attractive Style-Craft models are being shown for Spring, 1917.

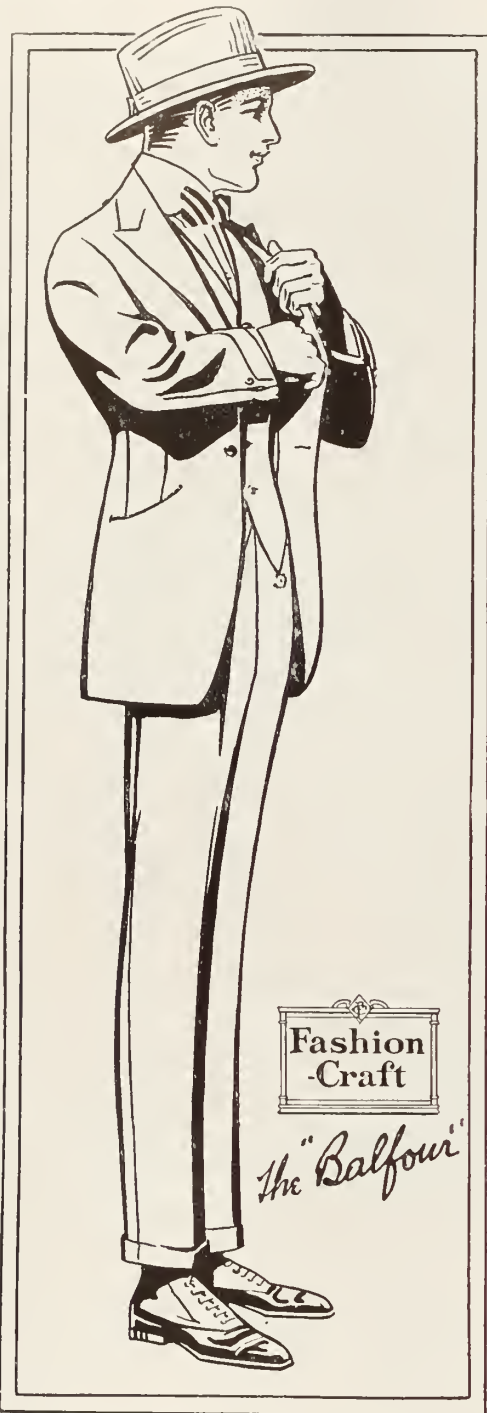
*Ask to see our full range, then order immediately what you will want for the late Fall and Christmas Trade.*

---

# E. G. Hachborn & Company

50-54 YORK STREET, TORONTO

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



# Value and Service

The keynote of

# "Fashion-Craft"

Success

## QUALITY CLOTHES

WITH A REPUTATION

Created by style artists and fashioned by skilled workmen.

MATERIALS, THE BEST THAT CAN BE PROCURED.

We want live wire agents where we are not already represented.

*Are you interested? If so, write promotion department.*

## Fashion-Craft Mfrs., Limited

MONTREAL

### FASHION-CRAFT

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



Our  
national  
advertising  
helps to sell.

# King

## RUST PROOF SUMMER SUSPENDER

TWO OR FOUR POINT.

Metal parts are positively rust-proof. Will not stain or soil fine fabric shirts. The webbing is still of the high-class sweat-proof yarns.

The King Suspender Company

64-66-68 Adelaide St. East - Toronto, Canada

## Warning!

Last year there was a great shortage of

**“KING”  
Summer  
Suspenders**

*This is a live line that has had eight years' successful selling and is still thriving.*

Send your order

**NOW**

to your nearest jobber or direct to us, and make sure of your supply

**For 1917**



Patented button-down skirt showing neat jacket effect.



Skirt up showing suspenders which are attached to back of jacket.



Showing the convenient drop seat arrangement.

## Yes, Sir, a Brand New Idea!

*Just the thing for your Overall counter.*

Study the exclusive patented features of our *New One-Piece Work Suit* here illustrated, then ask yourself—Is it not the logical garment for traimmen, mechanics, motorists and others?

The Arm and Hammer One-Piece Suit is going to revolutionize the overall trade. The overall wearer will quickly appreciate the tremendous difference between it and the old style cumbersome, ill-fitting, full-back, one-piece suit.

Our new One-Piece is cut like a suit of clothes. Concealed elastic patented suspender, patent drop seat; no tiring shoulder strap, no binding belt, no loose coat tails—just an ideal, snug-fitting work suit that's going to be a real, live seller.

*To make sure of early Spring delivery order now.*

**The J. A. Haugh Mfg. Co., Ltd.**  
Toronto, Canada



## "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 Warmes, Greatcoats, 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.*



## Carry No Stock

Merchants: You are not obliged to keep a stock of soldiers' and officers' uniforms that are uncertain of being sold.

By keeping in touch with our big organization you can have orders filled on the shortest notice. *Style, Fit and Workmanship* of the highest order guaranteed. We are **WHOLESALE MILITARY TAILORS**, making a specialty of officers' high class uniforms. Our forty years' experience enables us to give you the acme of military tailoring.

*Send for our samples of cloth, self-measurement forms and price list to the trade.*

You can take orders without carrying stock and have them filled promptly and satisfactorily. The margin of profit to you will be substantial without any outlay.

*Get in touch with us to-day.*

## The Soldier's Friend

A Paste Polish of Unusual Merit. For Polishing Buttons and All-Metallic Parts of a Soldier's Uniform and Equipment.

*PRICE PER TIN, TEN 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, etc. Tell us your military requirements.



## 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.*

# For Christmas Selling—

## *The Bentro-Knit Line*

*gives substantial profit to you and entire satisfaction to your customers. The wear, the style, the quality and finish are up to the highest expectations.*

Sweater coats will be a popular feature of Christmas gift-giving, not only for soldiers at home and in the trenches, but for men and ladies. Put the **Bentro-Knit** line to the fore and get a substantial profit.

To make certain of your supply of sweaters for the 1917 trade, get your orders in at once. The heavy demand and other difficulties make deliveries of late orders very uncertain.

The Williams-Trow Knitting Company  
STRATFORD LIMITED CANADA



Officers' Military Shirt

*The Deacon*  
SHIRT

*The Shirt That Quality Popularized.*

## The Deacon Shirt

by its unusual good qualities in workmanship and material meets the requirements of men and boys appreciating an easy-fitting, long-wearing shirt at a popular price. The Deacon is made in a variety of styles, something to suit every taste. Whether for work or play you cannot give your customers a more satisfactory shirt than the Deacon.

Note the Officers' Shirt here illustrated. It is strictly regulation style—we know the needs of soldiers and officers and we work accordingly. We are showing several lines of military shirts in Khaki Flannel and Cotton, and every one is a winner.

See our complete range for Spring 1917. Our travellers are now on the road. Deacon values will interest you.

The Deacon Shirt Co. - Belleville, Canada

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



## Get Holiday Season Orders



The Christmas season being near, young men are thinking of their holiday suit. Make a bid for this business. Use the *Leishman Special Made-to-Order Department* and attract the men who are particular to get clothes that are smart in Style and individual in Fit.

*Get your orders in early, so that deliveries before Xmas may be assured. Get the Leishman outfits if you have no agency.*

*Our 1917 Spring and Summer Styles in Ready-to-Wear Suits and Overcoats are now being shown—See this Range.*



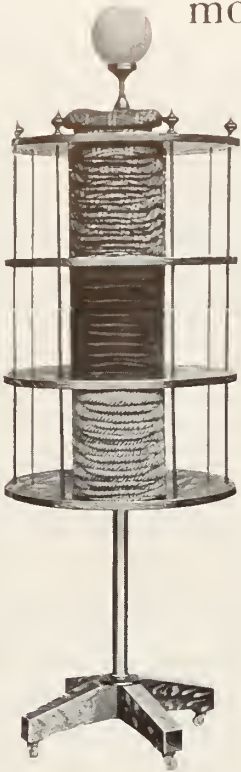
**Wm. H. Leishman & Company, Limited**  
68 Temperance Street, Toronto

*Makers of Better Tailored Garments for Men*

---

*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 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



**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-dozens 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.

## 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, "Radio" 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

# "Craftana"

Registered No. 262,0



THE HALL-MARK OF

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

**First in the Field and Still Leading.**

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

**A HALF HOSE FOR HARD WEAR.**

**Absolutely Seamless Perfect in Fit Guaranteed Unshrinkable**

**THE AOME OF PERFECTION IN FOOTWEAR.**

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

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

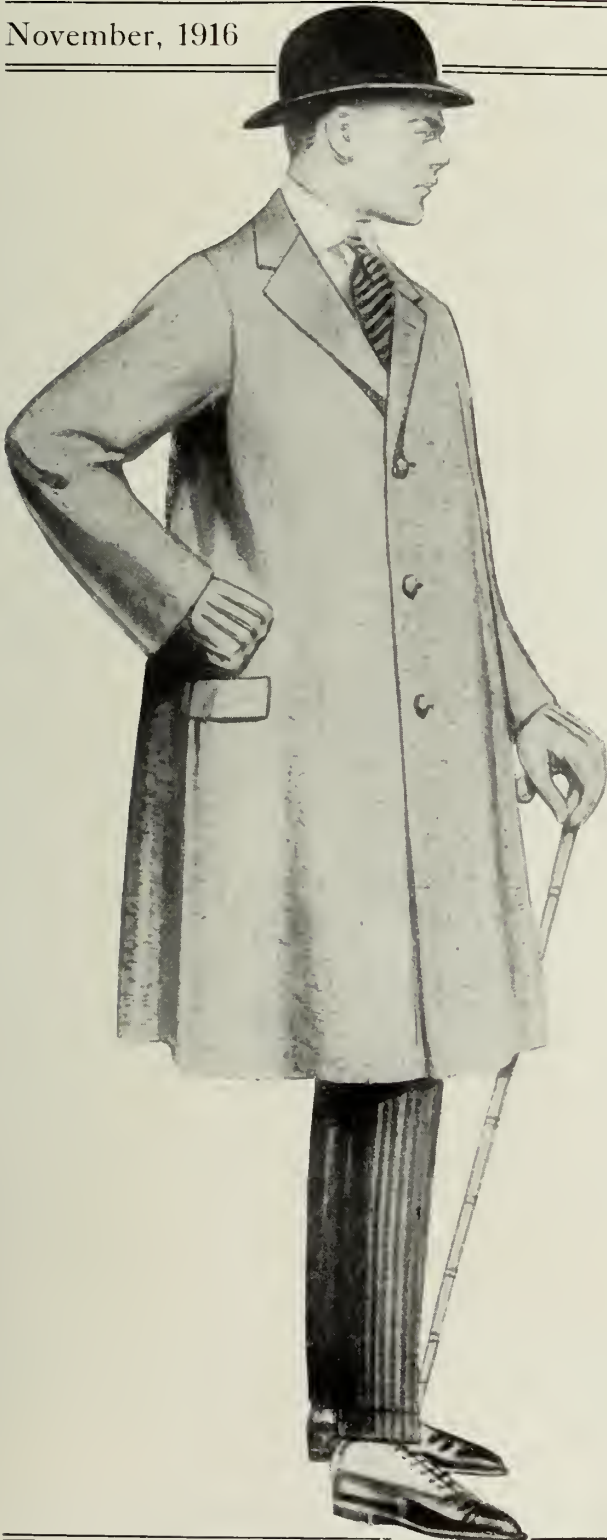


# Broadway

Clothes  
for exacting men

November, 1916

Quick Deliveries



## Winning Trade

Some men still favor the Custom Tailor on mere prejudice. They believe that ready-to-wear clothes are only for men of indifferent ideas of dress.

### Broadway Clothes

are helping to dispel this notion, and many have had their eyes open to the advantages of buying a ready tailored Broadway suit, not only for fit, but for the character and smart style that a custom tailor cannot emulate.

The exacting man finds in a *Broadway* suit or overcoat the fulfilment of his expectations.

Our New Range, one model of which is herewith shown, is a splendid showing of our ability to make clothes that will please the most exacting. See this range. Wire, write or phone us and we will meet your time and submit samples.

**Randall and Johnston**

LIMITED

TORONTO

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

Trade **D** Mark

# TEXEND BRACES

**GIVE COMFORT**

Texend Braces are light, and the reinforced fabric ends button easily and stay buttoned. Texends are made in elastic or non-elastic lisle webs.

**SAVE SHIRTS**

No metals used in Texend Braces that will mark the finest shirt fabrics. All these parts are enameled. Then the light weight of the Texend removes danger of soiling through perspiration.

**Now Retailing at 75c.**

Tremendous advances in raw material prices made advance on the Texend absolutely necessary if the fineness of materials and workmanship, which has popularized this line, were to be retained.

The new price offers the retailer a wider margin of profit than the old. Your Customers will readily pay this. They want quality, and now understand why advances are necessary.

**The Dominion Suspender Co., Limited**  
NIAGARA FALLS, CANADA



*Extra Value!*

The extra value of "Imperial" Underwear, with its five special features countermands the higher prices for your customers. The *Lap-Seam Shoulders, Comfort-Fitting Collar-ette, snug-Fitting Flap, Closed Crotch and Improved Knit Cuffs and Anklets* mean extra long wear, more comfort and unbeatable value for the money.

**Made in two-piece suits and combinations**

Get Samples and see for yourself the profit and selling features of Imperial Underwear.

**Kingston Hosiery Co., Ltd.**

KINGSTON, ONTARIO

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

**Fit-Reform**

*This is the  
Label that good  
dressers of Canada  
look for—which is  
attached to the pocket  
of every Fit-Reform  
garment.*



If Fit-Reform is not in your district,  
write us and we will supply all informa-  
tion.

**Our Made-to-Measure Department**

is unsurpassed in the Dominion. We  
shall be glad to furnish detail as to how  
to acquire it.

E. A. Small Co.  
Limited  
Montreal

# BOYS' NIFTY SUITS



KITCHENER

DEVON

Here are just a few of our Latest Fall and Spring designs in Boys' Nifty Suits.

We make a very big variety, also Young Men's and Men's.

Every Suit Guaranteed.

Ask for samples—or give us a call when on the market.

## HELLEUR, GARIÉPY & BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes

16 Craig Street West

MONTREAL, Quebec

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

## THE WINNERS



# CASH'S POPLIN

POPULAR

# NECKWEAR

(TUBULAR)

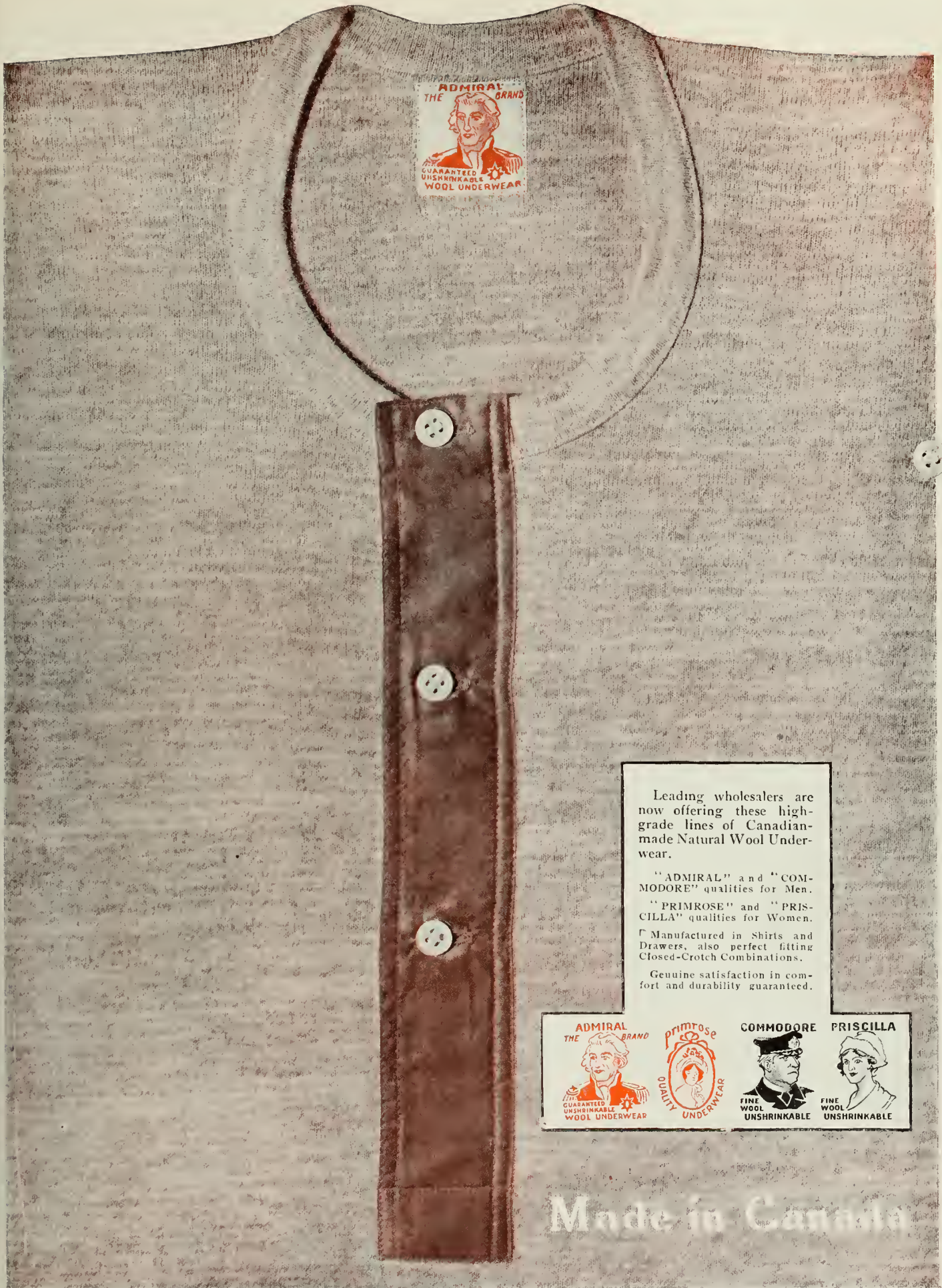
BAT-WINGS AND FOUR-IN-HANDS

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.*



ADMIRAL  
THE BRAND  
GUARANTEED  
UNSHRINKABLE  
WOOL UNDERWEAR  
MADE IN CANADA

Leading wholesalers are now offering these high-grade lines of Canadian-made Natural Wool Underwear.

"ADMIRAL" and "COMMODORE" qualities for Men.

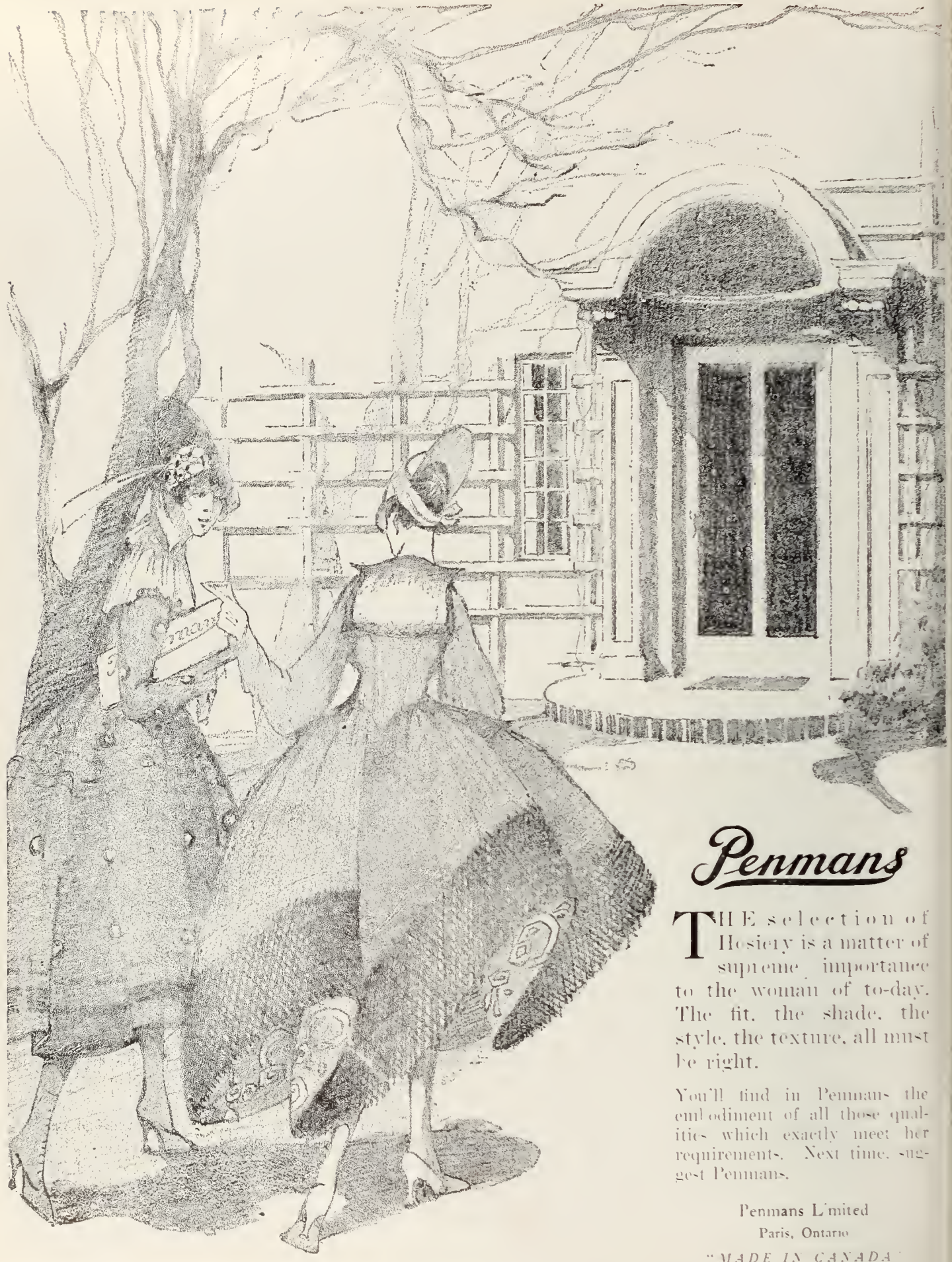
"PRIMROSE" and "PRISCILLA" qualities for Women.

Manufactured in Shirts and Drawers, also perfect fitting Closed-Crotch Combinations.

Genuine satisfaction in comfort and durability guaranteed.

<p>ADMIRAL THE BRAND GUARANTEED UNSHRINKABLE WOOL UNDERWEAR</p> 	<p>PRIMROSE QUALITY UNDERWEAR</p> 	<p>COMMODORE FINE WOOL UNSHRINKABLE</p> 	<p>PRISCILLA FINE WOOL UNSHRINKABLE</p> 
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Made in Canada



## *Penmans*

THE selection of Hosiery is a matter of supreme importance to the woman of to-day. The fit, the shade, the style, the texture, all must be right.

You'll find in Penmans the embodiment of all those qualities which exactly meet her requirements. Next time, suggest Penmans.

Penmans Limited  
Paris, Ontario

"MADE IN CANADA"

*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, NOVEMBER, 1916

No. 11

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### PUBLISHERS OF MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.* George E. Pearson, *Associate Editor*  
C. W. Byers, *Western Representative.* J. J. Butler, *Western Ontario Representative.*  
Fred McLaughlin, *Eastern Ontario Representative.*

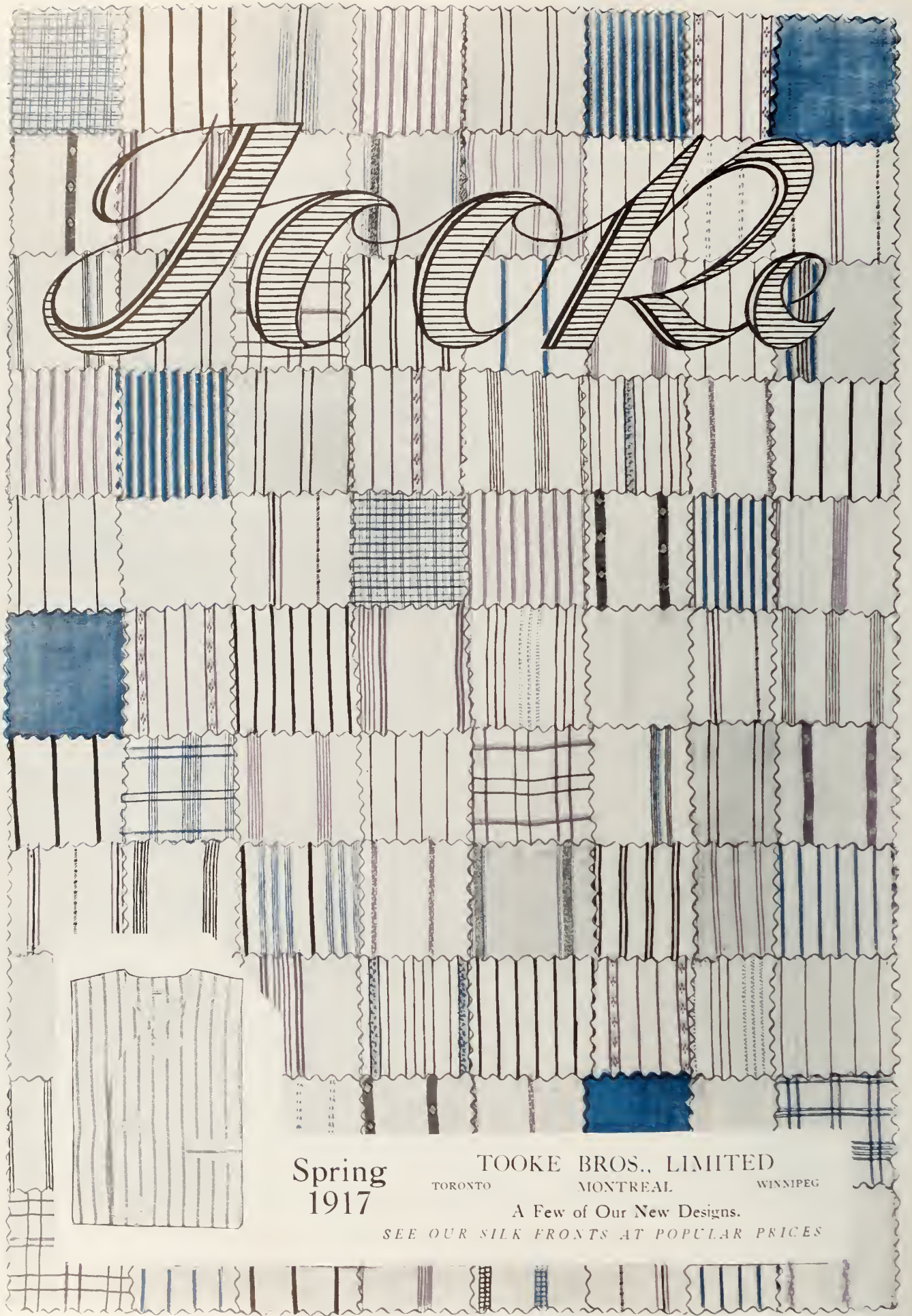
#### CHIEF OFFICES

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

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Spring  
1917

TOOKE BROS., LIMITED  
TORONTO MONTREAL WINNIPEG

A Few of Our New Designs.  
SEE OUR SILK FRONTS AT POPULAR PRICES





TOOKE BROS., LIMITED

TORONTO

MONTREAL

WINNIPEG

Spring  
1917

*The Range Is Now Out.*

Every customer who has seen our samples is very enthusiastic over them

# Are We Downhearted?-NO!



THE desolation and hardships of war, and the worst of winter weather, cannot damp the spirits of our Canadians when the Christmas boxes arrive from "home."

As your customers plan the parcels for those who are dear to them, don't let them forget that Gillette shaving equipment is just as keenly appreciated on active service as are sweaters, mitts and "cats." For the soldier who already has a

## Gillette Safety Razor

a generous supply of blades is more than welcome, for probably he is sharing the razor with his pals who are not so fortunate.

Clean shaving is in high favor among our troops—because it is sanitary—because it makes the dressing of face wounds easier—but most of all because of its bracing effect.

The Gillette is best for the job, and the man who has one is most popular with his platoon.

Plant such suggestions in the minds of your customers—cultivate them with prominent Gillette displays and skilful reminders—and you'll reap a crop of Gillette orders that will more than repay the thought and effort.

**Gillette Safety Razor Co. of Canada, Limited**

Office and Factory: The Gillette Building, Montreal



# Men's Wear Review

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

VOL. VI.

TORONTO, NOVEMBER, 1916

NO. 1

## TWO CHRISTMAS SEASONS THIS YEAR

The First Ends December First, when All Presents to the Soldiers in England, France and Flanders Must be off—Then Comes the Regular Period of Christmas Buying—Men's Wear Dealers' Unusual Opportunity.

ONLY about 50 more shopping days until Christmas. To the men's wear merchants that means that there remain just fifty days in which the grasp perhaps the biggest opportunity ever presented to those dealing in this line in Canada.

Fifty days! There is not much time to spare, for in many cases much is sure to be necessary before the heavy demand of December commences. There is more than ever to be done this year, because, as things are in Canada at the present time, there will be practically two Christmas present buying periods—the first for buying presents to be sent to soldiers overseas, and the second the buying time for those who remain in Canada, for those who will be able to get the present which is sent only a few days before Christmas.

The opportunities to get a big share of the Christmas business this year are greater than ever before. In the first place there is general prosperity, and that will mean a general readiness to buy Christmas presents. On the other hand there is a feeling of cautiousness over the whole Dominion—the conserving of resources is being urged. As a result, while people are ready to spend money, they want to spend it in a useful way. This is sure to have an effect on the Christmas trade.

### The Day of Useful Presents

More than ever before—and for years back this tendency has been noted—there will be a turning towards the useful Christmas presents. A pair of new socks will be more appreciated by father than a book which he does not want. Many a man has been really pleased by a pair of suspenders in the bottom of his sock. He needed these. He did not particularly need a silver frame surrounding the likeness of some heroine of the ballet. In the family circles such gifts as underwear, shirts, collars, garters, are entirely

suitable and are much appreciated. Friends feel very pleased to receive neckwear, shirts, and similar lines of apparel. As has been said, all realize the peculiar suitability of such presents at the present time.

So there exists now an unusual opportunity for men's wear dealers. They have the two things to bear in mind, first the trade in Christmas presents to go to the boys in khaki overseas; and second, the trade in Christmas presents for the soldiers remaining in Canada and for the men, boys and women who are not connected with the army.

For the business in Christmas presents to be sent to soldiers there are some points to be borne particularly in mind—points regarding the way these should be parcelled, and regarding the date of postage. MEN'S WEAR REVIEW has gone carefully into this subject and is giving in this issue the exact information. The hope is that merchants and clerks, after reading this, will be in a position to advise their customers exactly what they must do to



*A series of really "useful" gifts in woolen garments.*

get the parcels to Private So and So or Sergeant So and So, in time for the holiday—whether he be in England, France or Flanders. Many merchants, perhaps will find it to their advantage to undertake the mailing of these parcels. It shows a nice interest in the customer's son or friend at the front, if the merchant says, "Let me look after sending that present. I have all the information as to when it should be sent, and how parceled, at hand."

But while full information on mailing dates is given elsewhere, it may be generally stated here that presents for the soldiers overseas will have to leave Canada by about the first of December. This means that to get a big share of business in presents to be sent the men in khaki, merchants will have to get after this not later than the 7th to the 10th of November. The earlier they start to work up this business the better, as thus they make their store a centre for that line.

Now to get this business there is necessary not only a consideration of selling method, but an immediate inspection of stock to make sure that the goods required are on hand in sufficient quantity. If sorting orders are needed they should be rushed to the manufacturers immediately. It is now late, as deliveries are exceedingly slow this year, but if a merchant sends in his order by the first of November, or shortly thereafter, he will quite likely be able to sort up his stock to a satisfactory point.

#### What Are Suitable Gifts.

What are some of the goods suitable for presents to the soldiers overseas? Well, we all have our experiences of last year to go upon. Then there were in Canada, and overseas, something like one hundred and fifty thousand men. Now the number has considerably more than doubled, so that the demand may properly be expected to reach twice the figures of last year. The goods required to satisfy the demand, however, will be very similar—fortunately for the men's wear dealers, they supply many of the lines wanted by the soldiers, the very lines which will be sent them by relations and friends at home.

Of course many smokes will be sent. There will be many boxes of candy. Many sticks of chewing gum will

find their way into the parcels. Merchants would do well to recognize that these other lines will be going, and to offer their customers to combine such purchases with those made in their own stores, sending all in one parcel. It is service of this kind which makes a store so popular.

Undoubtedly sweater coats are one of the big lines sent overseas—the government supplies these, it is true, but not nearly in large enough quantities for the wear and tear is tremendous. Moreover, the number of said coats which can be worn is very great. Underwear is another line particularly suitable as a Christmas present. Of course socks find their way in every parcel. Men's flannel shirts are wanted. It is not a nice thing to think of—still less to write about—but there is a physical state endured by those in the trenches and in England, too, which is designated by soldiers as being "crummy." This disease simply means that a thorough change of underclothing is very desirable. And remember, every one over in France is prone to this crumminess. It is not a private's affliction. It is common to all who fight the other hun. Gloves, breeches, and puttees, handkerchiefs in almost any quantity, suspenders, razors, shaving material generally, waterproof coats, sleeping bags. These and many other lines are suitable. Not all go in any one parcel, of course, but more will go in the Christmas parcels than in parcels sent at any other time, and merchants will be well advised to get a good stock on hand for that trade.

This whole business in Christmas presents for the soldier's overseas can be practically cleaned up before the heavy demand for Christmas presents to be delivered in Canada comes upon the merchant.

But there is a large demand for presents with a Canadian destination. Under this head there still must be a consideration of the soldiers. Many battalions are wintering in Canada, and under the more active recruiting system which may be adopted, quite possibly ranks will be increased during the Winter.

#### An Even Wider Range.

In a general way, these soldiers in Canada will be pleased by gifts similar to those sent to their brothers-in-arms overseas. The choice of presents for these men, however, is somewhat wider, for instance, swagger sticks are more required by men still in Canada, than by those at the front—so also with riding crops for the artillery men. These, after all, are largely for street use, to enable the soldier to make a smart appearance, but they are hardly suitable lines to be sent overseas.

The soldier in Canada will want just as much as does the soldier overseas, sweater coats, underwear, handkerchiefs, socks, shirts, suspenders, khaki neckwear, shaving materials, etc. It must be remembered that for the early morning parade, no particular uniform is required. It is bitterly cold in the early morning, during the Winter months, and the soldiers pile on the underwear, the sweater coats, etc.

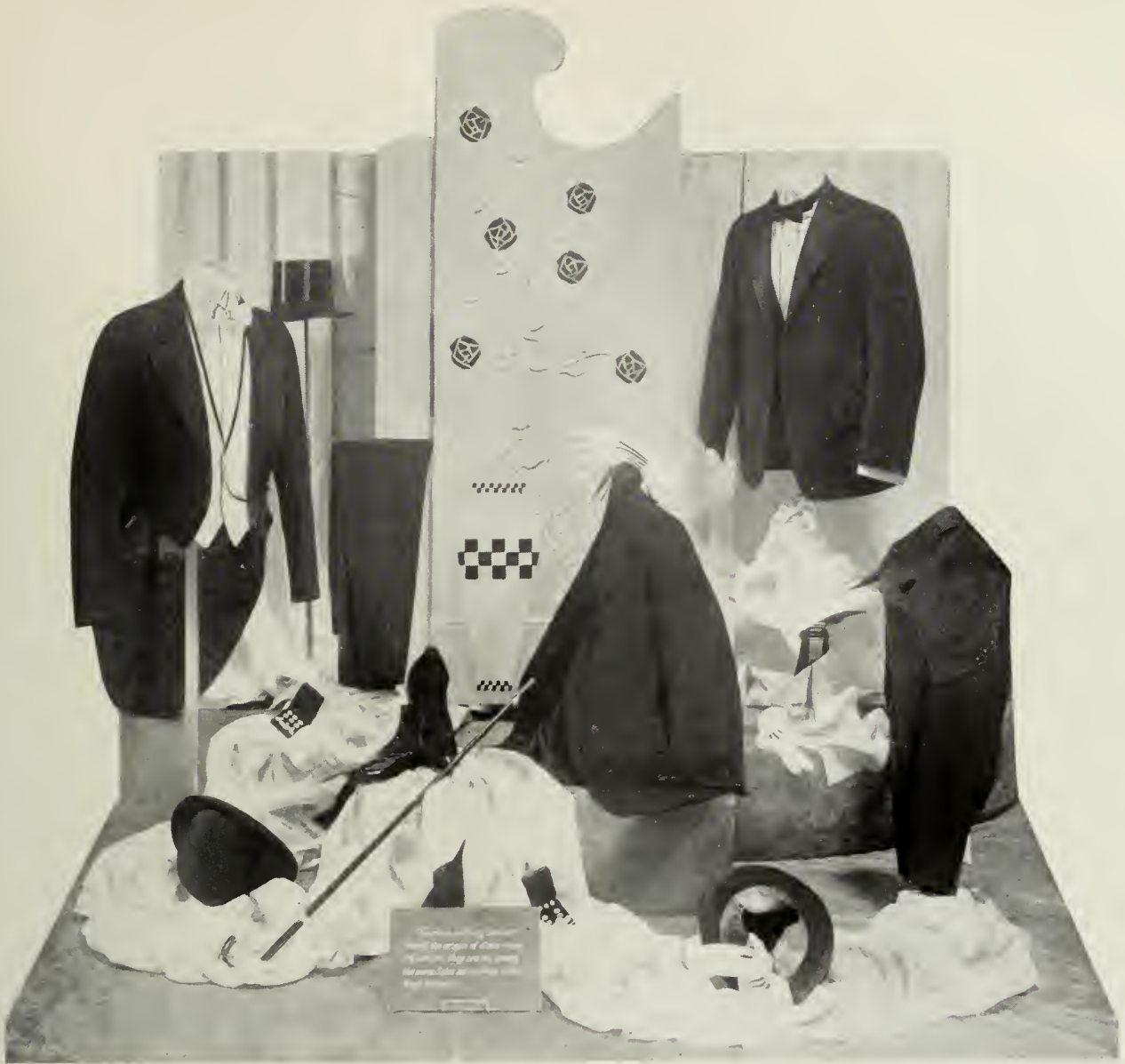
Then for present trade for those who are not under arms, there is a huge opportunity this year, and one which should be immediately planned for.

It is certain that a good many suits of clothes will be bought as Christmas presents—also overcoats. Some of these will be bought by a father for his son, some by the family for father. Usually the recipient will be taken into the confidence of the donors in cases like these, for once past the age of, say, 16, the element of surprise is not so all important in a Christmas gift.

Merchants wanting to get this business, and counting upon special measure service to do it, would do well to get after it early. There is sure to be a huge demand on the manufacturers, and only those getting their orders in by say, the third week in November, will be sure of delivery



*A series of really "useful" gifts in woolen garments.*



*A good display of evening wear—especially effective around the Christmas season.*

before the holiday. It is likely that later orders will be attended to in time by some manufacturers, but they will be unable to guarantee delivery.

#### **Big Chance for Boys' Business.**

Then the boys' clothing department should be a very good one this year. Boys themselves are earning more and perhaps will be spending some of their own money at this season. Christmas, of course, is one of the dress-up periods of the year, and Christmas is the end of the school term which means that at this time the suit which has been kept for best becomes the regular suit, and a new Sunday suit is bought. It is one of the useful presents which is given the boy.

What is true of suits is also true of overcoats, and in this connection mention might be made of the military lines on the market this year. These are being turned out in splendid models and are peculiarly suited to this Christmas present business. They will delight the boy and will delight the parents too, who are glad to present the boy with a really useful gift.

Neckwear, of course, will be particularly strong, as always at this season. Manufacturers are turning out new patterns, but as indicated some time ago, the merchants who bought early probably have the best assorted stock.

Nevertheless, even these merchants will do well to consider the late offerings, for more than ever silks are coming through in a way which necessitates the sending out of patterns at irregular intervals.

Mufflers are sure to be another splendid line. These are being offered in fringe effects almost entirely—many of them in flat silks but many in knitted silk. In this latter class, there is a variation in price as a result of the finish. Where the color is introduced near the end of the scarf there will be an irregular blending for an inch or so, in many scarfs. This can be prevented if the knitting machine is stopped before the new color is run on. That reduces the output of the machine tremendously and means an increase in the price of \$3 a dozen.

For the civilian, too, such lines as underwear, sweater coats, hosiery, suspenders, are exceedingly appropriate.

(Continued on page 27)

# USEFUL PRESENTS FOR THE SOLDIERS

Some Rules and Regulations as to Rates for Various Overseas Destinations—Endeavor to Sell Customers Gifts for Abroad Very Early—Parcels for the Continent Should Leave Canada Last Week in November

**M**EN'S wear men who were in business last year will remember that their experience with regard to Christmas shopping for soldiers overseas, showed the necessity for hustling and selling as much Christmas stuff as possible up to the last week in November in order that it might be shipped overseas about that time. MEN'S WEAR REVIEW has again been at considerable pains to give you information that you can hand out to your customers as to the reason why they should buy their Christmas gifts for the men overseas, very early. The Post Office authorities point out several things.

1. For all soldiers in France, Flanders, and in camps in England, all parcels for Christmas should be at the Atlantic sea board by the first of the last week in November: that is about the 27th. The Post Office will not guarantee any delivery of parcels to soldiers in France, Flanders, or England which are not at the Atlantic seaboard by that time. This means that you should endeavor to get your customers to despatch their parcels from their home town, a full week before that.

2. So far as Salonika and Egypt are concerned, the

PRIVATE R. DEURY,

N. 76953,

No 1 Company, 2nd Battalion,

1st Canadian Contingent,

British Expeditionary Force,

LONDON, ENG.

authorities will not guarantee delivery to soldiers in either of these places at all by any certain time. They say that they will do their best to get over parcels and letters in time for Christmas if they are posted in Canada in sufficient time. In ordinary peace time a letter or parcel for Salonika would have to be mailed 28 days before the time of delivery in Salonika. For Egypt the time would be about 5 weeks. In these times however, no parcels will stand much chance of reaching either Egypt or Salonika, under an allowance of two months for the journey. Nevertheless there is a chance that mail will get through under that time. It will readily be seen, however, that owing to the war, which has now embroiled so many Balkan Nations, postal arrangements with these countries are all affected and no definite promise as to time of delivery can be furnished.

## Stocks Should Be Bought

The two foregoing paragraphs mean for the men's wear man that his Christmas stock should be bought now, in order to give customers lots of time to purchase and dispatch. You should point out to your customers that if they expect to have their gifts in France or Egypt or wherever they are being sent in time for Christmas, they should buy them and send them immediately. A good many men's wear men have already bought their stock of useful presents for soldiers and are displaying it. These

people are on the right track. One large concern in Toronto has been selling Christmas gifts for men overseas, since the first week in October. It was none too early. It is up to the retailer to see that he advises his customers in every possible way to buy their useful presents at once and get them away at once. This can be done by an announcement in the way of advertising in the local paper and also by window cards in the store. Make it very plain that customers should buy now and send their stuff away now, and prepare to be able to handle that trade by having the goods well displayed and being in a position accurately to inform your customers on all points which they may mention.

The following are the rates for parcels Overseas:

To England:

1 lb., 12 cents,

2 lbs., 24 cents,

3 lbs., 36 cents,

and 12 cents extra for each additional lb., that is a rate of 12 cents a lb.

To France:

1 to 3 lbs., 24 cents,

3 to 7 lbs., 32 cents.

To Egypt, and

Salonika:

1 lb., 32 cents,

2 lbs., 40 cents,

3 lbs., 48 cents,

4 lbs., 74 cents,

5 lbs., 82 cents,

6 lbs., 90 cents,

7 lbs., 98 cents.

As to regulations for packing, the ordinary parcel post regulations apply so far as parcels for France, and Great Britain are concerned. Every men's wear man should, however, have a post office guide in his store, and look up therein the information as to rates, packing and so on, so that he is in an excellent position to advise his customers on these various points.

With regard to parcels going to Salonika and Egypt and Eastern points, the Post Office suggests that the sender should apply to the local post office for particulars as to packing. No broad rule can be given. In each case it will be better for the men's wear men to apply to his own post office and get some particulars, and to refer his customers to the post office in their own town, in order that they may be sure of conforming to all regulations.

An important point to remember is that all soldiers abroad should be addressed by number and should be addressed in care of the Canadian Expeditionary Force, at London. On this page is given a sample address, and men's wear men, if they are not already familiar with these details, should acquaint themselves in order that they may be fully prepared to give information on the matter to their own customers.

These hints should do a good deal to prepare the men's wear dealer for being a sort of encyclopedia on the various points mentioned. He should be properly posted so that he is in a position to advise customers how to send parcels or, failing that, to send them for his customer.

# BOYS' OPENING WITH CHARLIE CHAPLIN AND A WIGWAM

Attractive Features in St. Thomas Store Circulars and Ads. That Brought the Boys—Two Square Laid Out With Unit Trims—A Capital Starting Point

WHEN will we consider the Boys' Department so important, so big a factor in building up a permanent business, that we will plan for it as we do the Men's Department, or as the dry goods store does its department of women's and misses wear? Very often the same dry goods store gives more attention and better display to its Infants' Department than the large men's wear store does to its Boys' Department.

Various plans have been described in MEN'S WEAR REVIEW by which the interest of the boys and their mothers has been aroused in the Boys' Department. There have been plans by which letters have been sent to the boys on their birthdays, sometimes containing a little souvenir, at other times just a kindly note reminding them that such and such a store carries everything that they need. There have been competitions for bicycles or little automobiles in which the boys collected coupons from all their friends, and—where the firm was endowed with a shrewd sense of the boys' feelings—there were in addition consolation prizes that would provide more than one and thus relieve the disappointment of probably hundreds of boys who had taken part in this competition. Jack-knives have been given away at Fairs, rulers, various sets of school necessities, such as pencils, pens, rubbers, and so on. Special advertisements have been run in the papers limited to boys' goods alone; stores have run exclusive boys' windows every day, and in various other ways have sought to draw the trade of the youths that need more suits in a year than their fathers.

When a member of the staff of the MEN'S WEAR REVIEW was in St. Thomas the other day he ran across a story in the men's and boys' department of the Anderson Co., a large dry goods store there, that looked good to him, in the way of containing a suggestion for other boys' wear departments. The department, it may be mentioned, has no relation to the dry goods end of the store, so that the plan could be tried out by any exclusive men's and boys' business. This, in a word, was an opening, a formal opening, such as the dry goods stores have for millinery, ready-to-wear, dress goods and once in a while a men's wear store has for their men's goods. Very seldom is it tried out for the boys alone.

## Regular Features, But Something Different

It chanced that the boys' section of this store had been put on a stronger footing and a more vigorous policy was enacted, and it was thought well to draw public attention to this fact. Hence, large ads. were inserted in the papers, and bills were sent out over the city and country district, announcing a Re-opening Demonstration in that store from March 23rd to 25th, a good period for picking Spring clothing. This announcement contained the regular material that is found in most boys' ads., mentioning Spring suits at \$3.95, and other suits at \$4.78, with descriptions of these and illustrations beside them with the price in large letters and so on.

But there are other points about this ad. that probably were the real reason for its success. It is a little different from the ordinary boys' department ads. and a reference to the reproduction of the advertisement on this page will show what we mean. Look at the centre of it. You will see a cut of an Indian Wigwam. You will see, too, a picture of a Charlie Chaplin suit, and another one of an

## ANNOUNCEMENT

Re-Opening Demonstration—Boys' Department—The Anderson Co., Limited March 23 to 25, inclusive

The boy is the best and biggest asset of our country today. It must be looked after. We announce herewith a re-opening of our newly organized Boys' Section, which means that we have made preparations for an enlarged, strong, live, up-to-the-minute department for the boys of St. Thomas and vicinity. Our augmented stock of Boys' Clothing and Underwear is comprised almost in its entirety of the newest Spring merchandise which has been prepared within the last six weeks. We're bound to convince you that Anderson's is THE STORE FOR BOYS (as THE BOYS, concerning THE MARCH 25, we will hold a BIG RE-OPENING DEMONSTRATION, giving our every attention and devoting much department and window space for a grand display of boys' New Spring Goods. It is our desire that every boy and mother should attend this grand opening. We're trying to make it interesting and profitable for all visitors and buyers. Keep the date firmly in mind and come to this demonstration.

We give a partial list of the lines which will be found in our newly stocked Boys' Section. There are many other things to be seen, which are not mentioned here.

<p><b>Boys' Smart Spring Suits</b> <b>\$3.95</b></p> <p>These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.</p>	<p><b>Boys' Balmoroon Spring Suits</b></p> <p>The Balmoroon suit is a very popular style. It is made of the finest material and is well suited to the season. It is made in a variety of styles and is well suited to the season.</p>	<p><b>Boys' Spring Suits at \$4.78</b></p> <p>These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.</p>
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**Kiddies' Play Suits**

These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

**Soldiers' Suits**

These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

**Indian Chief Suits**

These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

**Indian Wigwams**

These wigwams are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

**Little Charlie Chaplin Suits**

These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

**SPECIAL ITEM**

**\$3.95**

## Anderson's for Boys' Suits

These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

These suits are made in great quantities. They are made of the finest material and are well suited to the season. They are made in a variety of styles and are well suited to the season.

**Come to Anderson's Always**

**Bring the Kiddies to Anderson's and see all the good things We want to be kept busy all four days showing you around**

## THE ANDERSON COMPANY, LIMITED

Indian Chief. We have never seen an announcement for a boys' department that seemed to us to contain so strong an appeal for boys as this particular bill. There, running right across, are three characters that are familiar to every boy. The soldiers' suit, the Indian and an oddity in the form of a pretty good likeness of the moving picture hero.

These bills were prized so much by the boys that hundreds of them were carried to school, taken out and read there and passed from one to the other, for no other reason than to see the three figures in the centre with the wigwam and the little papoose sticking his head out of the opening. Where the other would look at the useful line of boys' clothing both above and below, the boy himself would focus his attention on this centre strip.

## Parading in the Store

Now for the staging of this event. It was a happy thought of the head of this department not only to show these "side lines," as we might call them, in boys' wear, but to make use of them in the store itself at the Opening. This was held on an evening when an orchestra was there and also in the afternoons. On the main floor of the men's wear section there were two large squares with unit displays, showing various kinds of boys' suits. Around the

store in and out amongst the people, around the squares and amongst the show cases and cabinets ran two or three little fellows, one in a Charlie Chaplin suit, another in an Indian Chief suit, another in a soldier suit. Probably not a single Charlie Chaplin suit was sold. It isn't something a boy can wear to school. It is something that he might wear very suitably on Hallowe'en Night with his little black moustache and those khaki-colored long pants that look as if an iron never formed a crease in them. A few Indian Chief suits probably were sold and several soldier suits. But they performed their part in creating an attraction for the boy before he came in, and added a diversion both for the boy and his mother inside, and did not detract from the general merchandising display on the boys' suits for general wear.

The event was a big success: the department took on new life; the opening acted as a galvanic battery.

**Getting the Boys' Names**

In this article we have said nothing of the matter in which lists of boys were secured to whom circulars were sent. This is a matter which has been explained a number of times before, one of the chief methods being to keep track of the names of each boy who buys a suit or other

article in the store. Another method sometimes used is to take the list published in the papers at the time of promotion examinations. This latter method can be adopted much more easily in a smaller place than a larger. In many cases it would be advisable for the salesman to ask the mother for the names of her children between a certain age, in order that certain announcements might be sent to them. There would be very few who would object to giving this information because they themselves are naturally interested in anything that the store would have to offer, and it would not become a nuisance to them.

Nothing has been said either in this article, about the practice now becoming more usual in good boys' departments, of grouping the various lines in one section where they can be purchased more easily than if the mother herself had to be taken all over the section amongst men's wear goods to secure what she wanted. The main idea, the new idea in the story, is the creation of an attractive atmosphere, which will draw to the store those who are prospective customers for boys' clothing and furnishings, and provide them when they are there such a demonstration that it will not detract but draw their attention to the merchandise itself.

**PROGRESSIVE STORE HAS NEW FEATURE**

V. L. EVANS, of Toronto, Moves Into More Commodious Premises—The No-Counter Idea and How It Works—Making the Store a Community Centre—Stunt for Window Cards Shows Individuality and Initiative

V. L. EVANS of Roncesvalles Avenue, Toronto, has been cited before as an example of a progressive men's wear man, a dealer who has original and worth-while ideas. He has recently been effecting some changes, not only in the actual location of his store, but also in management, and these are worth noticing.

Mr. Evans is now located practically at the junction of two car tracks, and is thus in a position easily to reach passengers transferring from one line to the other. Discussing this with MEN'S WEAR REVIEW, Mr. Evans said:

"Already I have found that I am getting more transfer business than I did before, although my store is only three doors higher up the road. However, it is just that three doors nearer to the transfer point, and after being here for six or seven weeks, I have found myself getting considerable business from passengers transferring from one street car line to another. It was with this in mind that

I changed my location and got a store which is next but one to the corner of two crossing tracks. My idea was that if a store presented well dressed windows, and displayed therein the kind of goods which would be suitable for people living in the district, passengers standing a moment or two waiting at the corner to change cars, would naturally be appealed to by my window. This idea is proving correct. Whether I can attribute it to a change of location or whether it is just coincidence, or increased prosperity, or a combination of the three, I do not know but during September my business increased exactly 70 per cent. over September of 1915. This is a noteworthy increase and justifies me in my own mind for making the change of location because I am morally certain that it had at any rate something to do with this gain in trade."

Mr. Evans has now got a store which is somewhat larger than his previous one and is much better arranged, his method of equipment is worth while recording, differing



The Latest Designs in Fall Skirts

\$ 1.50



EXQUISITE DESIGNS

in 75¢ NECKWEAR



as it does from the method adopted by a number of other men's wear men. There are no counters whatever in the store. In their place are a series of show cases and tables, the latter as well as the former being used purely for display purposes. First, when one opens the door on the left is a big fixture which displays hats, and next to this is a series of show cases featuring neckwear. Carrying further along to the end of the store there is a big full length mirror. Crossing over to the other side, there are racks for shirts, underwear, and collars. Immediately to the right, at one end of the store there is an attractive fixture which holds umbrellas and walking-sticks. This brings the store right up to the windows. There are thus no counters in the store and Mr. Evans in discussing this showed that he had some method behind it.

#### The Reason Why

"Frequently I find myself so busy," said he, "that I cannot attend as speedily as I would like to all the customers who come to the store, I have always thought that if a salesman is behind the counter he segregates himself in a measure from his customers and is not so accessible. Not only this but he gives the impression that he is apart from them, and too, can only attend to one at once. With my method of no counters, however, customers who know me sufficiently well are taking to coming in here and if they are after collars or some other line they frequently go over to the fixture and get what they want themselves. There are, of course, some drawbacks to this method, but on the whole I have found it a welcome change. Not only does it conserve my time but it lends a spirit of freedom and good fellowship which is lacking in some stores. I have always had the idea that one should make one's store as much the centre of the community it serves as possible. This new arrangement of fixtures contributes to that idea. "It also lends itself much more easily and effectively to good display."

There are three or four unit tables suitable for small displays and in themselves furniture a little out of the ordinary and good looking items of store equipment. Evidences of Mr. Evans' progressiveness abound in the store. For instance, he endeavors to get the note of novelty and what he refers to as "something different" into every department and every item of conduct of his store. On this page are reproduced some show cards which bear the mark of distinctiveness as individuality. This is reflected in the phrasing and in the general make-up and appeal of the card. Mr. Evans struck a worth while idea when he used advertisements in MEN'S WEAR REVIEW and made them a leading feature of his show cards. Notice the neckwear card, and the one featuring shirts. Both of these are actual color advertisements in MEN'S WEAR REVIEW which he cut and made into excellent window cards. He believes in phrasing his appeal on his show cards rather differently from the ordinary cut and dried card in order to strike a responsive note in customers of some position and intelligence such as are found generally in the district he serves.

#### Window Arrangement

His windows, always good, are better than ever now that he is in the new store. He has them divided into compartments, the better to feature individual lines by themselves, and he follows out this idea completely. For instance, collars and neckwear will fill one compartment while the other will feature hats. Mr. Evans has gone to some expense in furnishing, which immediately strikes a note of luxury in window display. He has the base of each compartment covered with velvet plush in different shades. This forms an excellent warm background and from it

stand out the good-looking oak stands and whatever is displayed thereon.

Altogether he has progressive ideas which have already secured him much increased business, in this, his new location. He should be able to develop his trade to an extent, perhaps, unthought of when he first began in the men's wear game some three years or so ago.



#### TWO CHRISTMAS SEASONS THIS YEAR

(Continued from Page 23)

Then there is sure to be a big demand for hats, and for caps. Handkerchiefs, of course, will be one of the big Christmas sellers. Jewellery also is a line which moves very well at this season, and which will take a prominent place in the store and window.

#### Sale of Women's Lines

Gloves come to the fore, especially at the Christmas season, not only because they are suitable presents for men, but because they are suitable presents for women.

This brings up an important point—a point of greater importance than ever at the holiday season. To what extent will you, this Christmas, get trade from women, and get trade in women's lines? The two, though it may seem they are closely related, are not the same thing.

There are men's wear dealers who stock such lines as ladies' gloves, and ladies' handkerchiefs at the Christmas season. Their big point has been that men who come to the store to make purchases for themselves, seeing these lines, make purchases of these to be sent as presents to their young lady friends.

Frank Stollery, of Toronto, however, has found that these lines, also ladies' silk hosiery, are not only bought by men as presents for ladies, but he finds that they sell largely to ladies who come to the store to get something for husband or son. More and more women are being commissioned to do men's purchasing, and fortunately for the men's wear dealers, they are coming to the men's wear stores for these goods.

Scovil Bros., of St. John, N.B., find a somewhat similar state of affairs. In fact, so big has been the business from women in this store, that ready-to-wear clothing for women has been stocked—the department containing this being put alongside of the boys' department. This works, of course, in two ways. Women who come to buy boys' clothing remain to buy something for themselves. Women who come to buy something for themselves, remain to buy something for their sons.

Hannan's, of Montreal, have for a long time done a big business in this line. Theirs is a year round business, as is the case with the other merchants mentioned here, with the possible exception of Mr. Boughner. But Hannan's and all the other merchants who are stocking this line, find ladies' goods particularly profitable at the Christmas season. Such goods, therefore, would seem particularly worthy of consideration at the present time. These would seem well worth stocking—well worth playing up prominently—during the coming weeks.

Only about 50 more shopping days until Christmas.

Certainly not much time left. It would seem, therefore, that the merchant might well get out his pencil and estimate at once what sorting his stock requires. The orders for this stock would have much better chance of being attended to promptly if they went in the mail to-day.

After these orders are sent the plans for getting all the Christmas trade possible, the window trims, the advertising, the interior displays, could be considered.

# MEN'S WEAR REVIEW

THE RECOGNIZED  
THE CANADIAN

AUTHORITY OF  
MENS WEAR TRADE

Published  
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AS a companion phrase for the old "To earn more learn more," how about "To sell more tell more." Tell more about the goods—tell it interestingly, and the sale just naturally comes, bringing in its wake other sales.

\* \* \*

TO tell more, of course, it will be necessary to delve more—delve into the reason of advances, the process of manufacture. That's where a good trade paper, with its agencies for the collection of news and information, is of value.

## WANTED, A LAW LIKE THIS

ELSEWHERE in this issue appear the facts of a trial recently held in Washington, as the result of which a \$300.00 fine was imposed on a merchant who advertised fraudulently.

The dealer claimed to be selling for \$4.85 Palm Beach suits worth \$10.00. There, it was proved, cost him only \$3.25. Other similar claims had been made in the advertisement.

As defence it was argued that the worth of a suit or other article of apparel was a matter of opinion. That it was not something like gold, or diamonds, which have a standard value. The Court, however, held otherwise, and sentence was imposed under the Johnson Fraudulent Advertising Law.

Surely a victory for honest merchandising methods this.

Let some of our Legislators bring in a law giving Canadian merchants such protection against untruthful competitors, and the public generally will welcome this redress against the dealer who misrepresents.

## "SKINNER'S DRESS SUIT."

A REMARKABLE story, which preaches eloquently, though humorously the gospel of "dress up," appeared in a recent issue of the *Saturday Evening Post*. To read "Skinner's Dress Suit" will be well worth the while of every men's wear dealer, and every assistant in a men's wear store. The story explains the mental poise, the fearlessness, which is given by the feeling of being absolutely well dressed. Exaggerated it may be at times, but it makes the point.

Read this bit of the dialogue, occurring, of course

before Skinner made his original purchase which lead him along the road of good clothes to success.

"I believe you're afraid you'll lose Skinner."

"Somebody might have got after him—Billings or Humphreys."

"Nobody's after a man who dresses like that!"

"But——" McLaughlin protested.

Perkins cut him short.

"You don't have to raise him. Any man who wears clothes like a doormat will let you use him like a doormat!"

"That's just what puzzles me. A good-looking man—fine eyes and a figure! Perk, why does he dress like that?"

The story not only conveys a great truth, but it will be read by many Canadians and will have an effect. Undoubtedly it will be of assistance in making the value of the goods sold by men's wear dealers more appreciated.

## ROBBED OF PRODUCERS

IF, as is stated in an article appearing in *The Financial Post*, Battalions have accepted soldiers who were known to be physically unfit, or over age, a grave hurt has been done merchants and manufacturers, and the country generally. Though this may have enabled the rapid swelling of ranks, with the attending compliments to the officers, it has meant taking from productive work men who could serve there and serve there only. It has brought delay in deliveries, a lessening in the production of wealth.

It is late now, but at least this should be stopped for the future, and the unfit who have been taken overseas should be returned without delay, to again take their place in the industrial life for which they are fitted.

## ROBBING PETER TO PAY PAUL

APPARENTLY there is a good deal of "robbing Peter to pay Paul" going on in Canada at the present time. Munition plants, which have extended their operations greatly, are in fact securing labor from other plants, the outputs of which are being greatly reduced as a result.

A Galt manufacturer of knitted goods has this to say on the question:

"Girls are being taken from our plant to work on munitions. They are offered, say, \$1.50 a day. Perhaps no more than that—no more than we have been paying—but they are given to understand that as they attain the efficiency they will be permitted to earn just as much as the men, and the girls know that many of these earn over \$3.00 per day.

"This is one point which leads them to these machine munition plants. Then there is perhaps a glamor about the work. It is hard to say anything against this. Yet when the advisability of getting women to work in the munition plant was first mooted there was no intention that they should be taken from other plants, the production of which

would be thus greatly reduced. The idea was to get a body of women workers who had not been employed anywhere previously.

"There is another serious problem—perhaps a more serious problem—relating to the munition activities. Plants turning out shells are taking our skilled knitters. They are taking indeed men whom we brought out from the old country to do this one work. These are men who simply cannot be replaced. The munition plants secure them by offering larger pay than we are able to give.

Men's wear dealers will realize why the knit goods factories cannot meet the higher prices offered by the munition plants, the way in which the knit goods business is run precludes the possibility of this. These plants are now, for instance, making up goods which are already sold. These goods were sold last January, February and March, and the price of the goods was estimated upon the price of raw material then on hand, and the price of labor, with probably a reasonable margin of safety allowed.

If the wages of some employees are increased largely, however—largely enough to prevent their going to munition plants—this would mean a general increase throughout the whole factory, for the news of the advances would quickly get about. This general increase would mean that the price of labor going into the goods is very much more than was counted upon when the goods were sold. It would mean, indeed, that the goods would be sold at an actual loss—and a considerable loss at that.

In Brantford, too, a similar situation is developing. There, a new plant to turn out shells, is now being put in shape. Already a bid for workers to operate the lathes being installed there is being made, and wages as high as \$6.00 a day are offered.

It appears that there is need of a careful study of this situation on the part of the Government.

#### SUPPORT YOUR ASSISTANTS

**S**PEAKING with the clerks in the men's wear stores, representatives of Men's Wear Review have heard a number say, "We would like to do better work in the way of window trimming, but the Boss will not fix up the backgrounds, and it is pretty nearly impossible to get the right effect without those."

Unquestionably much may be done, even with a bad background, but equally certain the lack of appreciation shown by dealer's refusal to fix up a window background is the pin prick which takes the enthusiasm out of many a trimmer.

More perhaps than any other class of people, men shop in the windows. In the big cities, and in the small towns too, the window trims in the men's wear stores are exceedingly important, and it is a short-sighted dealer who does not encourage his trimmer in every way to make attention compelling displays.

Moreover the merchant's failure to back up the work of his assistant is short-sighted in the extreme.

Their whole-hearted enthusiasm means more for the store probably than any other one factor. The half-hearted clerk can lose many a sale, and how can the clerk be anything but half-hearted if the dealer himself is lacking in enthusiasm.

#### UNION WITH JAMAICA

**A** SUBJECT of interest to many manufacturers of men's wear lines is dealt with in a recent issue of *THE FINANCIAL POST*, wherein T. B. Macaulay, President of the Sun Life Assurance Company and of the Canadian West India League, deals with the possibility of Jamaica, and perhaps all the West Indian Islands, coming into the Canadian Confederacy.

He shows the disadvantages at which Jamaicans now find themselves—being forced to sell their fruits to the United States in the face of a heavy tariff, or to Canada in face of a somewhat lower tariff, but higher freight rates. Then he proceeds:

"It is thus not surprising that our West Indian friends should consider the possibility of the admittance of Jamaica, and perhaps of all the Islands into the Canadian Confederation. If this could be accomplished, the commercial advantages both to Canada and to the Islands would be enormous. Our Canadian farmers, millers, and manufacturers generally, would have a large territory, at present chiefly tributary to New York, added to their special home field. The West Indies, too, would have the markets of the Dominion thrown open to them on equally favorable terms. Canadians and British West Indians would each secure control of markets, which are in each case at present supplied chiefly from the United States and other non-British countries. The mutual benefits would be increased by the fact that northern and tropical productions are not competitive, but complementary, each country supplying what the other needs, each needing what the other supplies. Union with Canada would therefore, certainly greatly increase the importance and prosperity of both parties to the arrangement, and correspondingly strengthen the Empire to which both belong.

Proceeding Mr. Macaulay refers to some difficulties of government which need not be outlined here, but he concludes by urging a commercial if not political union in these words:

"The commercial benefits would be shared by both countries, but the loss of revenue to the Dominion from admitting West Indian products free would probably not be as serious as the corresponding loss to the Islands from admitting Canadian goods free. If this be so, it would be but reasonable for the Canadian Government to make such financial adjustments as might be agreed on as fair, and it could certainly afford to do this in order to make these valuable Island markets part of the Dominion commercially, though not politically."

## Unique Experiment in Sale Window

Probably this window, "arranged" by the Fashion-Craft store in Hamilton is unique of its kind. The occasion was a reduction sale, and instead of the window being a medley of goods reduced in price, as is usual, it was quite empty except for these cards simply announcing the fact of the sale.

Each compartment had a neat wooden fixture draped in cloth. On the small stand used rested the card.

This is an innovation in sales windows which may or may not be worth while. It has the attraction of novelty and doubtless people would pay it attention on that account. But at a sale even more than in the regular way prospective customers are largely attracted by some special thing they see featured in the window. They are passing and, seeing neckwear or a suit or a shirt they like, they drop in and buy. From this window they would glean nothing but that a sale was in progress. The goods they were to pick up at reduced prices were not shown at all.

Of course, the cards used are price cards, indicating price, so that customers are not left in the dark on that point. But the actual goods making individual appeal are missing. Does the novelty compensate for that? It is a matter of opinion.



*Empty window except for announcement; the experiment of the Fashion Craft Store in Hamilton.*

# Cardwriting Made Easy

By R.T.D. Edwards

## Christmas Lesson

WITH the Christmas season almost upon us and with the knowledge that fancy decorative Christmas cards will be needed to be placed on merchandise throughout the store, let all us cardwriters strive to prepare our work to avoid as much as possible that eleventh hour rush.

We all know how much work we will have in hand with fancy window backgrounds, to get out, windows to trim, with stores to decorate, with extra efforts in newspaper advertisements and with extra rush of customers; so it behooves us all to prepare now, and without delay, our cards and style of lettering while there is time to think with a good clear brain.

There are many ways in which we can avoid congestion of our work in the cardwriting line. One is, if you intend to use a certain style of lettering, get at it and practice until you have it in your mind's eye and able to form all the letters without reference to a chart.

Another is to have many cards designed all ready to letter. Cards with Santa Claus' smiling face in the corner, cards with sprays of holly and mistletoe, cards with wintry scenery which suggest the festive Christmas season and Old St. Nick with his prancing reindeers. These are only a few suggestions, which, when worked upon cards, impart that spirit of gladness which puts the customer in a better frame of mind to do his Christmas shopping.

To get these ideas it is necessary to collect every kind of Christmas material you can find. Many cardwriters save designs from year to year, taken from magazines,

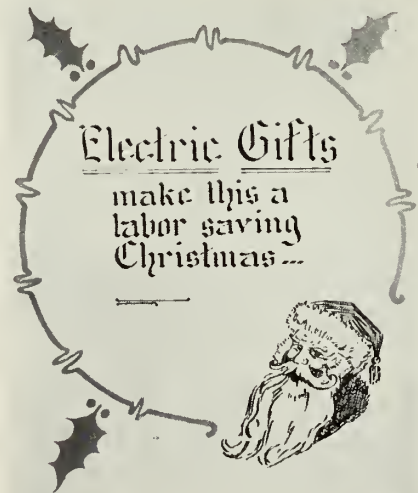
good material. If a suitable cut is obtained and only a few cards are wanted, the cut can be stamped on the card by first inking it off a pad, then placing it in the desired place on the card. Tap all over the back of the cut with a hammer. This will leave an impression visible enough to trace over with pen and black waterproof ink. When the ink is dry, color with transparent water colors in the natural shades.

From Picture Post Cards one can obtain many pretty sprays of holly that when cut out carefully and pasted on the corner of a card make good showcards.

The design around the chart shown in this lesson is a good one, which can be used for showcard purposes. This should be sketched with pencil first, then drawn with pen and black waterproof ink and then colored with transparent inks in natural holly colors.

There are some things which should always be kept in mind when making fancy cards, such as these. Don't put too much on it. When the card looks well enough leave it alone. Cards with little sprays of holly in the corner look better than a card with Christmas designs around the entire card, no matter how good the art work may be.

The lettering lesson this month is a modernized Old English. As you all know, Old English is a very difficult one to read quickly, and that is the reason it has never been extensively used for commercial advertising, but many artists leave out a number of the lines and curves. They just take the main part of the letter. This gives a clear,



newspapers, 'Xmas cards and books of all sorts, and have these to refer to when an idea is required. If these are not obtainable, a search in the advertising office will reveal

readable letter without losing the characteristic of the Old English alphabet.

In the chart shown, there is a collection of letters which

may be called modernized Old English, and I think that you will agree that they make a better card for modern merchandise advertising than do the older type. "Read as you run" must be the cardwriter's motto.

THE CHART

"A" is a four stroke letter. Care must be taken to get this letter balanced up evenly. Strokes 1 and 3 should be at the same opposite angles.

"B" is a letter that requires much practice. Special attention should be paid to strokes 4, 5 and 6. Put them together to appear graceful.

"C." This letter is not so difficult to form as the "B." Note how stroke 1 sweeps under and projects out beyond the other part of the letter.

Stroke 2 of "D" you will find to be the most difficult in that letter. It requires much practice and is a good suggestion for the practise exercise.

"E" and "F" show similar formations and have the same number of strokes. These letters can be made very quickly because all strokes have the same sweep to them.

"M" is made in many varieties. This makes a good, readable letter. Note the round finish of stroke 9 instead of the square.

In "N" we have the combination of strokes 1, 2 and 3, which so often appear in other letters. Practise these often.

The "O" is an interesting letter to make. Note that the beginning of stroke 4 is made straight before it starts to curve. Stroke 2 must be at right angles with the guide lines.

"P" is made of 5 strokes. Strokes 4 and 5 are good ones to select for practice work. You will find that this letter needs a lot of attention so as to make it appear graceful.

"Q" is a repetition of "O" with stroke 5 added.

The "R" shows the same number of strokes as the "P." Note that stroke 5 projects slightly more to the right than does stroke 4.

"S" is said by beginners to be a stumbling block, and there is no doubt that it needs a good bit of attention. The difficulty is in placing strokes 1 and 2 together, so that they will appear graceful. Stroke 4 should not extend as far to the right as does stroke 2, and stroke 3 should be about even with that of stroke 1.

Stroke 2 of "T" needs much practice, as it is the only appearance of this stroke throughout the alphabet.

All the strokes of "U" are shown in other letters. Note how close at the top of the letter strokes 1 and 3 are placed.

The "V" shows a reverse of "A" with stroke 4 omitted. Care must also be taken to get the strokes 1 and 2 at the proper angles.

"W" shows a nine-stroke letter. Stroke 1 shows a little variety in the beginning.

"X" is not a difficult letter to make, but nevertheless you will find much practice necessary before it can be made properly. Stroke 2 is made with the narrow side of the brush.

This is only one of the many forms of "Y" that are used in modernized Old English. Note the graceful appearance of the entire letter. The join of strokes 4 and 5 should be made so as to appear as one continuous stroke.

"Z," while not used as often as the other letters, its formation should be known off by heart.

The sign "&" is one that is used every day in the daily work of a cardwriter. This is only one of the many good forms that can be made.

The word "Modern" shows different style letter formations which are only examples of different varieties of letters.

Lower Case

The lower case alphabet shows much the same straight line strokes, with very little curve, so they need little or no explanation.



Stroke 5 of "F" is made shorter than that of "E."

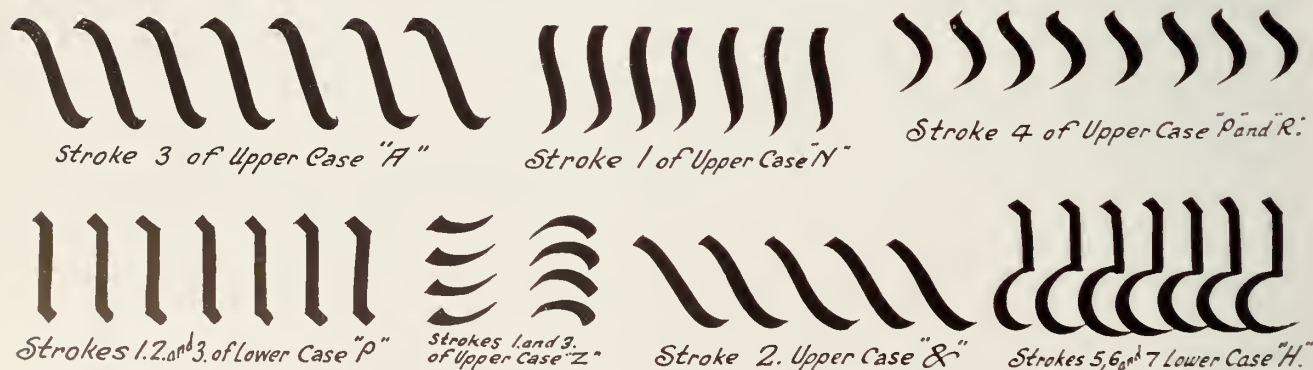
The "G" shows much the same formation as "C," with strokes 5 and 6 added.

"H" is made in many forms, but this one is selected because of its gracefulness. Strokes 1, 2 and 3 make excellent food for practice work. Note the relation stroke 4 has to the two outside parts of the letter.

The only difference between "I" and "J" is in stroke 3. In these two points the letters must be made to differ pronouncedly, so that one won't be mistaken for the other.

The "K" is a nice letter to make. See that stroke 5 does not extend to the right any further than does stroke 6. Note how often strokes 1, 2 and 3 appear in other letters.

The "L" is the same as the "E," with the centre stroke left out.



Stroke 3 of Upper Case "A"

Stroke 1 of Upper Case "N"

Stroke 4 of Upper Case "P" and "R"

Strokes 1, 2, and 3 of Lower Case "P"

Strokes 1 and 3 of Upper Case "Z"

Stroke 2, Upper Case "X"

Strokes 5, 6, and 7 Lower Case "H"

Practice Exercises - Fig. 1.



Follow the numbers indicated, and draw the brush in the direction the arrows are pointing and you should find little difficulty in mastering them.

The lower case letters should be kept as plain as possible, because they form the body of the words, and the plainer letter makes the word more readable.

**Practice Work**

The student must never forget the importance of practising the various strokes, especially when a new alphabet is taken up. The strokes of the modernized Old English lettering are somewhat different to those shown previously in these lessons. Pick out the strokes that are the most difficult for you to make and practise them as suggested in Fig. 1, only practise them many times more than is here shown. You will note that combinations of strokes are shown to be practised together. This is especially good exercise. These with practice can be made without lifting the brush off the card.

As in all other lessons when brush stroke letters are taught, it is absolutely necessary that you keep the brush with a flat chisel point in order to get the desired effect that this type must have. Fill the brush first with color and then work out on a piece of waste card or glass to a good working flat point.

It is a good practice to have a few greeting cards around the store, placed in prominent places so that they may be read by the customer. These should be more decorative

than the ordinary merchandise card. These can be made up in very attractive designs and colorings. Different wordings can be used as follows:—

“We extend to our many customers a happy and prosperous New Year.”

“To one and all a Merry Christmas.”

“We wish you a Merry Christmas and prosperity during the coming year.”

“Remember the soldier boy. Ask about our Xmas Overseas Boxes.”

The card, “The Season’s Greetings,” shows a very decorative design. The black outlines are made with black waterproof ink. The background which appears grey can be made any pale neutral shade. The holly and poinsettia are of natural colors. The circle is of bright red with darker red spots. The lettering is of a semi-script formation. It is outlined with a stub pencil and filled in afterwards. This type is shown for a variety from that shown in the lesson, but the modernized Old English is just as effective.

The accompanying card illustrates the use of the alphabet shown in this lesson. The card is an example of a good Christmas card.

Harry Wolfe, Montreal, manufacturers of military caps for the Government, and uniform caps of all descriptions, is embarking also upon the manufacture of cloth caps for civilians.

# MAKING A SPECIALIST OF BOYS' WEAR BUYER

St. Thomas Store of Dowler's, Believes in Separate Department for Boys' Goods — Juveniles as Well—Waiting on Three at One Time — Women Like Seclusion From Men Customers—Prizes and a Cup as Publicity for Department.

## HOW THEY LOOK AFTER THE BOYS

"Send your boys to Dowler's, no matter what their age. They will get just as much attention as if accompanied by parents."—From newspaper ad. of R. H. & J. Dowler, St. Thomas.

"We give just as careful attention to the business of clothing boys as we do to our men's business; we realize the boy of to-day is the man of to-morrow."—From newspaper ad. of R. H. & J. Dowler, St. Thomas.

**I**N nearly every issue MEN'S WEAR REVIEW has been advocating a separate department for boys' wear, where the size of the store by any arrangement permitted this to be done, a department into which there are gathered all the lines that a mother would be likely to require for the boy. It is a simple matter when a woman has bought a suit for a boy to point a few feet away to a counter or shelf and say: "Here we have collars, shirts, socks, ties that will suit your boy. Won't you let us show you our stock?" How much more likely are sales to result than if he had to take her to different parts of the store, among the men's wear buyers and the men's wear goods, or pass her on to the clerk who is in charge of that particular section of the store.

But in any argument in favor of a certain course it is the example from real life that counts. Let us take the store of R. H. & J. Dowler, of St. Thomas. The Dowler store tried out the other method before they had a separate boys' section, and they will never go back to it. A chat with the manager of this boys' department, Mr. McIntyre, furnished some of the reasons for their faith in the present system.

### Training Specialists

There is no merchant who does not value experience in his clerks, and experience counts in the boys' section fully as much as in the men's. So it is that in this store it is thought better to have one or more clerks to do practically all the selling for boys; that is why there is a manager for this department alone, who is a specialist in the buying as well as in the selling of boys' goods.

### Waiting on Several at One Time

It is easier also to wait on a number of customers when the goods they need are close to hand. "Suppose a woman has been started on looking over a lot of our boys' suits. Then another enters who wants a collar. It is a simple matter for me to excuse myself for a moment or two and wait on the second customer, for the collars are probably only six feet away. If I had to take the second woman away off to the front of the store the first would naturally feel that she was being neglected. Or I would have to turn the second over to some other clerk. Even a third customer can be taken in hand in this way, all three at one time, instead of having them wait for their turn. Not only so, but when a customer is here buying shirts or collars it is a very simple matter to suggest the other lines we carry to her for there they are right in front of her eyes.

"There is another point that often comes up in connection with women customers in a men's wear store and

that is that often women prefer to be off by themselves instead of standing with a lot of young fellows."

### Lines That Are Carried

To illustrate the point about the variety of the stock and the compact way in which it is kept together: In one section of the shelving are placed boys' sweaters, two or three rows of them, and a couple of rows of collars, neatly done up in their boxes, and half a row of suspenders, with the other half in handkerchiefs, while underneath are underwear, shirts, hosiery, separate pants, bloomers and so on.

In front of these goods are two show cases in which these articles, and ties and other goods are displayed. The department has, in addition, caps and hats. The only thing in a boys' outfit, Mr. McIntyre explained, that the store did not carry was boots.

### For Boys From Two Years Up

Not only is it found profitable to stock lines for the ages of 7, 8, 9, 10, 12, 14 and 16 years of age, but the store has also tried out and worked up a good business in the younger boys' wear, the juvenile end as they call it, from two to six years of age.

### A Continuous Series of Customers

"We do quite a business in this and we have found that this continues right down to our older boys, and the older boys in their turn keep with us for their men's clothing and other furnishings. We thus have a continuous series from two years of age up to the men, and we would not break any section of the chain.

"Great care is taken in getting a good fit for the boy and every one is measured just as in the case of a man." Mr. McIntyre is a firm believer in being careful in fitting out a boy, knowing from experience that a satisfied boy will be sure to come again.

Orders are also taken for made-to-measure clothing, though of course the bigger business is done in the ready-mades.

### Extra Pair of Bloomers or Not

The head of this department was asked his opinion as to the advisability of selling two pairs of pants with one suit. He was not altogether in favor of it. In some cases he felt it was a bad thing for business for a coat and two pair of pants would outlast an ordinary suit and instead of a parent buying two suits they would only buy one and the extra pair of pants. However, arrangements are made often to procure the extra pair if the mother comes in after one pair is worn out. Sometimes the store has kept these in stock as separate pants. Often the manufacturer has a pair on hand.





*An excellent Fall suggestion, especially dressed for MEN'S WEAR REVIEW.*

Another point that Mr. McIntyre raised was that with cloth as high as it was now the extra pair added to the cost of the suit so that it would be higher than the ordinary customer cared to give.

**Prizes Given for Boys' Contests**

In order to keep the department prominently before the boys, various schemes are tried. Prizes are given for contests in connection with the Y.M.C.A., and a cup donated at the annual Collegiate sports for the championship, or prizes for some of the events. These are in the form of orders for goods on the store. This, of course, brings the boy into the store to get them and establishes the connection with the store, often for the first time.

The firm advertise frequently in the school paper and find this serves to keep the store before the minds of the boys. This plan with other dealers THE REVIEW has met has not proved an invariable success, however.

**Price Tickets in Left Sleeve**

There is one point that might be noted also, about the

ticketing of the clothing; the cards being inscribed in the left sleeve instead of on the left lapel or somewhere else. The ticket is easier to find than if it is attached, for instance, to the inside of the collar at the back, as often for finding it causes some confusion or waste of time. Sometimes the ticket is made larger and room left on the inner half for the name of the boy who bought the suit, thus paving the way for the building up of a mailing list from actual customers.

**Window Displays and Separate Ads.**

The boys' end of the business is pushed with great energy and is recognized as quite as important, proportionately, as the men's. Thus one section of a window is devoted to showing boys' clothing or furnishings, and prominence given in newspaper advertising. As is done in the case of several stores referred to in MEN'S WEAR REVIEW in recent issues, often an advertisement is given up entirely to boys' goods, even if in the same issue a separate ad. is run for the men's lines.



*Lines like these make splendid Christmas gifts.*

**CLOTHING IS NEEDED SAYS SOLDIER IN ENGLAND**

This sentence, from a letter to a former fellow employee, indicates pretty clearly that presents of wearing apparel will be greatly appreciated by Canadian soldiers in England and in France.

"The clothes," writes the soldier, "such as underwear, tunics, etc., are as dear as they are in Canada and we only get a shilling a day, so you can bet we don't get much luxury."

Why only a shilling a day is hard to understand. Perhaps pay is being kept back at the request of the soldiers. But one thing is certain, that necessary changes of clothing, shirts, socks, underwear, breeches, will be greatly appreciated by these men.



Norman Currie, who for some years has been manager of the men's furnishing department in W. R. Megan's store, Vernon, B.C., has responded to the call for service and has enlisted in the Army Medical Service Corps.



# SUITS & OVERCOATS



## GOOD SUPPLIES OF CLOTH, BUT PRICES HIGH

Nothing to Look for But Continued Advances—No Permanent Decline With Coming of Peace—Some New Models in Men's and Boys' Lines—Tendency to Show These as They are Ready, and for Immediate Delivery to Retailer—Hot Weather Models Now Being Shown

**T**HOUGH there are undoubtedly a goodly number of exceptions, it seems very evident that on the whole the men's wear dealers have low stocks of both men's and boys' clothing. Some have intentionally placed themselves in this position, being a little uncertain as to what the future will bring forth, and preferring to husband their resources. To such the special measure departments, run by so many of the good Canadian clothing houses, have proved—and will continue to prove—of the greatest value. The special measure proposition has enabled these dealers to keep their clothing connection, to make money, and to hold the capital wrapped up in the clothing department at a very moderate figure.



certain amount of grist to the mills of the strong houses. For instance, some firms have had cloth offered them lately at figures below those quoted a few months ago. This was cloth ordered by weaker houses, which were unable to pay for it when it finally came through. Unfortunately for the retailer there is very little of this bargain-priced cloth being offered the manufacturer, but in so far as it is being offered it tends to relieve the situation, for manufacturers are only advancing their lines as the higher price of the cloth and labor going into them makes such advances necessary.

What of the future?

Again the question may well be asked, and the answer again has to be a prediction of still higher prices. Of course, suits and overcoats will be sold at the old figures—with the exception of the exceedingly low priced ranges, which are practically off the market already—but the quality of cloth going into these will be infinitely lower. The cloths have the appearance, but the wearing qualities, the shape-retaining qualities, are nothing like those which could be given two short years ago.

### The Outlook for Next Fall

Manufacturers' agents in touch with conditions in the Old Country do not hold out much hope for Fall, 1917. They are sure prices will be higher—on that they all agree. But they are not sure that the goods will be forthcoming in any thing like the quantities required. Yet there seems no reason to become over alarmed. One manufacturer of boys' clothing was speaking of the uncertainty of future supplies to MEN'S WEAR REVIEW. But after going into the question thoroughly he was good enough to take THE REVIEW'S representative through his basement, and there were piled bolt upon bolt—linings, serges, tweeds. If nothing more came in it would be possible to fill a good Fall demand from those supplies.



### Strange State of Affairs Regarding Cloth

The inability of manufacturers to turn out goods in the quantities required is, by the way, more the result of existing labor difficulties than of cloth shortage. Indeed, the question of cloth brings to the fore a peculiar state of affairs. Cloth is scarce,

there is no doubt of that, yet many manufacturers now have huge supplies—perhaps supplies from 25 to 50 per cent. in excess of those they would have under normal conditions. But, while this is so, there is to be remembered this fact—that it is the good firms which are so fixed. A number of less sound firms, which formerly sold a goodly quantity of clothing, are now practically out of business. They had not the resources—the buying connections—to meet successfully the problems of these times of stress.

### Bargain Offers

Results, growing out of this condition, are bringing a

### A SEPARATE DEPARTMENT.

Special attention should be paid to the article on page 34 of this issue in which reference is made to the possibilities of increasing business in clothing by the creation of a separate department for boys' clothing. The experiences of a merchant who has made this departure successful are quoted and other dealers undoubtedly could use the same ideas with equal success.

**Secured at High Prices**

But the cloth was bought, on the whole, at high prices. There was lining, for instance, some of which had been secured at a price of 9¼c., but the latest shipments of which cost 16½c. at Manchester. There was some flannelette for boys' knickers lining bought a year ago for 7½c., but further supplies of this had not come through, and to cover his requirements the manufacturer had bought from a Canadian wholesaler at 13¼c.

This firm, by the way, has an arrangement whereby it receives whatever the mills in England, with whom it has done business for years, can send. The English house understands the requirements, and ships whenever it has suitable lines available. An example, this, of the value of a good buying connection, founded on steady business, and bills promptly met.

What will happen to these manufacturing firms having



big stocks of cloth when the war ends? What will happen retailers having good ranges in their racks?

Ah, there's the rub!

**First Slump, Then Rise**

Again, though, the opinion of the men closely connected with the British mills is of value. "There will be a flurry when peace comes," say these men. "A flurry like that which followed the announcement of war. Cloth prices will drop, and then will be the time to buy, for the lower prices will not hold. They can't hold. The law of supply and demand will make itself felt. Peace will not bring an immediate solution of the dye troubles. Peace will not restore the

exhausted reserve supply of wool. It will take years for the cloth market to get back to its before-the-war condition."

In the meantime new models are being put out, and are being shown the retailers. By the way, there seems a tendency to show new models just whenever they are ready, not necessarily at any formerly recognized buying period. For instance, one firm is now finishing work upon a unique topcoat. It is a good drapy model, with long skirt, and has a loose belt going right around. Straps hold this belt in place. The pockets are slanted, and the vent runs almost up to the belt, giving great freedom of movement. This coat will be supplied for this Fall and Winter's retail selling.

A neat suit model shows a straight two-button front. There is plenty of drape to this. It is exceedingly smart and will also be turned out for immediate selling by the retailer.

**The Military Touch**

A boys' model to be shown the trade during November has belt running from under the arms to be buttoned at the front. Running from under the arms back, the belt is sewn down. The front belt could, of course, be taken off if desired. The model has great freedom given by a box pleat at the back running from the belt up. The pockets are of the patch telescope style. Military in appearance it should prove a splendid trade bringer.

**Hot Weather Samples Out**

At last writing something was said of hot weather lines. Since then at least one large manufacturing house has sent out samples of these. Others are laying their plans to make such suits. They will undoubtedly be more largely produced than ever before, in Palm Beach, silks, Dixey cloth and other materials. In prices these Summer suits will sell wholesale as low as \$5, but better lines, to sell to the trade at from \$12.50 to \$15 are going to be offered. It seems, more thorough workmanship will be put into some of these Summer clothes than ever before in Canada. The trade is becoming altogether worth while.

**BUSINESS BETTER IN B.C.**

A note from the West reads: Business generally in Victoria this fall is 25 to 100 per cent. better than it was this time last year. This is particularly the case with dry goods houses, men's furnishing shops and stores that cater to women. The only stores which have experienced little or no increase are those which supply chiefly luxuries, such as jewelry.

\* \* \*

The gents' furnishers of Galt signed a petition which was presented to the town council, to repeal the early closing by-law. The majority of the members were for its repeal as a consequence the by-law is no more.



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



# NECKWEAR

AS time goes on and Christmas comes nearer, retailers, manufacturers find, are eagerly placing orders, many orders and large orders. This is a direct reversal of what was predicted, for 'way back in the hot weather there were some neckwear houses who thought that retailers were placing neckwear for Fall and holiday stuff far beyond their actual requirements. That opinion, even at the time, was hardly justified, in view of the excellence of trade in neckwear experienced all Summer by many retailers, and it has been definitely knocked on the head now. Men are buying more neckwear this season than they have done for years, notwithstanding a radical increase in price and an unfortunate, but by no means avoidable slight deterioration in quality. There seems to be no question, if a consensus of retailers be authority for it, that men are spending a lot of money on dress accessories. The Summer's trade in neckwear was much heavier than anybody ever imagined. The average merchant repeated order after order for all classes of stuff. There is only one reason; business is mighty good and men are spending money on dress, incomparably more so than they were doing two years or even a year ago.

Therefore, it was a common experience that retailers were cleaned out pretty well by Fall of all Summery neckwear and also of some advance stuff they had secured for their Fall and Winter Trade. They are now ordering again and ordering heavily. Manufacturers agree that orders are coming in faster than they can be filled and they issue the warning that the dealer who is not replete with Fall and holiday stuff or who, at least, has not got it on order is liable to find himself short-suited on neckwear and unable to get any for some time. At present, manufacturers are working overtime to fill orders. They have shown many patterns, and a wide range alike of designs and qualities, all of which have been eagerly ordered. The dealer who has not placed his order for Fall and Christmas stuff should do so at once if he wants it in time fully to use it.

## The Manufacturer's Position

Here is the Manufacturer's position. He is lightly stocked, in many cases, to begin with. Silks are hard to get and increasingly difficult, at profitable prices, as the days go by. Moreover, quality is not being maintained and the manufacturer to-day cannot get material of the quality he could two years ago, though he is paying more per yard for what he does get. One manufacturer thinks the situation so urgent that already he has placed complete orders for holiday stuff not for this Christmas but for Christmas of 1917, and thinks he is mighty lucky to have done that to his satisfaction on the points of quality and price. What does this mean? Simply that the manufacturer in touch with the market realizes what is going to happen. If prosperity continues, the demand for neck-

wear, it is a safe bet, will increase. Retailers' orders will increase and manufacturers' orders of raw material will have to increase to cope with the demand. It does not seem disputable that many neckwear houses have had a year second to none for good business, this last year. The coming one bids fair to knock it into the proverbial cocked hat.

Here is the lesson for the retailer. Buy now for your immediate needs, and place orders ahead where possible. The best patterns and the best weaves are daily being depleted, and though substitutes will be found they will not be up to the standard of the Fall and Christmas neckwear offering for this last month or so.

## As to Designs

Probably the broad trend in designs for four-in-hands is towards the smaller and neater pattern, though this has some lively exceptions. Retailers, however, are buying heavily small pattern neckwear. This is particularly true of stores catering to better class trade. Also there is a noticeable trend towards darker grounds. Thus rich carmines, mauves and greens are replacing their brighter prototypes, while the black ground is notably represented in Fall and Christmas ordering. Grey is also well favored, a fairly dark shade being the chosen variety. Recently we saw some designs in greys, dark ground with silver grey super pattern in small flowerette and diamond designs which looked very attractive. Ombres are to the fore again in sufficiently dark tints to give the impression of richness. Stripes are represented too, though in uneven pattern and unusual combination. Some patterns seen show alternation of colored and black stripe upon a colored ground and alternation of light and dark shades of the same color upon a black ground. Stripes are inclined to width and substantiality, the narrow and line pattern being few and far between.

Black and whites are well to the fore for Christmas stuff. Rich, soft black ground with a faint pattern, very small, are found in many styles. Some are blended with stripes, a broad stripe, then a column of small pattern, rings, dots, diamonds, flowers and the like.

In contradistinction to the big demand for small patterns, there is a call in higher priced stuff for larger designs. Thus the large flowing floral and leaf design, the scroll, and the all over pattern are well represented in rich brocades, of quiet colorings in designs featuring superimposed patterns. Prices for public on this stuff are variously \$1 to \$2; it is higher-priced neckwear. Two or three very pleasing designs of this sort are a dark ground of rich coloring, a self pattern of floral or scroll design, and over that again a small patterning in lighter color, preferably gold or white.

As to colors, generally heavy and rich shades abound. Blues, purples, various shades of red, and darkest of browns are general. Dull black seems to have the prefer-

ence over the more luminous; this being more, of course, a matter of material. Khaki is not much affected in general neckwear, though there is a better demand than ever for military purposes. Lighter shades either for ground or patterning are not favored overmuch, the single exceptions being bright gold and silver grey.

**The Bow to the Fore**

Batwings and other varieties of the bow tie are having a carry-on run from Summer to Winter. Orders for these are surprising manufacturers. Hitherto the batwing has generally figured as a Summer tie, owing to its neatness and lack of taking up much space. But Fall and Winter orders show that men are swinging into consideration of the bow as an all-the-year-round tie. It is a wise opinion. Shapes are not much altered. Batwings remain very well favored. Straight and pointed end divide the honors with the latter rather stronger. As to patterns, polka dots, failles, plain and dark colors, and foulards all figure. Thin line stripes are also included; heavy stripes are missing.

Of all, the foulard seems to have the greatest vogue judging from orders coming in, and its innate adaptability for making up probably supplies the reason.

**TRADE NEWS**

J. D. Nicholls, Vancouver, British Columbia, is starting in business as dealer in boy's clothing.

\* \* \*

Lieut. J. Robinson, of Napanee, a nephew of Edward Walsh, the well-known tailor, is reported killed in action.

\* \* \*

Muscovitch Bros., who have been located in St. Boniface, Man., for some time, are moving into a new block now being erected.

\* \* \*

Charles McLeod Gilchrist, founder of the clothing house of C. M. Gilchrist & Co., and widely known in the business community of Toronto, died on October 4 at his home.



**One of the New Silks**

A remarkably wide variety of patterns is being shown, and the lines and squares find their place as well as the tones and floral effects. All seem certain to go well at the Christmas season. At the moment manufacturers are experiencing more difficulty in production than in securing the silks; but there is a possibility of relief here—girls who have gone to munition plants are finding the work very difficult, and are commencing to return to their old occupations.

In the range of materials for men's neckwear seen this Fall for the Spring trade one of the most striking is the design in satin with broad black border forming the lower portion of the apron of the tie and 4½ inches deep. Above this comes a 4½-inch space in white, corise, orange, light navy or green very brilliant, but giving fine color effect. Above this and forming the knot of the tie when made up is a five-inch breadth of alternate black and color stripes, the color being as on the body of the apron.

# ACCESSORIES

## ACCESSORIES IMPORTED FOR XMAS TRADE

Khaki Handkerchiefs Fortunately are Plentiful—Embroidered Lines Scarce—Overalls for Women—New Collar Clip—A Word as to Socks, a Word Indicating a Return of Bright Colors—How About Leather Coats for Motorists

**T**HIS season, with its preparations for the big Christmas trade, sees a greater interest than ever in accessories. More and more lines, which may properly be considered under this heading, are being found profitable—as direct return bringers, and as business magnets. Especially will they be profitable in December, when brother is looking for present for brother, and friend for friend.

### Khaki Handkerchiefs Plentiful

Handkerchiefs, one of the big accessory lines, require careful consideration this year. At the outset the word might be given to buy at once if any additional supply be needed. Khaki handkerchiefs, which will be bought to go with other gifts for soldiers, are fortunately fairly plentiful. Even yet good-sized orders of these can be filled; but merchants will find difficulty in getting these in boxes. At first manufacturers could not secure the boxes. Then, after some had planned to pack a silk knitted tie with two silk handkerchiefs in the same box, there came a delay in machinery shipments, which made it impossible to turn out the khaki ties. However, as has been said, khaki handkerchiefs, in bulk, are available.

Both cotton and linen handkerchiefs are very scarce. Embroidered linen especially is hard to secure, but what is coming through is splendid work—at least samples seen by MEN'S WEAR REVIEW indicated this.

### Selling to the Women

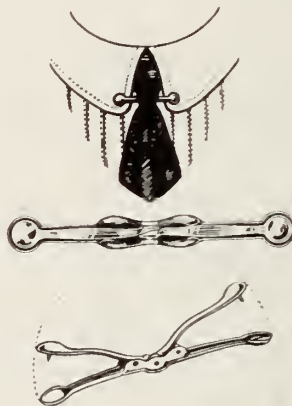
Ladies' embroidered handkerchiefs, of course, are also scarce. By the way, an interesting point is noted with regard to ladies' handkerchiefs. Many of these are put out in attractive holiday boxes for the Xmas trade. Yet there are dealers—and they number among them some who in the past have bought ladies' handkerchiefs largely—who buy these unboxed. Asked why, one of these merchants said: "Perhaps the boxed handkerchiefs would sell better to men as presents for women, but as a matter of fact I have sold my ladies' handkerchiefs to ladies—yes in a men's wear store. I got splendid handkerchiefs. News

of this went around and purchases resulted, then repurchases.

"An interesting point this. It is just another indication that women will gladly buy in a men's wear store, and that their business is worth while."

### New Soft Collar Clip

Jewelry, such as is suitable for sale in men's wear stores, is a bigger line this year than usual. The military emblems are sure to be largely bought at Christmas. This alone will do much to increase the jewelry end of the men's wear business.



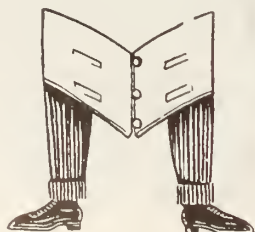
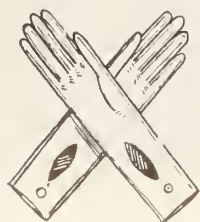
One novelty is now making its appearance—a clip to take the place of pin which has been so largely used. An illustration of this clip, showing how it works, herewith shown. The clip is supposed to make easier the adjustment of these soft collars.

In gloves there is noted a strange tendency to get away from the fixed price idea. Gloves are being shown at prices ranging from \$1.25 to \$3 and odd prices, such as \$1.65 are not uncommon. The old objection to these unusual prices seems to be passing. Perhaps this will be one of the good results to come from the war. Certainly the fixed price has sometimes worked a hardship—a hardship first on the merchant, and later on the consumer for too frequently it has meant a reduction in quality, since both old quality and old price could not be maintained.

In colors grey are very strong for gloves.

### Are Loud Socks Coming

Is it possible that the war, and the troubles resulting from it, are going to result in the general return to favor of colored socks? Hope not, some may say. Yet from New York comes the shadow which may presage the coming event. Of course, New York shadows are not always prophetic—sometimes merely hectic—but it is a fact that in New York colored socks are now commencing to announce the presence of a man somewhere to the north. Such is the word which comes from our New York office.



It is said, moreover, that these socks are being worn both on business occasions, and occasions of at least semi-dress—such for example as afternoon tea, at which, there is a hint, all that is drunk in tea cups is not necessarily tea.

Whether there will be an epidemic of gaudy colored socks is uncertain. In the quieter shades, however, growing sales do seem certain. Moreover silk socks are quite likely to have some clock-work. And it seems fancy woolen socks, in checks, will be worn to a considerable extent next Summer.

**Is This A New Line**

A line almost unknown in Canada so far, is the leather motor coat. This is proving in favor rapidly across the line, and may be expected to find a fair demand here when once introduced. One model now seeking favor in New York is of tan leather, with gabardine lining.

Across the line war profits seem to be leading to strange extravagances. Even in dinner jackets a desire for something novel, something gay, is being evidenced. The great majority, of course, are sticking to the old colors, but these jackets are being worn by some in grey and in blue. Without much fear of making a mistake MEN'S WEAR REVIEW announces that such colors in such clothes will not meet favor in this fair country.

**Delays Due to Box Scarcity**

Garters and suspenders for the Christmas trade are quite late as to deliveries. This is due in large measure to the inability of box manufacturers to make delivery of the fancy boxes wanted. Some boxes have not come to hand at all; but considering the difficulties which have had to be overcome the range of suspenders and garters suitable for Christmas presents is remarkable. Price changes, in suspenders, by the way are coming. There seems no avoiding further rises.

**A Woman's Overall**

As showing not only that women's trade is being sought and secured by men's wear dealers in the United States, but also that unexpected lines may be sold these customers, may be mentioned a woman's overall. this is illustrated herewith. The idea, of course, is for a garment fairly easily slipped on, and which gives protection against dirt when the wearer is engaged in really dirty occupations—housecleaning, or even automobile cleaning, for instance. Canadian manufacturers of overalls are skeptical as to the volume of business which could be secured in such a line in Canada. Probably they are judging the situation correctly too, yet women are wearing pyjamas—oh yes, brother retailer they are. If doubtful see some of the films of Miss Billie Burk. If pyjamas why not overalls?



**ORDER FOR SHIRTS**

An order for 500,000 shirts, received from the Italian Government, has been awarded by the Trade and Commerce Department to the Knit Goods Association, of Hamilton. This is one of a number of orders for shirts and blankets received from the French and Italian Governments.

**ERROR IN ADDRESS**

In error in the October issue in the advertisement of College Brand Clothes the address was given as Unity Bldg., Montreal, instead of the Read Bldg. College Brand Clothes needless to say are still in the Read Bldg., as they have always been.

**SUPPLYING THE CANADIANS**

(Canadian Textile Journal).

This contract placing activity again calls attention to the fact that we are taking no part in the outfitting of our troops after they leave our shores. It is difficult to find out why this is the case, but we infer that it is for military reasons, rather than due to any lethargy on the part of our manufacturers or military authorities. The outfitting of our troops abroad would be an enormous undertaking for Canadian industry. The wide variety of necessary supplies affects all lines of industry, but these supplies are already being manufactured here for the troops while they are in Canada, and it appears quite within the realm of possibility that our industries could take care of the entire business of outfitting the troops at home and abroad if called upon to do so. We are manufacturing underwear, socks, leather goods, etc., for the Italian and French Governments. Why not for the Canadian troops abroad? The matter is worthy of much more consideration than it appears to have received from either our military authorities or our industrial organizations.

**BACK FROM NEW YORK**

J. W. Christie, designer and manufacturer of the E. G. Hachborn Company, is just back from a trip to New York. While he was on a brief vacation Mr. Christie naturally visited some of his friends in the United States clothing houses. He feels that the pinch-back is to have another big year in the States as in Canada, but says there will certainly be many variations of the pinch-back as it was in 1916.

**EMBARGO ON COTTON HOSIERY TO ENGLAND.**

THERE is much surprise in the trade in October at the announcement that England has imposed an embargo on the import of cotton hosiery. In the United States instructions were given by most exporters to keep shipping silk and artificial hosiery on order, but to hold cotton and lisle for further advice. In normal times the shipments of cotton knit goods to England were very small, being only about \$731,000. However, in 1915 they had reached the remarkable total of \$9,030,468. There are no special figures covering cotton hosiery.

**TRADE NOTES**

G. A. Fraser, men's furnishings and boots and shoes, Rossland, British Columbia, have discontinued business.

\* \* \*

The Semi-Ready Co., Montreal, are giving thirteen cash prizes for thirty-word essays on High School Clothes by High School Boys.

\* \* \*

Fire broke out on the fourth floor of Narcisse Gagnon's boot and shoe factory in Montreal on Oct. 4 and did damage to the extent of \$25,000, all of which is covered by insurance. The lives of some of the employees were seriously endangered for a time but all were eventually gotten out without loss of life although some injuries are reported.

\* \* \*

W. Howard and H. C. Way, formerly of St. Thomas, are opening a men's clothing and furnishing store in Detroit, and expect to be open for business in a couple of week's time. The former, was connected previously with R. H. & J. Dowler, St. Thomas, and for the past few years has been conducting a store in Hamilton. The latter was formerly in the clothing department of the Anderson Co., Ltd.



# HATS *and* CAPS



## LIGHTER COLOR RANGE IN SPRING SOFT FELTS

Leather Market Helps Hat Prices Up—Trade Interested in a New Leather Substitute for Sweat-Bands—Delicate Shades of Color Will be Fashionable for Spring.



**F**ROM head to foot it's a case of high prices for Spring and Summer apparel this season. From foot to head would apply better as regards hats at the immediate time of writing. Because boots are going to cost more, hats are to be still higher. The British Government has taken control of leather. The little bit of leather that enters into the construction of a hat, namely the sweat-band, means big money

outlays to the manufacturers, and hats with leather sweat-bands must go even higher than the heights to which rising cost of fur and felt, silk, and braids would ordinarily send them. Away in the dim and distant past vanishes the \$9.00 a dozen price for hats of the cheaper lines. It's \$11.50 a dozen now for the lowest priced line of hats offered by the wholesalers.

### A Substitute Sweat-Band

In regard to leather, by the way, the trade has just been introduced to a new and quite attractive leather substitute for sweat-bands. The material is intended for the lower priced lines of hats, and looks remarkably like leather at first glance. It even smells like leather, and the trade has hopes that it may wear like leather, or at least well enough to last out the life of an average lower priced hat. The material is a fabric, coated with an elastic leather colored enamel finished to look leathery, and has a great deal of body to it for a substitute. Hat manufacturers are regarding it with relief and hope, for the trade without the lower priced lines in hats would be in many directions like the fishing trip without the bait, and the better value possible in the lower priced lines, the better the reputation of the retailer in the wide circle of his trade.

### Dollar Hat Still With Us

With the lowest priced hats at \$11.50 per doz. With further rises in price in sight, and with average fur felt hats at \$12.00 to \$13.50, the dollar hat ought by every law of profit and loss to have disappeared off the face of the Dominion. Nevertheless the dollar hat with cat-like vitality has survived at least for Fall trade in 1916, and by careful buying, and careful weeding out of slow moving lines in particular purchases, some firms were able to offer the business building dollar hat up to the very last minute of profitable business opportunity. It is very doubtful

however, if a hat can be placed on the market to sell profitably at one dollar during any season of 1917. Certainly the outlook for Spring and Summer seems to be all towards a hat trade in which the lowest priced line will be costing more than a dollar a hat to the retailer himself, perhaps a good deal more. After that, the problem of the dollar hat is with the retailer. Some hat stores built upon the popularity of their dollar hats are determined to keep that main drawing line as long in the field as possible even at a loss chargeable to advertising account.

### More Advances

Spring and Summer, 1917, will be seasons of soft felt hats for men. The conditions which beset manufacturers are making the production of hard felt hats exceedingly uncertain. Deliveries cannot be guaranteed. Styles and designs are being kept down to the most practical and conservative standards. The utility hard felt, just the lines that most men find most suitable for everyday and ordinary wear will be the hard felt of 1917. There won't be any brilliant departures in that line, and prices will be higher by \$1 to \$1.50 per dozen at least. English fur felts are going to cost \$25.00 at least per dozen, and much higher for better lines.

Some felts will reign supreme. Even in these deliveries are not being guaranteed, and wholesalers in sending out their travelers with Fall offerings to the trade were up against the problem of having to show samples the orders for which had not yet been delivered to the wholesaler. This led to the many difficulties of delivery with which the trade is familiar by this time, and while much has been done to facilitate matters the whole condition for Spring and Summer goods is still uncertain as to deliveries, and unsteady as to prices.

But the soft felt hat is to be "it." There will be soft felts in slightly less perfect quality as to material and dyes than those of ante-war days. Braids are away up, and braidless brims are being offered. Where dyeing has been unsatisfactory a light line develops in the braidless brim of cheaper lines of hats giving disappointment all round. Narrower braid binding is being used. Better dyeing is being done. But the situation is still unsatisfactory.

In styles, soft felt hats will be rather wider in brim, and medium crown for staple lines. There is no indication of any tendency to exaggerate any style for the coming season's trade. About 3 $\frac{3}{8}$  inches brim is pointed to as being indicative of the average Canadian demand.

### Variety in Colors

Colors are going to be lighter for soft felts, and in  
(Continued on page 44)





# COLLARS & SHIRTS



LEADING shirt manufacturers have discovered early in the Spring Trade traveling season that the demand for better quality shirts is double what it was last year, and that it is evidently growing. Not only in the better quality lines but in all lines being offered is greater demand noticeable now. The trade, obedient to the behest of countless customers known, and prospective,—

is stocking up in shirts for Spring and Summer 1917, and in spite of war's ill effects on such matters as dyes, and such details as deliveries business is promising to be good.

In the matter of deliveries there is difficulty, and there will still be difficulty according to the best opinion in the wholesale trade. It will be next door to impossible to secure repeat orders of any lines being offered, and quite quietly and conservatively, without urging the opinion forcibly on anyone, leading manufacturers of shirts are expressing the view that it will be wisdom for the retailer at this season to stock up fully, even a little more heavily than usual in all lines of shirts for which he knows there exists in his territory the demand to make profitable business. The reason for this advice from the men in the manufacturing and wholesale trade is found in the state of the market for textile materials, and the condition of the market for labor in manufacturing industries generally. It may not be easy for the retail trade to secure supplies of the lines now offering in shirts at the same prices as now rule the offerings. Already the retail trade has noticed the shrinking of discounts on the \$13.50 shirt. The cheaper lines are not being pushed much; the better grades hardly seem to need pushing to get the demand on present markets, and there is wisdom in the attitude of the trade to the shirt industry. Values are better in the higher grade goods. There is quite reasonable enquiry for the \$12 shirt, and for the \$10.50 lines, but emphatically the demand is better for the \$13.50, the \$15, and the \$18.50 shirts, while even the costly silk shirts ranging in price from \$39.00 to \$68.00 per dozen are found to be in quite noticeable demand.

## Silk Shirt Widely Favored

It seems as if the silk shirt were already making a hit with the trade, and Spring and Summer should surely find it well entrenched in the public favor. Making a brisk start on the market in the United States the silk shirt is capturing the Canadian field rapidly, and there exists for it a widespread demand throughout the Dominion. In style and material the silk shirt being shown now to the trade is a shirt calculated to appeal to the customer who likes a first rate article, both good wearing and dressy without the ostentation sometimes associated with silk, in

fact "a most gentlemanly shirt," as manufacturing enthusiasts describe it.

Materials, methods of manufacture, and designs for fabrics as regards the silk shirt of the incoming season have all been brought nearer to perfection than ever before in the history of the trade. The fabrics in silk are now much nearer to true shirtings than was previously the case with them. The whole business of producing the silk for shirt making has taken a forward stride. Necessity for coping with adverse conditions in the trade due to the paralyzing effects on color conditions for instance, of the war has brought manufacturers of materials together more with the result that greatly increased efficiency has been applied to the production of materials to meet the needs of the trade, and greatly improved materials generally, have been manufactured in spite of material handicaps, shortage of labor in some cases, and the difficulties of the color production industries.

## Patterns Tend to the Bold

Shirt designs as at present appearing on the New York market for the coming Spring display a decided trend towards rather louder designs than were prevalent during the past season. Patterns incline to be bold both in color and design, not, however, 'spotty.' The stripe rules firmly, and will probably continue to rule designs in the Spring. It is to be noted, however, that the tendencies of New York as regards shirt styles do not entirely reflect themselves in the Canadian market. They reflect themselves to a certain extent it is true, but in quieter tone always than is characteristic of New York and the United States generally. Canadian consumers are conservative, and in few matters does conservatism in taste operate more powerfully than in the matter of a man's shirts.

From every indication for the coming Spring shirt-taste on the Canadian market is to be for a neat, clean, essentially manly shirt just a trifle bolder in style and design than the shirt of last season. Here and there no doubt, the ultra-dressy young man is going to demand the more positive and pronounced styles and patterns of New York, but in the main the demand will be for a very refined and attractive class of goods meeting a first-class and refined Canadian demand which is steadily increasing season by season.

"It is astonishing," said one leading manufacturer to MEN'S WEAR REVIEW, "It is astonishing how keen the demand seems to be for the best goods being offered. Not only lines to retail at \$1.00 and up to \$3 are being ordered by the trade, but also the much costlier shirts, to retail at \$7.50 and \$8.00 apiece."

This indicates the fact that Canadian taste is for a first quality shirt, and that the all silk shirt is coming into vogue after a short period of testing or trying out of the market last Summer. Silk shirts retailing at \$5.00 appear to be in line for especial popularity. Most styles show the soft French cuff which is going to be a leader in styles this

Spring and Summer. Japan silks are likely to be dearer before long, the silk being in big demand in Japan for some reason not yet quite clear, (possibly the manufacture of aeroplane silks).

#### Collars May Advance Again

With the price of cotton rocketing recklessly this Fall, the prospects of cheaper collars for Spring and Summer 1917, may be relegated to the limbo of lost hopes. Collars will not be cheaper. They may be more expensive. They may be held at the present prices, increased as these prices have been since the days before the war. Nor will there be any departures in styles for the ensuing season's trade. Novelties such as the newly introduced 'form-fit' collar will come in, and in a market where the best is the most in demand any perfection as regards detail will fetch business even at enhanced prices. But labor conditions, and conditions as to supply of material have the effect of retarding any attempts at placing on the market any wide range of new departures in collars. The regular double collar with improvements and slightly altered lines of appearance will be strong as ever on the market. Wing collars will be there for dress wear, and soft collars in all varieties will be very popular to go with silk front and all silk shirts for Summer. The advance in collar prices has been shared between wholesale and retail trade so that the retailer gains slightly in profit, and this encourages the pushing of business with the public, customers being now pretty generally aware that the cheap collar of pre-war periods is a thing of the past. With the soft collar certainly in increasing demand, and being improved greatly in style, fit, and comfort, the powers of good retail salesmen have a wide enough field to work upon, and results will be found substantial even in the period of high prices still being predicted.

#### LIGHTER COLOR RANGE IN SPRING SOFT FELTS

(Continued from page 42)

interesting variety. Pearls, both grey and warmer tones, cinnamons, not too pronounced; beavers, a very full line of greys but none of them dark greys, and a great many shades of browns are being offered, also shades of light green in pleasant tones, tints and varieties, but all lighter than last year's Spring offerings. Not many blues are seen so far, and dark blues are unlikely to find favor for Spring trade. Raw and welt edges, and narrow bindings are all indicated in all colors and styles.

In straw hats there are indications that the sellers for next Summer will be three and a half crown by two and a half of two and three-eighths brim, also three and a quarter crowns by two and a half brim. A few narrower brims will be found for men who prefer them, but the whole tendency in straw hats for 1917 is now towards the wider brim. It looks as if a two-inch ribbon would be worn with 1917 straws, but with fabrics so uncertain in supply, price, and delivery the matter of ribbon is better left undecided for the present. Straw hat prices join in the upward trend of all prices, and are up at least \$1 to \$2 per dozen.

#### Panamas Inviting

Panamas promise to be in strong demand, and at prices which will make them popular for Summer wear. In styles the blocked Panama is to be very prevalent, and the fancy shape similar to the soft felt is coming out strong. In comparison with prices of other hats the prices of Panamas will look inviting. A good line of Jap Toyeau (not a true Panama, but a tough paper fibre weave) will sell at \$27.50

doz., to retail at \$3.50 each. The tendency of the public seems to be towards buying the best qualities irrespective of price in Panamas as in all lines of hats.

Conditions as regards caps are most uncertain. It has been increasingly difficult to obtain tweeds for caps. Many small manufacturers have been hopelessly unable to fill orders after having sent out samples and many orders from the wholesale have been only part delivered, or delivered late. Some have had to be completed to sample by other factories at increased cost. Caps which used to sell at \$4.50 per dozen are selling now at \$6.50 and \$7.50 with the emphasis on the higher price for to get a supply of caps at \$6.50 in these days is sheer luck in most cases. The fear of conscription sent quite a host of cap-makers across the border. The insistent demand of textile manufacturers for cash from cap manufacturers for their materials tended to increase prices as well as the firm state of prices for cotton and woollen stuffs. In consequence of cap market conditions new styles are not much looked for, and though American tweeds show some tendency to louder patterns there is not much reflection of this style in the Dominion market. Canadian caps for Spring, 1917, will be quite in style and color. They will be considerably more costly. The plain, flat top in one piece called "English" style will continue with the usual conservative styles always in demand, and supplies and deliveries short and uncertain. There may be some imported American caps on the market, though duty is high on these, and they have not the quality of the home product.

#### \$300 FINE FOR FAKE ADVERTISING.

Said Goods That Cost \$3.25 were Worth \$10 or \$12—Old Claim to Excuse Misrepresentation Falls Down.

CONSIDERABLE satisfaction was expressed amongst men's wear dealers in the United States, over a fine imposed on one of the most prominent men's wear stores in Washington for a violation of the Johnson Fraudulent Advertising law. The fine amounted to \$300 and a suspended sentence of 60 days was meted out to the secretary-treasurer of the corporation. One of the witnesses testified that he purchased a necktie for 29 cents which one of the placards declared to be valued at 50 and 65 cents each; a Palm Beach suit from a lot that were alleged to be worth \$10 and \$12 for \$4.85; also a \$2.50 shirt at \$1.29, and a \$1.50 shirt for 89 cents, as well as socks and a suit of underwear.

The defence was that cheaper shirts got into the pile by mistake, and it was claimed that the Palm Beach suits that were said to be worth \$10 or \$12, and actually cost \$3.25 and sold at \$4.85, were really worth the value of the ordinary \$10 and \$12 suits.

The old point came up in connection with this, the defence claiming that the law only applied to misrepresentation such as saying an article was gold when it was not, or diamonds when they were not. He claimed that a man had a perfect right to say a thing was worth \$1.50 when every one would agree it was only worth \$1, as this was merely a statement of opinion at which the law did not aim. However, the court did not agree with him in this.

R. A. Hart (estate of), Weyburn, Saskatchewan, men's furnishing, has been sold to Duncan & Russell.

\* \* \*

George Snowdon, Medicine Hat, the gents' furnisher, expects to be moving into his new premises, soon. The new store will be opened in what was formerly the office of H. W. Ireland, insurance agent, in the Burns Block.



# MARKET REPORTS



## *Canadian Cloths Are Considered Fine Value*

**Have Not Machinery For Utilizing Short Wool Stocks and  
Consequently Have to Use Longer and Better  
Wool—Unable to Get English Goods**

CLOTHING—Canadian cloth mills have been coming into their own since war conditions have prevailed. This has proved beneficial, not alone to Canadian industry, but to those who wear clothing. The representative of one large cloth importing house stated that Canadian-made cloth is intrinsically better value than other goods brought into this country. He assigned for his reason the fact that Canadian manufacturers have as yet not developed their manufacturing processes to the same extent that British manufacturers have done for taking care of short wool. There is a lack of machinery for this work. Consequently they can manufacture only those grades that require long, pure wool. The finish on the Canadian cloths is perhaps on the whole not as fine, and the designs are not as varied or as rich as some of those from the British looms, yet some worsteds that have been turned out with British yarns here in Canada are stated to be the equal of anything produced elsewhere. Canadian-made goods have the wearing qualities that give satisfaction.

As a result of the condition in the mills in England there are no English cloths being shown for delivery next Fall. For this reason prices in cloth will undoubtedly be kept up. Labor continues to be scarce. Goods that were ordered some time ago are coming forward in two to four months. The price for cloth samples now being shown for delivery next year are 25 to 30 per cent. advance in price over those shown last year. Big Russian orders for cloth and clothing in England have swamped the mills there with all the orders they can possibly take care of. Cloakings and overcoatings that formerly sold for \$1.10 per yard are now quoted at \$1.75. For deliveries during the coming year the Canadian manufacturers will have to depend largely on Canadian mills. Of course there are clothing manufacturers who have contracted for their stocks some time ago and these goods will come forward from the English mills. But orders that are looking for lodgment in Great Britain now get the cold and frosty shoulder.

Canadian mills will be on a better basis after the war is over than they have ever been. They can hardly hope to retain all the trade but they should be in a position to keep their share of a fair proportion of it. The fact that the Canadian goods are intrinsically good in value is a factor that will stand for much in helping the Canadian manufacturers hold the domestic trade. Cloth jobbers are stocked up fairly well this Fall, in some cases they are carrying what might be termed heavy stocks. For this reason buying from the manufacturers may not be as heavy this year. Prices are considerably up as compared with

those of last year and there is small prospect of immediate betterment. Manufacturers of clothing report trade good. There is plenty of money in the country and men do not hesitate to spend higher prices for their clothing.

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## *Dollar Line of Shirts Will Not be Largely Shown in Spring*

**One Line of White Stiff-Bosomed Shirt Increased \$2 Per  
Dozen Recently — Spring Trade Reported by One  
Large Manufacturer as Double That of Last Year**

SHIRTS—At least one large manufacturer of shirts will not have their usual dollar line of shirts for next Spring delivery. The cheapest with this concern will be their \$1.25 line. This advance in price is necessitated by the increase in the raw materials. Greater advances are forestalled by the fact that this concern is not forced to go into the market at the present time to buy cotton for their shirtings. "If we would be forced to purchase at the present time with cotton at the high levels prevailing, it would be necessary for us to charge \$3 per dozen more for our shirts," stated F. W. Stewart, of Montreal, Canadian manager for Cluett, Peabody & Co. "This would mean that prices in a retail way would have to be advanced about 50c on each shirt. The bookings for our Spring trade are double when compared by dozens of shirts turned out with that of last year. In volume the turnover will be 150 per cent. greater than last year. This is partly accounted for by the fact that men are buying a better class shirt and more expensive shirts than they ever did before. We are placing many lines that will retail at \$5 and \$7 each. We have sold some lines to the retail trade recently that went as high as \$68 per dozen. A few years ago these prices would have been considered fabulous. As an indication of the way men are buying more expensive shirts to-day is the fact that we are receiving orders for our \$15 and \$18.50 per dozen shirts that would ordinarily be considered large orders for a \$9 and \$10.50 line. The new development in shirts along the line of soft bosoms and soft cuffs has greatly stimulated the trade and made men willing to pay higher prices. These shirts look rich and attract the eye. When a man is making good money and he sees something that takes his fancy he usually does not scruple about paying a higher price."

The price of collars is holding firm at present quotations. Since the advance of 10c per dozen last June to \$1.20 per dozen the trade has been steady at these prices. Advances in the near future on collars are not anticipated. Large collar manufacturers usually have themselves protected on their raw materials for some distance into the future and consequently buy at a favorable time. Present supplies will in all probability carry them until another cotton crop comes in, when there is a possibility that lower prices in cotton may prevail.

## *All Prices Withdrawn on Cotton Underwear*

Uncertainty of Market Conditions Due to Abnormal State  
in Raw Cotton Situation—Manufacturers Will  
Give Prices Only on Application

UNDERWEAR.—The soaring prices of raw cotton have sent the manufacturers of cotton underwear to cover and in order to protect themselves they have withdrawn all price lists and will give quotations only on application. The cotton yarn has advanced to the spinners very materially in view of the upward prices on the raw material. Raw cotton for December delivery was quoted on October 21 at 18.52c. per pound. Normal price in a good year is around 9c. and 10c. It is confidently predicted in certain quarters that there will be 20c. cotton in the not distant future. In view of these conditions it is small wonder that manufacturers are covering themselves by the withdrawal of prices. Lines of cotton under that opened at \$3 for goods to be delivered this past Spring later advanced to \$3.25. Prices on this particular line have steadily advanced until they reached \$3.75 in June of this year, and were maintained at that figure until they were withdrawn on September 20. There is small prospect of lower prices on cotton underwear in the near future. Dealers look for a continuation of advancing prices.

In woollen underwear the situation is quite akin to that in the cotton, although not as acute. None of the mills have their samples out for next fall's goods. When figuring on any prices the mills will usually only quote for immediate delivery, and this only on application. There are a few concerns only quoting for future delivery. A line of merino wool goods that a year ago sold for \$3.85 is now quoted at \$5.25. This was a line that formerly retailed at 50c. The merchant must now get 75c. at these prices. The demand for underwear of all kinds has been good. Some wholesalers have even had to refuse orders in certain instances.

## *Scarcity of Rabbit Skins Making Felt Hats High*

France and Belgium Have No Men to Gather Skins and  
Australia Has Placed an Embargo on Them—Advance of  
\$3 Per Dozen by One Maker During Past Two Weeks

HATS AND CAPS.—Prices on felt hats are high with a firmness in the market at the present time due to the inability of the makers to get the necessary rabbit fur from which to manufacture the felt. In a recent authorized statement made by some fifteen large American hat manufacturers it was asserted that the chief sources of supply of rabbit skins, namely, France, Belgium and Australia, were sending few, if any, skins to the American market. France and Belgium have no men available for the collecting of the skins. Australia on the other hand has recently placed an embargo on hatters' fur skins. This embargo has also been placed on skins by the New Zealand Government. At the present time there is very little fur in the dealers' hands and what is held is quoted at prices 75 to 100 per cent. higher than in 1913. Dyes, as has so often been asserted, are up in price. Trimming materials, bands and leathers have been difficult to obtain. In the face of these conditions Canadian manufacturers quite generally have advanced their prices since August on the average \$1.50 per dozen. English hat manufacturers on the other hand have increased their prices about \$3 per dozen. One large wholesale house during the present month advanced their prices on one line from \$24 to \$27 per dozen.

The colors in the Spring styles run mostly to the soft shades, such as greys and light fawns, with black bands and soft bindings. Soft hats with wide flare brims and a tendency to bigger hats all around are characteristics of the Spring hat styles. Panama styles are particularly strong. Demand for hats has been greater than the output of the factories. Some manufacturers are booked up to March 1 and can take no more orders for delivery before that date. Some orders placed with English houses in May have not been filled yet.

Caps are also firm and advancing in price. One Canadian manufacturer recently made a general advance of 15 per cent. This firm's \$6.50 range is now quoted at \$7.60 per dozen. Indicative of the considerable advances that have taken place in the price of caps recently, it might be said that lines that formerly sold for \$4.50 to \$6.50 per dozen are now selling from \$5.40 to \$7.60. One of the indications of prosperity in Canada is the willingness on the part of dealers to pay higher prices for caps. It is not uncommon for orders to be placed for caps as high as \$24 and \$30 per dozen.

Straw hats have within the past week or ten days advanced 10 to 20 per cent., and in some cases as high as 35 per cent. On lines that went from the manufacturers to the retail trade formerly at \$2.25 per dozen for boys' and young men's there has been an advance of 25c. per dozen. On the men's sizes that formerly sold at \$2.50 to the retail trade there has also been an advance of 25c. per dozen. All grades that formerly sold from \$3 to \$5 have been advanced 50c. per dozen. There is a shortage on Chinese split straw and an advance on the other materials that enter into the manufacture of hats. Thread that formerly cost 94c. per 12,000 yards now costs the manufacturer \$1.60, near 50 per cent. advance. Straw plait is up 25 to 30 per cent. Silk has advanced 50 to 100 per cent. Hatbands are up approximately 45 per cent. Leather for the hatbands has advanced from 50 to 100 per cent. For the usual best grade of straw hat that formerly retailed at \$5 these new prices will mean that it will have to be sold at \$6.

## *Swiss Neckwear Expected to Advance in November*

Shipments From Switzerland to Canada Have Doubled in  
Quantity and Quality—All Mills Booked  
Up For Half Year Ahead

NECKWEAR.—Representatives of Swiss silk manufacturers state they are expecting an advance in the price of their goods about November 1. As to how much the advance will mean they are not prepared to say. The Swiss manufacturers have found a good field for the development of their trade in Canada since the outbreak of the war. Certain Swiss manufacturers have doubled their business in Canada. Before the war the Swiss had as competitors to some extent the French, Italian, German and Austrian manufacturers. This has been largely done away with now and the American and Swiss manufacturers find a huge field for their product here.

One of the characteristics of the neckwear trade is the steadily advancing tendency to a higher priced articles. Where formerly there was much neckwear sold to retail at 50c. and 75c., the lines at 1.50 and \$2 are now almost as popular. Travellers are now on the road selling silk for neckwear for the Christmas trade of 1917. This is a condition that is unusual. Heretofore it was considered ample time to take orders in the Spring for delivery in the Fall. Slow shipments and the inability of dealers to get their goods through have made them mindful that they must get their orders in well beforehand.

# KANTKRACK

Trade-Mark

Registered

MADE IN

CANADA



## A Box That Soon Empties

DEALERS find that boxes of **KANTKRACK** collars are frequently handled and soon become empty. Here are eight vital reasons for the quick sale of these collars:

1. Quickly cleaned with only soap, water and sponge.
2. The heavy flexible tab.
3. The cemented and riveted tab.
4. The long slit over back button-hole.
5. Absolutely waterproof but odorless.
6. Made of fine waterproof coated material.
7. Have the appearance of regular linen collar.
8. "One grade only and that the best."

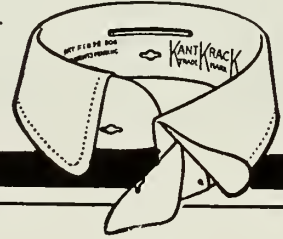
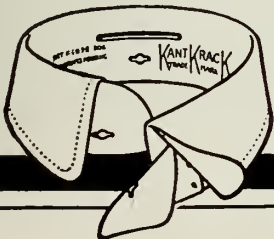
In addition there is the strong appeal of economy and the serviceableness of **KANTKRACK** collars for all kinds of out-of-door use, while to the mechanic they afford an indescribable service on account of their clean, "ready-to-wearness."

Made in one grade only, and that the best. Put a stock in for Winter selling. Remember the three **KKK** when ordering.

## The Parsons *and* Parsons Canadian Co.

Makers of the famous **KANTKRACK** Waterproof Collar

HAMILTON, CAN.



## *Gloves Have Reached New High Level Prices*

Grey Suedes and Tan Capes Have Soared in Neighborhood of \$3 Per Dozen During Week—One-Finger Sheepskin Off Market—Split Skins Off Market

GLOVES.—There has been a steadily upward tendency in the price of gloves during the past week. With the soaring of leather prices there is small prospect of relief in sight. Some lines are off the market altogether, as, for instance, the one-finger gauntlet sheepskin mit. Grey suedes that a month ago sold for \$16.50 per dozen are now quoted at \$19.50 per dozen. The same is true with tan capes. One month ago they were quoted at \$16.50 and at the time of writing this line was finding ready buyers at \$19.50. In the ivory capes the prices have remained fairly steady, the range of prices being from \$18 up. The tendency is to still firmer prices. Manufacturers who have accepted contracts for gloves are beginning to wonder where they will get the material to complete them.

In the working gloves there has been almost a corresponding advance during the month. Split leather working gloves which last month were quoted at \$6.50 are now being sold at \$9. A grade of buckskin glove which one month ago was quoted at \$19.50 is now being sold at \$22. The horsehide teamster's mit is now quoted at \$21, whereas at the time of our last issue the manufacturers are quoting \$19.50. The one-fingered gauntlet sheepskin mit is now off the market. Business is good, the one big difficulty is in

the inability of the manufacturers to get the required materials.

## *Leather Goods Will Be Higher Still in Price*

New and Higher Prices for Leather Quoted by Tanners During Month—Money Belts and Collar Bags Will be Affected

LEATHER GOODS.—Advances that have taken place in leather during the past month have materially affected the prices of leather collar bags and leather money belts. The advance in leather was approximately from 8 to 10 per cent. One firm whose contract for leather expired on September 1 could only renew at an advance of 55 per cent. This has already affected the price of money belts and collar bags. The advance in these goods that took place is approximately 25 per cent. Collar bags that formerly were quoted at \$4.25 are now being sold at \$6 per dozen. Money belts that were previously quoted at \$6 per dozen are now being sold at \$7.20 per dozen. A line that formerly carried a \$9 price is now sold at \$12. The market in all leather goods is very firm.

Codling & Galbraith, Edmonton, Alberta, have disposed of their gents' furnishing store.

\* \* \*

Harry Samuels, tailor and men's furnishings, Toronto, has sold his store to Julius Pearlman.



# Elk Brand Clothes



*Made in nifty styles to sell at moderate prices.*

There are a vast number of boys and men who must be smartly dressed, but cannot meet the advancing prices in clothes. You can draw this trade to your store by featuring

## *Elk Brand Clothes*

The quality is commendable, the style smart and the price just right for the moderate purse.

Drop us a line and have a representative show you our splendid range for placing and sorting.

*Boys' Suits from \$3.00 up*

*Men's Suits from \$6.50 up*

# J. ELKIN & COMPANY, Limited

*Makers of Elk Brand Clothes*

## MONTREAL

Western Show Rooms:—318 Avenue Block, Winnipeg, Manitoba

*If interested, tear out this page and keep with letters to be answered.*

# On Approval

## Miller Military Walking Breeches

The only Breeches made of the regulation Canadian serge. The snappy style and neat fit of these walking breeches arouse the desire to possess in every "Tommy" and Non-Commissioned Officer back from the camps.

Over 40,000 Miller Breeches were sold last season, and each wearer is a strong booster for this line. Miller Breeches will be bought now not only by soldiers in Canada, but for soldiers already overseas for a change when off duty. A fine present this for the holiday season.

Get your order in now and share in the Christmas and regular trade. Take advantage of our liberal trial offer if you have never handled this line before.

TO convince dealers of the opportunities for profit the popular MILLER military lines afford, we will send a trial order on one month's approval to responsible merchants who have not yet handled Miller Breeches and the rest of the Miller line.

This assortment will comprise:

**Puttees**  
**Breeches (Assorted Sizes)**  
**Swagger Sticks, etc.**

In fact all needed to make your store military headquarters.

Those who have been handling Miller Military Breeches have found them exceedingly profitable. To dealers they proved the means which enabled them to offset the losses resulting from the war in its early days. Military Breeches brought substantial profits in itself, and brought to the store men, who, when there, bought other lines as well.

Our unparalleled success with Miller Breeches has given us big faith in our military lines, and we are confident that once the merchant has the stock he will realize the big opportunities of this business. The advantage gained will then be mutual. That is why we are making this unusual offer.

## Miller Manufacturing Co.

LIMITED

44-46 York Street, Toronto

*Uniform Contractors to the Dominion and Imperial Governments*





# 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.

## W. E. Sanford Mfg. Company, Limited

HAMILTON

WINNIPEG

---

*If interested, tear out this page and keep 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.

We are offering exceptional values in *Black and Blue Serges* for *immediate and Spring Delivery*.



## We are successful

because dealers handling College Brand Clothes are making good. Join us.

College Brand Clothes have come quickly to the front not by push and brag, but through sterling quality—plus efficient organization and service.

*We make it worth while for dealers to sell—*

## “COLLEGE BRAND CLOTHES”

and the consumer thinks well of the store where he bought that dandy College Brand suit or overcoat.

Stock on Hand for Immediate Delivery

## Suits and Overcoats

In Varied Fabrics and Styles.

### *Our 1917 Spring Styles*

are making a hit with the trade. This line offers astonishing value. Orders already received show that our Spring Range has the values that will increase your sales.

See our travellers or drop us a line for a few garments. Submitted to first class merchants. Express prepaid.

# College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)

*If interested, tear out this page and keep with letters to be answered.*

TRADE MARK REG. U.S. PATENT OFFICE

# IRONCLAD KHAKI

## GUARANTEED FAST WEARS LIKE LEATHER



## Covered by Three Guarantees!

**T**HAT'S the kind of material you can give your customers in garments of **IRONCLAD KHAKI.**

To guarantee to the garment manufacturer that he is getting the genuine **IRONCLAD KHAKI—Fast Sulphur Dyed**—we put one guarantee on every piece of goods.

To guarantee to you, the dealer—and your customers—that the garments you and they buy are genuine **IRONCLAD KHAKI—Fast Sulphur Dyed**—we supply the garment manufacturer with *two guarantees*—the one (reproduced above) to put in the pockets of the garments; the other (reproduced below) to sew into the garments.

Remember—it's the **CLOTH** in the garments that gives the wear.

*Look for these guarantees*—they are our "word of honor" to you and your trade that **IRONCLAD KHAKI** is a high quality garment cloth, long lived and fast color.

**THE BEST IS ALWAYS THE CHEAPEST.**

Follow Uncle Sam's example—Fast Color Sulphur Dyed Khaki is the only kind Uncle Sam will buy.

### Franklin Manufacturing Co.

260 Church Street  
NEW YORK CITY

123 Market Place  
BALTIMORE, MD.



# Bigger Profit

Our special overall proposition means bigger profit to you and good, big value for your customers. We sell direct to the dealer and give a better overall proposition than is obtainable where salesmen's expenses and jobber's profits have to be deducted.



Mogul Apron

# Brotherhood Overalls

## Sell Direct To You

and the profit to you is bigger because our selling expenses have been cut down to a minimum.

BROTHERHOOD OVERALLS are making and holding many friends among workingmen and mechanics. By winning the overall business of the workingman you get his patronage to your general lines and thus pyramid your profits.

The Brotherhood line includes Brownies, Smocks, Service Coats, Aprons and Machinists' Aprons. Let us send you a trial order of five dozen or we will be pleased to submit samples, express paid.

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.



Front View  
Auto Suit or  
Union Suit

## H. S. Peters, Ltd.

Manufacturers

WELLAND :: ONTARIO



## Make Your Invitation More Effective

Your windows and interior display can be made to emphasize and impress the public with the up-to-dateness and distinctive quality of your goods.

*Get our catalogue of the very latest forms and figures. It will be suggestive of new displays.*

DALE WAX FIGURE CO., Limited

106 Front St. East, Toronto, Ont.  
144 Bleury St., Montreal, Que.  
501 Mercantile Bldg., Vancouver, B. C.



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. Lackie Co., Vancouver

*If interested, tear out this page and keep with letters to be answered.*

# We Positively Guarantee Delivery

Travellers now on the road showing our complete range. When you order from us you are taking no chances on delivery, as we have the goods right in our warehouse and CAN POSITIVELY PROMISE DELIVERY ON IMMEDIATE AND SPRING ORDERS.

There's nothing new to say about

## CROWN PANTS

Their selling qualities are already too well known to the trade to require commendation.

Let Us emphasize

## DUKTEX COATS

Their increasing popularity with merchants is due to their dollar for dollar value. This alone should induce you to give us a trial order. We'll gladly answer all inquiries.

## Khaki Riding Breeches in Stock

*Write for Samples.*

### CROWN PANTS COMPANY

*The Largest Manufacturers of Pants in Canada*

MONTREAL

*If interested, tear out this page and keep with letters to be answered.*



## ARMY and NAVY SUPPLIES

Should be of a high-grade quality. The rough usage to which they are subjected—in the Barracks—the Camp—the Trenches, makes it imperative that the best which money can buy shall be used. CONSEQUENTLY it behooves the retailer to make sure that the articles he sells shall come from a Manufacturer who knows his business and just what can be expected from the lines he makes.

200 years' EXPERIENCE has taught us that MILITARY EQUIPMENT cannot be sold on a competitive basis. The outstanding features must be QUALITY and WEAR — PRICE COMES SECOND.

If you are seeking the cheapest lines, we cannot compete, but if you are ready and open to buy the best, WE SHALL BE RIGHT THERE and get your business. "GAUNT" stands for the "BEST," and selling our MILITARY LINES will add greatly to your reputation for HIGH-GRADE lines.

SEND US A LIST OF YOUR REQUIREMENTS.

### Badges, Buttons, Swords, Caps Helmets, Belts, Spurs

Full assortment of Military Sundries, including Whistles, Cords, Swagger Sticks, Uniform Cases, Signalling Flags, Shirts, Puttees, etc.

## The J. R. GAUNT & SON (Canada Co.) Limited

63-65 Beaver Hall Hill Montreal

### Recent Military Orders call for Stiff Caps



Made up in Serges, Whipcords  
and Gaberdines  
(SHOWERPROOF)

SAM BROWN BELTS  
SOLID ENGLISH LEATHER

Hand Made

LEATHER BUTTONS  
SOLID THONG  
Full Line



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 interested, tear out this page and keep with letters to be answered.*

# A New "Lion Brand" Model

This pinch-back, with patch pockets, is sure to be a great favorite with the boys requiring serges from 32 to 36. It is just one of the striking styles we are turning out.

We have, through our long connection with the mills, secured splendid supplies of cloths. We can give real values, and it will pay you to inspect our lines carefully. Look at our bloomers as well as our suits—These we can sell at an average price of 75c all sizes.



**The Jackson Manufacturing Co.**  
CLINTON, ONTARIO LIMITED

BRANCH FACTORIES: GODERICH EXETER SEAFORTH

## Novelty Papers for Window and Interior Decoration

Holly Designs, Lattice, Blocks, Stripes, Onyx, Silko and Velour.

CHRISTMAS CATALOGUE  
READY FOR DISTRIBUTION

Send for Samples, Depts. X and Z

**Doty & Scrimgeour Sales Co., Inc.**  
74 Duane Street, New York

## How Much

### EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

**The MacLean Publishing Co., Ltd.**  
143-153 University Ave. - TORONTO, CANADA



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

If interested, tear out this page and keep with letters to be answered.

WRITE TO-DAY TO

## A. HARRY WOLFE

for a sample assortment of his new

\$9.00 to \$18.00 per dozen



**WOLFE'S**  
**M.I.C.**  
**BRAND**  
**NONE BETTER**  
(REG. TRADE-MARK)

CIVILIAN

**Cloth**

**Caps**

and be convinced that they are just the lines you have been looking for but could not get.

Spring and Fall, 1917, samples now ready.

THEY WILL BE SENT PREPAID  
TO ANY PART OF CANADA.

Unity Building, 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

# 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 interested, tear out this page and keep with letters to be answered.*



# MACLEAN'S

## *for* NOVEMBER

**W**ANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across" — how Canada markets her wheat.

### CONTRIBUTORS:

Arthur Stringer  
 Arthur E. McFarlane  
 Robert W. Service  
 Peter McArthur  
 Betty Thornley  
 H. F. Gadsby  
 Hopkins Moorhouse  
 H. M. Tandy  
 Hugh S. Eayrs  
 C. W. Jefferys  
 J. W. Beatty  
 Harry C. Edwards  
 E. J. Dinsmore  
 Lou Skuce  
 Henry Raleigh

**H.** F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

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*At all News-Agents  
 Fifteen Cents*

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The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.



WE are in a position to make *immediate deliveries* on all gentlemen's underwear—shirts, drawers and union suits. Wool, cotton, worsted, silk and wool. All grades, weights and styles. Wire or write for information.

Robert Reis & Company

Broadway at 19th Street  
New York, N.Y.

# Perhaps You Are a Careful and Close Buyer

**I**T may be an ingrained caution. It may be that you have been "bitten" once or twice, and so are "shy." It may be that it is a developed habit—a measure and method of self-protection. But no matter why you may be a hard man to sell to, is not this true:

That many things bought by you, and now greatly esteemed, were stoutly resisted by you when the salesman brought them to your attention for the first time?

For example, a cash-carrier system, cash-recording system, typewriter, computing scale, plate glass windows, prism lighting, show-cases, loose-leaf systems—and almost everything else in common use nowadays by merchants, are resisted when they are first presented. But later, when they are bought, and when they have been given time to demonstrate their value, why, you could not induce the merchant to do without them.

All this leads up to this point:

Suppose we urge you to read THE FINANCIAL POST each week—to subscribe for it for a year at a cost of \$3.00 (52 issues), there is just a chance that you would resist the suggestion—not so much because of the \$3.00, but because "you don't see it."

Now the regular reading of THE POST will make you see your own and the Nation's Business in a bigger way, and by adding to your power to see things pertaining to Money and Business in a clearer, larger way, you will be a stronger man for the business in which you are engaged now. If you can grow to a stronger business man at a cost in money of \$3.00 a year, the chances are that you will not hesitate to pay the \$3.00.

Nothing that you can read outside the trade paper serving your field of business is so much worth while as the reading of a first-class business paper. The Business Outlook will help you in your business:

Will tell you when to get ready for poor business conditions, when to watch your collections with unusual care, when to buy sparingly, and when to prepare for big business. It will also help you with your banker. Will probably save you money in exchange on your cheques and drafts, because you understand the movements of money.

At any rate, we ask you to take the first necessary step in the direction of the larger business world which lies about you and close up to you and which is vitally connected with your affairs. We ask you to sign and return the form below, confident that you will be glad afterwards.

## THE FINANCIAL POST OF CANADA

143-153 University Ave.,

Toronto

.....1916.

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

Please enter me as a regular subscriber, commencing at once. I will remit \$3.00 to pay for my subscription on receipt of bill.

Name .....

Address.....

.....



# DOMINION RAINCOATS

*Made in Canada.*



THE BALFOUR

DOMINION Raincoats have a distinction that appeals to men and women who want the very best.

The style, fit and finish satisfy the most critical buyers.

The quality and workmanship of each garment are guaranteed to be thoroughly dependable.

You make no mistake buying DOMINION RAINCOATS for your Spring Trade.

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

## Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE: MONTREAL, P. Q.

Branches at Halifax, St. John, Quebec, Ottawa, Hamilton, London, Brantford,  
Kitchener, North Bay, Winnipeg, Regina, Saskatoon, Edmonton,  
Calgary, Vancouver and Victoria.



## Waterproofed Garments That You Can Absolutely Depend Upon

Through specialization in goods only of the highest quality, we have established a sound reputation for supplying Waterproofs of absolute dependability.

Every True-Fit Garment that we sell you is made from

*English Made Cloth  
of the Very Highest Quality*

*You will never need to fear supplying your customers with inferior goods if you order waterproofed garments bearing this trade-mark.*

*We are showing a full range for Spring, 1917, and for immediate delivery.*

*Let our organization stand behind your customers, with goods that are of the highest quality and absolutely guaranteed.*

**SAMUEL WENER & CO., Limited**

SOMMER BUILDING

::

MONTREAL



Featuring Christmas Merchandizing

# MEN'S WEAR REVIEW

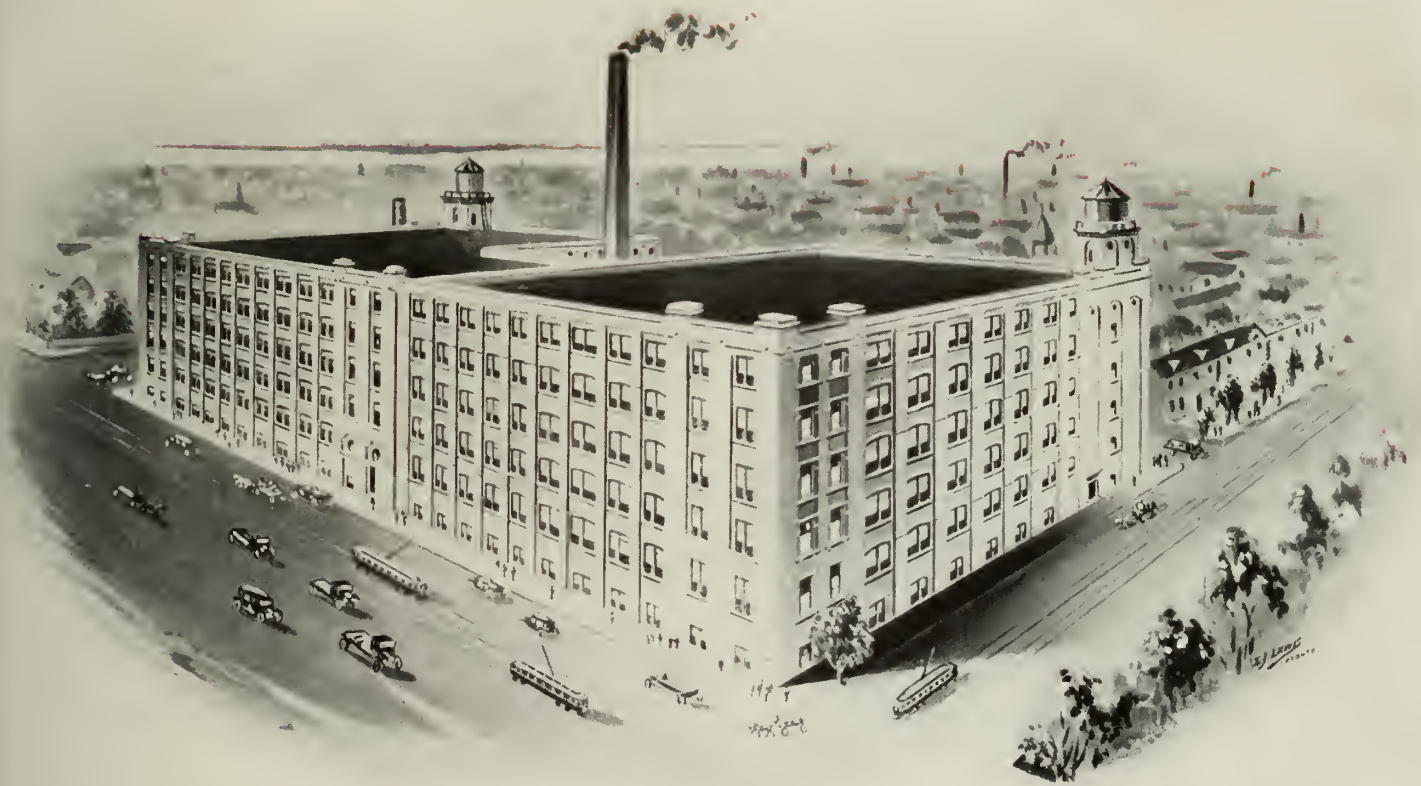
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI

PUBLICATION OFFICE: TORONTO, DECEMBER, 1916

No. 12

## York Knitting Mills, Limited TORONTO



Spinners

Knitters

Finishers

Men's and Boys' Fleece-Lined and Balbriggan  
Underwear, Sweater Coats



Leading wholesalers are now offering these high-grade lines of Canadian-made Natural Wool Underwear.

"ADMIRAL" and "COMMODORE" qualities for Men.

"PRIMROSE" and "PRISCILLA" qualities for Women.

Manufactured in Shirts and Drawers, also perfect fitting Closed-Crotch Combinations.

Genuine satisfaction in comfort and durability guaranteed.



Made in Canada



MADE IN CANADA



# Arrow *form-fit* Collars

Have the curve-cut which assures the perfect fit and sit in *both band and top*. This is the Arrow patented feature. Unless both band and top have the curved cut out the collar cannot be a true form fitting collar.

\$1.20 a doz.

CLUETT, PEABODY & CO., Inc. Makers

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

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

# Palm Beach

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

## WHAT IS PALM BEACH?

A trade-marked name applied to an ideal Summer Fabric, made exclusively by the Goodall Worsted Company of Sanford, Me., U. S. A.

A cloth that is featherlight, yet shape-retaining—a cloth whose natural colors wash as readily as linen—that needs no starch. A cloth that is porous, durable and inexpensive—a cloth with a peculiar, crisp, semi-lustrous finish that makes it at once dust-proof, sanitary and sightly.

Remember there is **ONLY ONE GENUINE PALM BEACH.**

The name is trade-marked and dare not be applied to other cloths.



# Palm Beach

## IN MAKING PUR- CHASES FOR 1917

insist that the Palm Beach Label be sewn in every garment—it is your protection against deception—YOUR guarantee of satisfaction to your trade.

The new line is brimming over with surprises in beautiful shades and patterns. The leading manufacturers of Men's Summer Clothing can supply you with splendidly tailored suits made of the genuine cloth. If you experience any difficulty getting it—write us.

**THE PALM BEACH MILLS  
GOODALL WORSTED COMPANY**

R. K. MULFORD DEPT., SELLING AGENTS  
229 FOURTH AVE. :: NEW YORK, U. S. A.



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

FLATO

# A User of Waterproof Collars and why he prefers

## Challenge Brand



### That Irresponsible, Indescribable Kid

You all know him: have to put up with him and are disposed to kick him—the messenger boy.

What does that bunch of indifference care about linen collars—give him something that can be put on quick, that will come through a tussle without harm, that defies dirt and is able to repeat the process day after day—an "Arlington" collar.

"Arlington"—a CHALLENGE BRAND Collar just suits these young vagabonds. Being made of stouter material than other composition collars, they admirably suit the messenger boy's disposition; also his work. But in all weathers the messenger needs a collar that will not be crumpled or spotted by rain or snow or by the tussle and tear that is inevitable whenever Bill, Jim or Sam happens round the corner.

Purses of messengers are as varied as the messengers themselves. Again, the *Challenge Brand Collars* meet the requirements by making a number of styles, in different grades at different prices—so that each may be served to his individual preference. The messenger boy is but one of the many classes of boys who find—as men find—that *Challenge Brand* collars are indispensable for everyday knockabout wear.

Reach these classes by featuring *Challenge Brand* in prominent display.

*Send us your sorting orders. Get in a stock of our New Styles.*

### 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.*

# R. J. INGLIS, LIMITED



## *No Left-Over Stock*

Here is a military tailoring service that enables dealers to engage in Military Tailoring without having to carry stock.

*All Uncertainty Has Been Eliminated.*

The *Inglis* Military Tailoring Service and self-measuring chart and forms enable dealers to take orders which can be filled on the shortest notice by our thoroughly equipped organization. For over forty years we have specialized in high-class officers uniforms and are able to give *Style, Fit and Workmanship* unequalled anywhere in Canada.

*Take an Inglis Military Tailoring Agency to-day. Write for samples of cloth, self-measurement forms and price list to the trade.*



## Inglis Special Military Breeches

are favorites with the Canadian N.C.O.'s and men. Send us your order. Made of Regulation Khaki Serge in our usual High-Class Style. Well pegged, fit properly at knees, etc. Ready sellers and give universal satisfaction.

*LIBERAL DISCOUNTS TO DEALERS.*

# R. J. INGLIS, LIMITED

*Importers and Manufacturers of Military Clothing and Equipment*

138 Peel Street  
MONTREAL

WESTERN BRANCH:  
291 Garry Street  
WINNIPEG

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

---

# Miller Made Palm Beach Clothing

We could appeal to you on the strength of these suits being Canadian-made; on the ground of patriotism—of keeping your money in Canada.

But rather than do this we appeal to you on the merits of the goods themselves. They are superior to Palm Beach lines—made elsewhere in all the details that appeal to your customer.

The advantage of placing your Palm Beach order with us is obvious. We can give you a better service, and a quicker *service*, and save you the necessity of laying out your money for duty before even seeing the goods.

Add to this the many points of superiority in the Miller, Canadian-made line—the inside pockets, the lapel buttonhole, the support at the top of the sleeve giving the correct hang to the garment, the lining at the cuff, tunnel belt loops—and you will readily see the advisability of getting acquainted with this new line.

*A postcard will bring you full particulars. Send it along to-day; and hold your orders till you see our samples and big range—it will pay you well.*

**Miller Manufacturing Company, Ltd.**  
44 York Street, Toronto

*Uniform Contractors to the Dominion and Imperial Governments.*




---

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

# Just a word of assurance to users of our fabrics

AT a time like the present when the result of the dye shortage on textiles is the source of much anxiety, annoyance and loss to garment manufacturers and dealers alike, we feel it due our patrons to emphasize the fact, by this special announcement, that the texture and dye of


## STIFEL'S INDIGO CLOTH Standard for over 75 Years



is exactly of the same high and unimpeachable quality NOW as it was before the dye shortage began to affect the textile market.

And, we give you the assurance that just what you have known Stifel's Indigo to be in the past—a fabric dyed with PURE VEGETABLE EAST INDIA INDIGO DYE—so it will continue to be as long as we manufacture it.



This mark  stamped on the back of the goods is YOUR guarantee and YOUR CUSTOMER'S guarantee of the genuine 100% efficient Indigo Cloth.

*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 Tele. 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.

*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 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



Customers will not kick  
at higher prices

if you show them that

**IMPERIAL UNDERWEAR**

gives double the wear thus making a saving in underwear expenses. These five extra features of "Imperial" guarantee long wear, comfort and satisfaction.

*Lap-Seam Shoulders, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch and Improved Knit Cuffs and Anklets.*

Made in Combinations and two-piece suits.

Ask your jobber for samples.

**Kingston Hosiery Co., Ltd.**

KINGSTON, ONTARIO

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





*Fits like a new glove—  
comfortable as an old one*

## Atlantic Underwear is a continued business getter

**A**ND it's the business you get from year to year—the business you get through the recommendation of friend to friend, the continued business that really counts in your underwear department.

**R**IGHT here is the big reason why you should stock ATLANTIC UNDERWEAR, the underwear that sells to men of discernment.

**A**TLANTIC Underwear is unshrinkable, and is made from Maritime wool, fashioned and finished in a way that instantly appeals. We would emphasize particularly the snappy finish on every garment—elastic roll collar, flexible cuff, all seams cover-seamed, etc.

*Connect up with this line now and lay a firm  
foundation for bigger 1917 underwear profits.*

# Atlantic Underwear, Limited

Moncton, N.B.

# YOUR MAIL ORDERS



WITH A FIRM CONVICTION  
—YOU can assure your customer  
that you will have that missing line  
by return PARCEL POST or  
EXPRESS.

**THEN SEND US YOUR MAIL ORDER**

Our MAIL ORDER DEPARTMENT is  
always in readiness to serve you.

Everything for the Men's Furnishing Trade.

**THE W. R. BROCK COMPANY**

WHOLESALE DRY GOODS

(LIMITED)

Toronto

**MONTREAL**

Calgary

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



## GLADIATOR WORKING SHIRTS



¶ We specialize in khaki and blue chambray, plain black, and black and white drills.

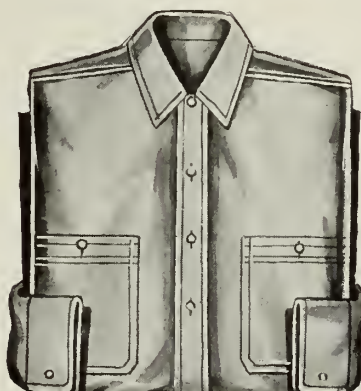


¶ Let us send you a five dozen sample order, express prepaid.



**The Kitchen Shirt and Overall  
Company, Limited**  
BRANTFORD, ONTARIO

*Manufacturers of the Famous Railroad Signal Overalls*



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

# The J. R. Gaunt & Son (Canada Co.) LIMITED

ARMY and NAVY  
Badges, Buttons, Swords,  
Caps, Helmets, Belts,  
Spurs, and  
ACCOUTREMENT  
MANUFACTURERS

Every requirement for  
Military or Naval Outfits  
kept in stock. Write us  
direct for particulars and  
prices. NO AGENTS.

63-65 Beaver Hall Hill  
Montreal

Also at 53 Conduit St., Bond St., London,  
and Warstone Parade, Birmingham, Eng.  
Bombay, Melbourne and New York



## The Live Furnisher is Catering to the "Boys in Khaki"

Our line of Military Specialties is the most complete in Canada. Battalion Pennants, Cushions, Photo Banners, Calendars, Sweater Crests, etc.

Steel Mirrors  
Button Sticks  
Whistle Cords  
Lanyards  
Whistles  
Swagger Sticks  
Canes  
Whips  
Brass and Shoe Polishers  
Pencils  
Playing Cards  
Money Belts  
Purses

Ties  
Handkerchiefs  
Puttees  
Haversacks  
Knife Straps  
Coat Straps  
Bachelor Buttons  
Overcoat and  
Tunic Buttons  
Feverday Flashlights  
Cap Covers  
Cap Linings

and dozens of other Soldiers' lines.

*Send for a Catalogue.*

**Pugh Specialty Company**

Limited

38-42 Cliford St., Toronto, Canada

## New Forms to Stimulate Your Clothing Business



Men's Coat Form at Left.  
Sateen Covered, as cut .....\$8.00  
Black Jersey ..... 6.75  
Adl for Arms ..... 1.50  
9 in. Base Mahogany Finish.  
Vest Form at Right.  
Sateen Covered, as cut .....\$5.50  
Black Jersey Covering ..... 4.00  
7 in Base, Iron.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable your getting the effects you want.

*Quick action will get individuality  
and quality into your display*

**A. S. Richardson & Co.**

99 ONTARIO STREET TORONTO

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

# Select a Town; We Help You Start a Semi-ready Store



We announced the opening in four towns last season of new Semi-ready Stores—men's wear stores which will carry Semi-ready Tailoring exclusively in their Clothing Department.

These new towns are : Galt, Peterboro', Sydney and New Glasgow.

Our experience has taught that a Man's Store that will stick to high-class goods and not straddle on the question of quality will win out in the end. Every man wants good quality and most men are willing to pay for it. The Quality Store holds its trade and survives, where the Straddler topples.

There is an opening in every town for the one store that stands supreme—and the store that is selling Semi-ready Clothes only can get the full benefit of our co-operative selling and advertising systems.

We tailor Men's Clothes from imported British woollens at retail label prices—\$15, \$16.50, \$18, \$20, \$22.50, \$25, \$28, \$30 and \$35—always the price in the pocket.

Pretty pictures may do for the retail trade—but the merchants wants facts—he wants business talk—not persiflageous pictures drawn by some maker of stock cuts.

Semi-ready Clothes have a certain prestige—a selling power so strong that it arouses prejudice among the weak and admiration from the strong. Prejudice is never a constituent in the man of big ideas. Men's Wear trade is looking up again. Increases of 25 to 50 per cent. are reported generally among our customers. No trade suffered so severely during the

early year of the War as did the men's trade. Not only did we lose the trade of half a million soldiers in uniform, but men, realizing their responsibilities, were inclined to economize to practise trenchant economy, that their women folks might not feel the hardships of war time.

We tailor Boys' Clothes—High School Suits and Overcoats—to sell at \$8 up, at a good profit. Better than the ordinary ready-made clothes for Boys and Youths.

We tailor Special Orders in four days to sell at \$18 and up. This is a big factor in helping a merchant to keep his stock within paying bounds.

Ready at any moment to support the Right Man in any town where we are not at present represented, and we can show where young men have started Semi-ready Stores with a capital of \$1,500 and made it pay from the start.

Few men are idle to-day; the workshops are all busy, and every able-bodied man is earning good money. We are confident again, and are free from worry.

Select the town you would like, and write to us about it. There are some good cities and towns in the East, the West, and the Middle, where our Sales Manager knows of big opportunities for young men who possess Experience, Capability, Character and Small Capital.

In Ontario, for instance—Kitchener and Owen Sound.

In Manitoba, Saskatchewan, Alberta—there are some good towns, too.

## Semi-ready Tailoring

H. A. Nelson, President,

Semi-ready, Limited, 472 Guy Street, Montreal

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# PANAMA HATS

Canadian Panama Hat Company, Limited  
TORONTO

---

¶ We beg to announce to the Canadian Jobbing Trade that we have opened and are operating a fully equipped modern Panama plant for the blocking and finishing of Men's Panamas and Body Hats.

¶ We are in a position to supply you with South American Panamas, Toyos, Bangkoks and Leghorn Hats at prices which will be of interest to you.

¶ The standard of our work, the superiority of our finish and attention to all details, should command consideration.

¶ We cordially invite you to inspect our factory, or would be pleased to submit you samples, prepaid, on request.

---

Canadian Panama Hat Company, Limited  
345-347-349 Adelaide Street W. : Toronto

---

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

TRADE MARK REG. U.S. PATENT OFFICE

# IRONCLAD KHAKI

## GUARANTEED FAST WEARS LIKE LEATHER

### GUARANTEE

*This garment is made of the*

**CELEBRATED**

TRADE MARK REGISTERED U. S. PATENT OFFICE



### IRONCLAD KHAKI CLOTH

*and the manufacturers hereby guarantee that the Cloth is dyed with Pure Sulphur Fast Colors, and will not fade during any correct laundry process, and will wear longer under hard usage than any ordinary Khaki. This Garment is, therefore, guaranteed accordingly.*

FRANKLIN MFG. COMPANY

## Covered by Three Guarantees!

**T**HAT'S the kind of material you can give your customers in garments of **IRONCLAD KHAKI.**

To guarantee to the garment manufacturer that he is getting the genuine **IRONCLAD KHAKI—Fast Sulphur Dyed—**we put one guarantee on every piece of goods.

To guarantee to you, the dealer—and your customers—that the garments you and they buy are genuine **IRONCLAD KHAKI—Fast Sulphur Dyed—**we supply the garment manufacturer with *two guarantees*—the one (reproduced above) to put in the pockets of the garments; the other (reproduced below) to sew into the garments.

Remember—it's the **CLOTH** in the garments that gives the wear.

*Look for these guarantees*—they are our "word of honor" to you and your trade that **IRONCLAD KHAKI** is a high quality garment cloth, long lived and fast color.

**THE BEST IS ALWAYS THE CHEAPEST.**

Follow Uncle Sam's example—Fast Color Sulphur Dyed Khaki is the only kind Uncle Sam will buy.

## Franklin Manufacturing Co.

260 Church Street  
NEW YORK CITY

123 Market Place  
BALTIMORE, MD.



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

# Brotherhood Overalls

Sell Direct To You  
*That Means Bigger*

# PROFIT



Front View  
Auto Suit or  
Union Suit

The merchant who figures he will make a profit this year must figure his costs often and carefully. He must buy to the best advantage and keep his eyes open to protect himself against inferior goods.

That is why over 300 merchants in Canada have taken a BROTHERHOOD agency in 1916. They want to make a generous profit for themselves and give better values to their customers.

The BROTHERHOOD Lines include BROTHERHOOD Overalls, Smocks, Service Coats, Carpenters' and Machinists' Aprons, and our famous

BROTHERHOOD Auto Suit, made in five different materials, all guaranteed indigo fast colors.

We sell direct to you, saving travelers' and jobbers' expenses. You get this saving in better price and best quality of goods. We will prove this to you by sending you a trial order of five dozen BROTHERHOOD OVERALLS, freight paid, or samples if you prefer.

A line to H. S. PETERS, Ltd., Welland, Ontario, will bring a trial order or samples. Let us have it.



Mogul Apron

## H. S. Peters, Ltd.

*Manufacturers*

WELLAND :: ONTARIO

## Boys' Odd Bloomers



No better  
Bloomers are  
made than  
The Famous  
Lion Brand.

### The Jackson Mfg. Co., Ltd.

CLINTON - ONTARIO

Factories: Goderich Exeter Seaforth

## 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.*



# MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.



## MEN'S AND BOYS' CASHMERE JERSEYS

## MEN'S AND WOMEN'S BATHING SUITS

For Spring Delivery

The above lines are the product of recently installed machinery specially adapted to the manufacture of fine quality, popular-priced garments. Prices range as follows:

### MEN'S JERSEYS

\$18.00 to \$25.50  
per dozen

### BOYS' JERSEYS

\$9.00 to \$18.00  
per dozen

### MEN'S BATHING SUITS

\$18.00 to \$42.00  
per dozen

### WOMEN'S BATHING SUITS

\$21.00 to \$42.00  
per dozen

Send now for samples and avoid a repetition of last season's scarcity by placing your orders early.

**MONARCH-KNIT**  
THE MONARCH KNITTING COMPANY, LIMITED.

DUNNVILLE

CANADA

Manufacturers of Men's, Women's and  
Children's Sweater Coats, Hosiery, Etc.

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

TRADE  
W. G. & R.  
MARK



WE have established an Over-Seas Service Department to take care of officers serving in France and England. You make the sale from samples of stock in your store, and forward the order to us on Form 19A, which we supply. We carefully pack your order and forward from here, making a nominal charge for packing, in addition to postage.

Form 19 shows the charges on any quantity of any style of shirt or collar to England and France.

While especially valuable at Christmas time, this service will help you all the year round, because the people at home are constantly thinking of the boys at the Front and are anxious to contribute to their comfort.

To help them, sell them a *real* shirt—the best to be had. In other words, a W., G. & R. They are made full size, out of carefully selected materials, are strongly sewn and rigidly inspected. This is the kind of merchandise the Canadian may feel proud of as a Canadian product.

*For further particulars, write Over-Seas Department.*

The Williams, Greene & Rome Co.  
Limited

KITCHENER

CANADA

*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, DECEMBER, 1916

No. 12

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## THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*

H. T. HUNTER, *Vice-President*

H. V. TYRRELL, *General Manager*

T. B. COSTAIN, *Managing Editor*

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Gordon Rutledge, *Manager*

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C. W. Byers, *Western Representative*. J. J. Butler, *Western Ontario Representative*.

Fred McLaughlin, *Eastern Ontario Representative*.

### CHIEF OFFICES

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

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 38 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12300. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024. Cleveland, Ohio, R. G. Langrill, 3112 Euclid Ave., Telephone, Prospect 1026 R.

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

# Be Ready *For a big winter demand*

Cooper Caps are growing in popularity and all indications point to this winter's demand being heavier than usual.

Stimulate your cap sales by a prominent display of



## *Cooper Caps*

We have secured some fine, exclusive patterns through our established connection with the mills, and these fabrics are skillfully turned into caps that are unequalled for style and finish. Cooper quality and values will bring you a goodly share of the increasing cap trade.

*See our attractive new Spring Styles. Let us supply your immediate needs from our exclusive stock.*

## Cooper Cap Company

260 Spadina Avenue - TORONTO



## *“KITCHENER”*

### *Brace for Holiday Gifts*

The **Kitchener** brace will sell quickly during the coming season. The attractive patriotic boxes compel attention and satisfy the popular patriotic sentiment. Made in two styles—the cord brace and the old style brace. **Look your stock over and see if you need a fresh stock of these quick sellers.**

## The Monarch Suspender Co.

TORONTO, CANADA

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



# Men's Wear Review

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

VOL. VI.

TORONTO, DECEMBER, 1916

NO. 12

## ALL READY FOR CHRISTMAS BUSINESS DRIVE

"Let Everything Go In," the Store Advertising, the Windows, the Interior Display—No Need to Fear Overcrowding Windows—People Hungry for Suggestions, and Naturally look to the Store Windows—Men the Greatest "Window Shoppers."

**N**OW for the Christmas drive.

During the past few weeks men's wear dealers all over Canada have been making ready for holiday-business advances on what seems certain to be an unparalleled scale.

And now the time to throw all the available resources into the fight for a large share of the Christmas business is at hand. It is recorded that at a certain period in all his battles the Duke of Wellington would rise in his stirrups and shout: "Now let everything go in," and artillery, infantry and cavalry—the reserve as well as the vanguard—would launch such a concerted attack as was irresistible. So it may well be in the men's wear trade this month. The buying of the early fall, supplemented by the sorting orders of the last few weeks, have given dealers the necessary equipment. It is now for them to make this equipment tell to the end of getting a full measure of the available holiday business. "It is the time to let everything go in"—the heavy artillery of advertising, the field artillery of window display, the machine gun work of interior arrangement, and the clinching bayonet work of face to face salesmanship.

### About Window Trims

Elsewhere in this issue is discussed the important subject of advertising, examples of what has been done along these lines being shown as models upon which effective advertisements for this season's business may be based. But here something may well be said of the Christmas window trims—the secondary attack, as it were.

Men are, to a remarkable extent, window shoppers. They see something which attracts their attention. They pause. They decide what they see would be a suitable gift for some one on their list. They go inside to buy.

The great object in window trimming at this season, therefore, should be to arrange a trim which will attract the attention of the greatest possible number of passersby, and which will contain the greatest possible number of gift suggestions to bring home the opportunity here offered to those who stop, look and listen to the siren voice.

How are all these things to be accomplished? How is the attention to be caught; how may a wide range of possible gifts be shown; and all without giving the window an overcrowded, messy appearance?

Aye, there's the question.

### Christmas Season Different

But one thing would seem worthy of note at the present time—that is that an overcrowded window is less to be feared at Christmas than at other seasons. Then, as at no other time, people are intent on buying. They want to have their attention caught. They want to have a wide range of possible presents to inspect. They want suggestions. They want their ideas stimulated. A crowded window at this season will not repel. It will attract, unless, of course, the effect is utterly spoiled through messiness.



*A trim sure to attract the seeker for suitable gifts.*



A wide range of goods are shown in this fine window, but the effect is of the best. Price cards are to the fore it will be noted.

**All Things to All Men.**

This is a time which tries the window designers' mettle. He has to make his window all things to all men—yes, and to all women too, for the women are after presents for husband, father, fiance, brother. They look to the men's wear dealer—to his printed advertisement and his window trim—for suggestions.

The designer who has ample space at his command is fortunate indeed at this time. But for those who haven't there is perhaps the keener joy of overcoming difficulties—succeeding in spite of other handicaps.

**Remember the Price Card Here**

And for all there should be one golden word. Don't forget the price card. Money talks, remember. Money as represented by the price card, talks with a beckoning finger. "This is the right article at the right figure," it says, "Step inside and buy me."

**Don't Overlook the Old Friends**

And don't forget the old friends. Holly—oh, every window will show that, you may say. It is to be hoped so. Holly and the spirit of Christmas go hand in hand. Mistletoe! Let not a fine old custom die out. Show some mistletoe. Evergreen! That's the whole idea of the Christmas gift. People like to see these old friends. They instill the gift giving spirit. They cry "Peace on Earth Good Will Toward Men"—yes even in these war days.

And look after your backgrounds, where possible. One or two of the illustrations used here will show what may be done in that line. A good background is worth a good deal of trouble. It may give the atmosphere. It may be the factor which first attracts, and which gives your various lines a chance to speak for themselves.

Perhaps some of you will have a snow effect in your trims.

"Old stuff!" "Old stuff!!"



Here the soldiers' Christmas is brought strongly to the passer-by's attention. Note also the effective use made of cards.

Yes, as old as the Christmas when you knew all about Santa Claus—rather forgotten of late. Older than that. Oh, snow in a window trim isn't to be despised.

**Show the Goods**

But first, last, and always, show the goods. Show ties, collars, pyjamas, shirts; show handkerchiefs and braces; show house coats, sweater coats; show hats and caps, suits and overcoats, socks and gloves, razors and collar boxes;

**WHY MORE SWEATER COATS ARE NEEDED AT THE FRONT.**

*A London, Ontario, officer writing his mother asks those at home to send:*

*"The twin brother to that wool sweater coat dad sent me some time ago. I had to burn my old one—you see at that time I was the support of an ever-growing family, and although a dirty trick, I had to burn the house that held my little pets."*

show khaki goods for the soldiers at home and abroad, show hosiery for the ladies. Make your windows give the broadest, kindest, invitation to come within.

Then there's the show case inside the store. Make it drive home your victory. The Christmas buyer has been attracted. Probably he has decided upon one or two purchases. He has come inside. Let the interior display

**HOW TO PACK PARCELS FOR PRISONERS IN GERMANY**

**S**O many boxes and parcels, sent from Canada to Canadian soldiers in German prison camps have been improperly packed that the Post Office Department has issued this word of advice. It contains information which MEN'S WEAR dealers might well pass on to all customers making a purchase to be sent a military prisoner:

Ordinary thin cardboard boxes, such as shoe boxes, and thin wooden boxes should not be used; nor does a single sheet of ordinary brown paper afford sufficient protection. Even where proper materials are used, it is important that the contents should be tightly packed so as not to shake about during transit. The following forms of packing are recommended:

- (1) Strong double cardboard or strawboard boxes. Those made of corrugated cardboard and having lids which completely enclose the sides of the box are the most suitable.
- (2) Tin boxes such as are used for packing biscuits.
- (3) Strong wooden boxes.
- (4) Several folds of stout packing paper.

The British authorities advise that parcels for prisoners of war in Germany must not be wrapped in linen, calico, canvas, or any other textile material.

Parcels posted in Canada for prisoners of war in Germany which have not been adequately packed by the senders will not be forwarded, but will be returned to the senders, as the British Post Office has notified the Department that parcels which are inadequately packed must be returned to the senders.



*Men, more even than women, do their Christmas shopping in the windows.*

suggest still other gifts which may be here secured. And don't forget to use cards in these show cases. The listing of suitable presents "For Him," "For Her," "For Father," is mighty good business.

**Making Delays Pleasant**

These show cases, too, should make pleasant for the shopper any waits which are unavoidable. Of course, you will want to reduce these delays to a minimum, but they will surely occur in December. Yet, if the store be attractive the shopper will not mind. A delay will be an opportunity given to browse around. He's after suggestions, the shopper you know.

It should be a wonderful season, this Christmas season. Tiring it will be, but there's a huge business opportunity—an opportunity to get a large volume of profit, and better still to make more friends for the store.

As the Iron Duke used to say, "Let everything go in." Give the service. Get the business. Make the friends.

**Firm Continues**

The trade will have learned with deep regret of the sudden and entirely unexpected death of Mr. C. M. Gilchrist, who five years ago, in conjunction with Mr. W. J. Keens, founded the firm of C. M. Gilchrist & Company, wholesale clothiers. Arrangements have now been made which will enable Mr. Keens taking direct charge of the company's interest, and the business will go on along the same general line as formerly.

## *Interested in Christmas Buying? Of course. Then study the page just across!*

**I**N the next three weeks the greatest business of the year can undoubtedly be secured, for in the next three weeks unquestionably there will be done the large part of the Christmas shopping. There has, of course, gone out the Macedonian cry: "Do Your Christmas Shopping Early," but only a limited number have heeded—only a limited number have heeded.

Yes, the great bulk of the Christmas business will be done in December, and how large will be the share secured by each men's wear dealer, will depend, to a considerable extent, upon the advertising he does.

There is the advertising of the show window—dealt with elsewhere—but in the next few weeks newspaper publicity may be used with the greatest effect. The people expect to find announcements of Christmas goods in the newspapers. Woe betide the dealer who disappoints the people in this, unless, of course, he is one of those so situated that for him newspaper advertising is practically out of the question.

Yet, for all but dealers doing business in one section of a huge city, newspaper advertising in the coming weeks will unquestionably be profitable. It will be more or less profitable according as it is more or less skilfully prepared.

On the page across are a number of Christmas ads., and one Christmas folder—all prepared and used by retailers. Yes, they are one year old—it being impossible to reproduce this year Christmas ads. in time to be of use as suggesting effective methods for this advertising—but gear old as they are, they offer splendid suggestions. See the way the point "Gifts for Men" is brought out. That will immediately attract the attention of men, and of those interested in selecting a gift for a man. The listing of suitable presents, with the prices of these, is also very effective.

Practically all these advertisements quote prices—there can be no doubt of the wisdom of this. No need to fear mention of a price because it is high—not in a Christmas ad. In these last year's ads. you will see shirts quoted up to \$10 each. Such lines were sold a year ago. It may be confidently expected that more of these high-class gifts will be purchased this season, when money unquestionably is more plentiful.

This question of price quoting is one which must be looked upon from a number of angles. Is your trade largely with a class of men who cannot afford really expensive goods? Then to advertise these high-class goods too largely would probably be unprofitable. On the other hand, to devote a little space to such goods, causes customers to feel that they are dealing with a high-class store—it is a feeling which many like, even though they cannot afford the most expensive lines themselves. On the other hand, too great featuring of high-class lines might drive away the trade of some mechanics. All these factors have to be weighed by each individual dealer.

But while each merchant must of course consider his own special needs, yet all may secure hints which will be of value from studying the advertisements herewith reproduced. You may, perhaps, adopt slogans used in these. You may couple ideas of your own with suggestions gained from a consideration of these advertisements.

Note the Christmas air given many of these announcements. In some, holly illustrations are used. In others some article suitable as a gift is shown. Undoubtedly these things brighten the store's message.

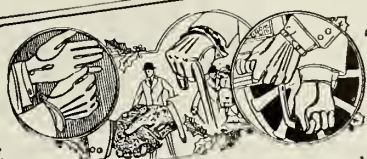
And these illustrations may be easily secured. Consult the advertising manager of your local paper. Quite probably he has holly cuts and other decorative designs which he can lend. Many manufacturers have electrocs which would be suitable. Or you can cut out some sketch which appeals to you and have cut made so that this can be used in your advertising. A line cut is not expensive. Five dollars would buy a good many of the size you would want. If there is an engraver in your city or town he could make these for you. If not, they could be made in a nearby city, but perhaps the best results and the best prices could be secured by having the order for cuts go from your local newspaper man. Certainly to consult with him about your advertising should be worth while.

You'll certainly be very busy from now till Christmas, Mr. Dealer, but newspaper publicity will pay—perhaps circulars will, too. To get up attractive advertisements without giving too much time to this work is the question. Undoubtedly, the actual work of others, as here shown, will assist.



**Gifts of Utility**

Ever hear of the S. P. C. G.? That's the Society for the Prevention of Useless Giving. We're not members—but you might be for every article in our store is useful—and we are a great believer in the useful gift. You can never hurt a man's feelings by giving him something of the many good things at hand. These are two suggestions:



CORR. WINDSOR, ONTARIO.



**MEN'S SUITS and O'COATS \$7.50 to \$50**

**BOYS' SUITS and O'COATS \$2.75 to \$15**

Let Us Suggest These As—**Christmas Gifts for Men**

appreciated by men are the practical gifts. Here that is not practical!

**MUFFLERS**

Beautiful Mufflers in soft silk and rich silk knit mufflers, in a wide variety of handsome colorings. They come in individual Holiday boxes, ready to hang on the Christmas tree. The prices are..... **50c to \$3.50**



**50c MUFFLERS AT 25c**  
The celebrated Bradley Mufflers, all made by hand at the neck. They are the regular 50c Way Sweater Neck Mufflers, that fasten at the back, for 25c.

**"DENT'S" GLOVES**

We have a full assortment of fine winter gloves. Buckskin, cape glove, genuine Buckskin gloves and wool and fur lined Christmas gifts—the kind that men will like best. The prices per pair from— **\$1 to \$5**

**CUFF LINKS and TIE PINS**  
A splendid variety of gold filled cuff links and tie pins. Plain and fancy designs. **50c-75c-\$1**

**W. BOUG**  
WINDSOR'S GREATEST CLOTHING

We have the Correct Wearables for Fall Dress Occasions

**GIFTS**

**More Useful Than A Sweater-Coat**

Every man should have one. The garment with one hundred and one uses, always warm and cozy. Warm his body as well as his heart this Xmas.

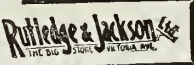
**Wool Sweater Coats with shawl or double collars. Heavy weaves in assorted styles and colors. \$3.75 to \$6.75**

**JERSEY SUITS**  
Jaeger pure wool make, in assorted colors, at **\$2.00 to \$3.50**



Silk and Wool Sweater Coats, something new for men. The most dressy coat made. And white check only, V neck style. This coat a splendid house coat, priced at..... **\$8.00**

**Sweater Coats Make Handy Gifts for the Kiddies**  
very large assortment of pure wools for children in heavy and medium or shawl collars, priced at **\$2 to \$4.50**



**Do You Belong to the Society for the Promotion of Useful Giving?**

You will share at once the value of the following suggestions for advance Christmas shopping gifts this year by the useful, sensible kind—the kind that are always acceptable. For your information—what about these:

House Coats	Men's Neckwear	Suspenders
color, nicely trimmed \$3.75 to \$12.00	All the latest designs, in silk and knitted. Put up in fancy boxes. 25c, 50c, 75c up	In Fancy Boxes, 35c, 50c, 75c up
Men's Coats \$5.00 to \$25.00	Men's Wool Sweater Coats, plain neck \$1.00 up	Men's Elastic Arm Bands and Garters ..... 25c up
Gloves No Gents, Unlined \$1.00 to \$2.00	Men's Heavy All Wool Sweater Coats, with high collar, \$1.00 to \$3.00	Handkerchiefs Ladies' Irish Linen, Hand Embroidered or plain, 10c, 20c, 25c up
Men's Socks 25c, 40c, 50c up	Boy's Sweater Coats with high collar, \$1.25 up	Gent's Lawn Handkerchiefs, pocket size, up to ..... 50c
	Men's Pyjamas In Flannel and Zephyr Cloth, nicely finished \$1.00 up	Gent's Irish Linen, Plain or Hemstitched, half dozen, up to ..... 75c, \$1.00, \$1.25
	Men's Pyjamas In Flannel and Zephyr Cloth, nicely finished \$2.00 up	All Silk Handkerchiefs, plain or patterned, 25c, 50c, 75c up

**for Christmas Giving---**

OUR stock is filled to overflowing with good things. It contains everything that pertains to the comfort and pleasure of the well dressed man, at home or abroad.

**Exquisitely Rich Neckties**  
Well selected tie in an always useful gift. An assortment of over 50 dozen designs—best quality silk—each in a box..... **75c \$1.00**

**Silk Neckwear**  
All the new patterns—floral, geometric, striped and checks—and checked all the newest shapes..... **75c \$1.00**

**Pure Silk Knitted Ties**  
An exceptional assortment..... **\$1.00**

**Gloves—Dent's—Perrin's and Fownes'**  
Capes and Chambray \$1, \$1.50 and \$2. French Suedes—unlined and silk lined, \$1.50 to \$2.50. Genuine Duckskin, \$3.00. Wool lined Capes and Mochas \$1.25 to \$3.50. Fur-lined Gloves, \$2.50 to \$10.00. Wool Gloves, 50c to \$2.00.

**Handkerchiefs**  
Imported pure linen—3 in a box, \$1.25. Silk, 50c and 75c.

**Shirts**  
Suits—assorted patterns and colors \$4.50 to \$10.00. Wool T-shirts, \$3.00 to \$5.00. Dress Shirts—all kinds—\$1.50 to \$5.00.

**Socks**  
Cashmere—black and fonce, 25c to 90c. Silk—black and fancy, 50c to \$1.00.

**Walking Sticks**  
Large assortment from Bamboo to Smokewood \$1 to \$10.00.



**Christmas**

We point with pride to our very choice and exclusive selection of Men's Furnishings for the Holiday Trade.

We've Elegant Neckwear ..... 50c to \$1.50  
The Best Makes of Gloves ..... \$1 to \$2.25  
Perfection in Shirts ..... \$1.00 to \$1.75  
The Best Brands of Underwear ..... \$1 up

New Hosiery, Night Robes, Pyjamas, Umbrellas, House Coats, Dressing Gowns, Bath Robes, etc., etc., all fairly and reasonably priced.

**We've the Sort of Gifts Men Like**

An exclusive range of articles suitable for Christmas presents for your Soldier Friends.

**LIVINGSTON'S, Brock St.**  
A little out of the way, but it will pay you to walk.

**A Man For Men**

Your GRI from GRA gifts for the sure to be

**GRAFTO Christmas**

is not the only line, but for the man patterns complete

**CLOTHING HATS HABERDASH**

**Grafton & C**



**If You're Hunting**



for Christmas Gift Suggestions Well—just turn over



**Overcoats**  
(These are \$18 to \$25 Coats)  
Offered in the Lower-Price Store, Broadway corner Eighth.

**The Christmas Store of Gifts for Men**

Gifts that men want—dressing gowns, house jackets, mufflers, sweaters, neckties, shirts made to order, steamers, caps and a score and more of useful things—the things men buy for themselves. Coming in every day. Neckties—50c to a table of beautiful silks; a \$6.00 special 25c tie.

**Steamer Rugs—RED LEAF**, from London, in plaids with plain reverse sides, \$10 to \$40; U. S. made, \$5 and \$8.

**18 Styles Men's Shoes at \$4**  
Burlington Arcade Near New Bridge

**JOHN WANAMAKER**  
Broadway at Ninth

**The Gifts That a Man Likes**

Here you will find the newest impositions in men's Christmas Gift creations in your inspection. Never before had we such an assemblage of

**Do Your Christmas Shopping at HENRY MARKS**  
The Haberdashery  
Three Gift Shops for Men  
148 PEEL ST 190 ST JAMES ST AND WINDSOR HOTEL

MARKS : HENRY MARKS : HENRY MARKS

# MEN'S WEAR REVIEW

THE RECOGNIZED  
THE CANADIAN

AUTHORITY OF  
MEN'S WEAR TRADE

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## "THE HIGH PRICE BUG-A-BOO"

SOME cheering features are noted at the present time, even with regard to prices. No, this does not mean that it is possible to record any drop, or to foretell any decline. There is, however, the encouraging fact that high prices are not cutting down buying as it was feared they might.

More and more merchants are finding that they can sell goods at the advanced prices. A Hamilton merchant gives his experience with regard to clothing—saying that it is absolutely possible to sell the same goods at the higher prices which are now necessary.

An Ontario merchant says he never expected to sell dollar ties with the ease that he is now selling them.

An Easterner advises that working men are more than ready to pay higher figures for good working men's supplies.

There seems no reason to shy at handling lines because the prices have been advanced. If the customers are told why the rise is necessary—and have it brought out that they are really gaining by paying the big price—they will not withhold their purchases.

## REMEMBER THE BIG BOY

WHEN the present war commenced, many a mother felt sincerely thankful that her son was only a lad of fourteen or at most, of fifteen years. For him the call to take up arms was not a question demanding decision. But two years have passed, and many of those boys who were not at first of interest to the recruiting sergeant have now grown into something very close to manhood. Under ordinary conditions many of them would be in long trousers. As it is, home pressure is being brought to bear to have them buy one more suit of knickerbockers. Perhaps the lad himself, not wishing to be approached by a recruiting officer, although convinced that he has good reasons for not yet enlisting, would prefer to stay in inconspicuous garb.

Certain it is that from this feeling on the part of the parent and boy a demand for larger sizes in knickerbocker suits is being felt. They are, it is learned, being sold as large as 38's.

This state of affairs is worth bringing out again. It is a tendency which the buyer of boys' clothing has to keep continually in mind, and one which will require the most careful watching. He will want to have these larger sizes in boys' clothing for this sea-

son, and for next season. There is unquestionably going to be this demand for such sizes. But with the war over, in all probability there will be a return to the demand for the long pant suit just as soon as the boy has attained anything like sufficient size.

## THE WIDENING FIELD OF THE MEN'S WEAR BUSINESS

EVERY year sees its business changes. Perhaps that is what makes business so interesting. Certainly the widening of the men's wear field since war started is interesting in retrospect, and in prospect, too. It bespeaks larger days for those engaged in this line.

Think of the broadening which has taken place.

Two years ago many dealers left boys' clothing severely alone. "Mine's a man's shop," they said. Then came war, and for a time business depression, depression which reduced the buying power of the men in Canada and which was followed by a steady reduction in numbers of the men in Canada. At first there was something approaching consternation, but as things righted themselves, the boy came to the front. He began to do something approaching man's work, and to earn something approaching man's pay. More were led to see the wisdom of getting his business. More awakened to the fact that a boy customer in 1916 is a man customer in 1920—that the boy is the business insurance of the men's wear trade.

Then there opened the military field. Men in uniform don't want what they formerly did. What do they want then? The answer was found, and military lines found their place in many stores: breeches, khaki shirts and ties, mirrors, puttees, haversacks, shaving accessories, wrist watches. Some of these lines will cease to have value after the war, it is true—but some will continue in demand, and the men's wear trade has established itself as the source of supply.

Then note the advent of women's lines. With men so busy, doing extra work, women have been more than ever commissioned to buy for their husbands. They have come to the men's wear stores to fill their commissions, and while there, have bought for themselves, so that now many dealers are stocking handkerchiefs, Panama hats, sweater coats, gloves, hosiery, caps, especially for women customers. This is a trade which will continue—growing larger with the years.

And with the increased business with women there has come a new opportunity to sell clothing for the little boys—the fellows of from two to eight years. The mothers buy these suits, and the mothers more than ever before are now buying them from the men's wear dealers.

"The world do move," as the old darky preacher said. So does the men's wear business. It's a wise merchant who keeps in step.

# DISPLAY OF ENEMY EXPORTS DISAPPOINTING INCOMPLETE AND GENERALLY INACCURATE

HALF a loaf may be better than no bread at all, but unquestionably half a truth is a mighty dangerous thing. Hence, danger would surely have resulted from the recent display of enemies' goods exported to other countries before the war, were it not for the fact that each manufacturer who went to Convocation Hall, Toronto, and looked over the exhibit, had a pretty definite knowledge of the lines made by Germany and Austria which had in the past, or could in the future, compete with his own product. Knowing this, therefore, he was quickly led to see how incomplete, and incorrect, this exhibit was, and so to take even the exhibit of unknown lines with a liberal pinch of salt.

How that exhibit was turned out is a question. Germany certainly has manufactured cheap goods—so doubtless has Austria—but both have manufactured some splendid lines as well—no use blinding our eyes to that. But no one would get an idea of any such goods from the recent exhibit. No. The casual visitor would probably get the notion that Germany made bathing trunks and suspenders for the natives of Mombasa—celluloid collars for these natives to wear as anklets, and hats to protect the tender negro head from the heat of the tropical sun.

And such suspenders as were shown too! No means of adjustment whatever. Evidently the refined Mombasan simply hitched the ends of these galluses to his brightly colored bathing trunks, then trusted to luck that the suspenders would early enough triumph over the law of gravity.

No use denying the fact, this exhibit was a great disappointment. Many manufacturers came far to see it. Probably their sense of humor overcame their annoyance, enabling them to



go home merrier though but little wiser as to the opportunity of getting an export trade where formerly the enemy secured this.

Some facts were to be gained from the exhibit of course. But, as has been indicated, one's belief in the completeness—the truthfulness—of the exhibit was so early shaken that these facts were hard to sort out.

Here, for instance, was a terribly cheap line of felt hats "Made in Germany," hats which the information given advised were marketed for 12/6 per dozen in the Gold Coast, Mombasa, Abyssinia and Trinidad. All right, one would think. Now I'll see the good hats, the Austrian-made Valleurs. But there were no Austrian Valleurs in the exhibit.

Over there was the exhibit of toys. There surely would be shown a wide range. But not so. A few celluloid dolls, that was about all. The indestructible dolls which have been marketed, and which can, under ordinary conditions be made by some Canadian men's wear manufacturers as a by-product—were not shown at all.

Then there were collars. A celluloid line—exceedingly cheap and inferior to anything made in Canada—was shown as having been marketed in Australia and Basuta land. Probably the quality here was a fair representation—for Germany has made only cheap waterproof lines. But how about the Austrian linen—or more properly cotton—collar? It was exported largely. Some came to Canada, though why is one of the unanswerable questions. Where was this collar? Where the information as to countries in which it was marketed? Answer. Nowhere in the exhibit. This line, like so many others, was entirely overlooked.

As for the rest perhaps it will be best to merely outline, briefly, some of the goods shown.



Artist Casey's idea of Germany's export trade, formed from the recent exhibit.

Here were boys' suits marketed in Trinidad. One unique model had long trousers which buttoned on to a vest of the same material, which vest itself buttoned up the back. A little coat completed the suit, this being made in Eton style. This suit sold retail at 13/6.

Boys' great coats sold in Switzerland were of varied value. One, selling at 15/2 seemed worth it—although, of course, that was a before the war price. Another at 15/5 was made in good style, but of exceedingly poor material.

Underwear manufacturers must have been surprised at what was shown. There was a heavy fleeced-lined garment sold in Manchuria, (Retail) if the figures are to be believed, at 9/2 each. To the Gold Coast and Abyssinia went lighter underwear. Somehow this didn't seem to find a market in Mombasa. British Guiana and Venezuela also were indicated as

purchasers of German cotton underwear; while to Trinidad, Australia and Mombasa went bathing suits and trunks. Socks—of very low grade—were shown as having been sold by Germany in Italy, Trinidad and Ecuador.

Then there were cheap puttees sold in Mombasa; the suspenders, earlier described, to British Guiana and Mombasa, and cheap belts to the same places.

To Manchuria, so the exhibit indicated, camel's hair blankets were sold at prices ranging around 19/- or 20/-.

Buttons, in a fairly wide range, were shown as going to Zanzabar, Malta, and Straits Settlements.

And shirts—by the way have the Germans heard of the coat shirt? Not according to the samples shown as those sold by them to Trinidad and the Gold Coast.

## A NEW HAMILTON FIRM

Messrs. Shannon and Grant Speak Enthusiastically of Business Conditions—An Interesting Store Described—Live Methods of Following up Customers—Building up a Mailing List.

**T**HE firm of Grant & Shannon is one of the latest additions to the Hamilton men's furnishing trade.

Both members of the firm have been associated with the trade in Hamilton for a number of years, but their association under one firm name is only a matter of months.

Despite the short time they have been in business in their present quarters they report a splendid progress. Mr. Shannon assured the writer that if it had taken three years to build up their present trade they would have been satisfied.

The store itself might well be an argument in favor of success. Situated on a James street corner, just two

blocks from the intersection of King street, it has a natural trade getting location. In addition to this the store is splendidly equipped. Two large deep windows face on James street while four of equal width face on the side street. These six windows are devoted to the display of clothing in which the firm specializes, while the front windows are given over to smaller lines. All the windows are illuminated from the top by shaded lights that throw their rays directly on the display.

### A Spacious Store

Inside you get the idea of spaciousness. One side of the



*Room for some splendid displays here, oh, brother Window Trimmers! Be it unit effects, or massed attack, there is surely a grand opportunity to get results here. Just at present clothing is being featured in every window, as will be seen by the illustration. This brings results, the proprietors say. The window has only recently been enlarged to the size shown. This improvement, indeed, was the first act of the new Hamilton firm when gaining possession of their stand.*

store is given over to one long case in which all varieties of suits are carefully displayed on hangers. These cases reach about seven feet above the floor and above them again across the whole side are unobstructed windows, that make it light and cheerful on even the dullest day.

Down the centre of the store a double row of cases are seen in which more clothing is displayed, while the top of the cases are used for attractive arrangements of ties and similar articles.

At the rear is a boys' department unusually well stocked. For the boys' trade is catered to as carefully as the man's. Opposite the clothing, half the store is given to furnishings, and farther along in a well equipped hat and cap department.

Though everything is to be found here that a man could desire in the furnishing line, yet especial emphasis is laid upon clothing.

#### Business Never Better

Mr. Grant when spoken to regarding the business was as enthusiastic as his partner. Everything was working well, he said, but especially clothing. When asked if they experienced any difficulty in getting what they required, he replied, that they had been able to get all the first-class goods they required. The poorer lines built up mostly on shoddy was where the shortage was being felt. As conditions were however, he did not consider that a great disadvantage. Hamilton was booming, and there has been a big influx of population, in connection with the opening of the munition factories. These men were drawing good money and spending freely. His experience showed that

a better line of goods was being sold than had been the case. The sale was in the \$30 and \$35 ready-mades rather than in the cheaper priced goods. No! this was not due to the increased cost. Increased cost of goods was mainly a scare. Some suits had ranged one to two dollars higher, a possible increase of about ten per cent. but that was no great amount and he had found no difficulty in the matter of quality.

#### Following Up a Sale

In the matter of following up sales the firm is very systematic. On each suit is a price tag bearing the firm name, stock number, color and price. On the back of the tag are spaces for the date, name and address of purchaser and the name of the salesman. When a suit is sold this tag is removed and filled out. A special book is kept in which the record of these tags are noted. This forms a live mailing list. To send circulars or booklets out haphazard is a costly proceeding, but all the names on this mailing list, have at some time been customers of the store. Then also a record of all purchases made by customers is kept. If Mr. B— buys a suit to-day, and an overcoat two weeks later, it is possible to consider him a friend of the store. If then his name does not appear again for an unusual length of time a courteous note is written asking if the former purchases had proved satisfactory and suggesting new lines likely to attract. This has proved a very effective method. People like the appearance of personal interest. But of all means of trade getting, according to Mr. Shannon, the window display stands supreme, and in this line, as our illustration shows the firm has been unusually fortunate.

## CORRECTNESS COUNTS IN MILITARY MEN'S WEAR

Stores Which Make This Line a Surpassing Success, and a Good Seasonable Sales-getter  
This Yule-tide Will Give Attention to Precision as to Details That  
Make a Difference.

**M**LITARY men's wear, always a profitable line, and one which never fails to give the unmistakable touch of distinction to the store in which it is properly featured, will be more than ever to the front this Christmas season in the men's wear trade in Canada—as certainly as it will be at the front in France and Flanders.

With more than mere months of experience behind them now, men's wear specialists must do more than merely feature military equipment—any old khaki apparel with nondescript details and unauthorized embellishments—to get the best and the most business. The time has arrived when both the regulations, and the customers, insist on letter-perfect attention to details and the very acme of accuracy in adherence to army demands.

#### Imperfections Don't Suit

There is still on the market much military apparel which does not accurately conform to regulation requirements, and Officers and N.C.O.'s purchasing uniforms find disappointment in the discovery that while the details of the uniforms look all right by themselves, still, when two or three officers get together, marked variations in cut and pattern of these details become apparent. The aim of the store featuring military men's wear in the end of the year 1916 ought to be towards accuracy in every detail of the apparel and accoutrements shown. Such 'trifles' as they may seem to the negligent, as the width of pleat on the

pockets of a tunic are all important, and with the measurements rigidly set by regulations, there should be no variation to notice. But there is, unless the uniform has been bought where punctilious attention is paid to such details. Differences in curve of the lower edge of the pocket flaps are also only too apparent in carelessly cut uniforms, and defects such as these in cuffs, collars and lapels cannot be said to conform to the reputation for 'correctness' in men's wear which was ever the proud boast of men's wear stores worth while in catering for civilian trade. Considering that regulations have such a strong bearing on the case, it would seem that correctness to detail should be more than ever the aim of men's wear stores featuring military lines, and this is in fact true of Canadian men's wear stores making good during the present period.

#### Recent Regulation Requirements

Indications of certain directions in which accuracy will be demanded of the trade doing a military business this season are discovered in the latest Regulations issued which doom the soft cap to oblivion, and make it imperative that officers wear the hard cap according to approved design whether on or off parade. This dictum was brought about by carelessness in the manufacture of soft caps, and also by carelessness in the wearing of the caps that were not so well made. The temptation to pull the cap more comfortably down on the head led to its assuming a



*A Military Accessories Window, trimmed by A. Matthews, of Stollery's, Toronto—the variety of goods shown and the clearness of price-marking attracted early a big volume of business—the use of the card to give prices of all the lines is particularly effective. It removes the danger of any spottiness resulting from the use of many price cards, and by making the card a central feature of the trim focuses attention on what is, after all, a list of suggestions of Christmas presents which will be appreciated by the soldier.*

crumpled devil-may-care appearance upon the brows of handsome young officers, and this caught the eye of General Military Precision. Result—the new edict in favor of the stiff or semi-stiff cap which may hurt the brow a bit, but which is nevertheless Correct, and the Only cap to be offered to the customer in military circles who knows. It is admittedly the business of the properly ambitious men's wear dealer, to know for the customer who is not versed in every detail of regulation demands, and the best business in military men's wear is built on such knowledge.

#### Breeches Same as Jacket

Again the edict has gone forth that in future breeches of a lighter shade than the jacket worn with them will not be countenanced. These must be of Khaki Bedford Cord of the same shade as the jacket, or must be made of the same material as the jacket. Young officers returned from the Front had a happy-go-lucky habit of appearing in street or on parade even, wearing breeches somewhat lighter in shade from their jackets. The result was a lack of uniformity in the appearance of the units so led, a little falling away from perfection of precision, and consequently the regulations have been drafted to give attention to this detail. Correct military men's wear dealers are duly paying attention to the matter.

Jackets are, according to regulations, to be khaki with worsted rank badges on sleeves. Cuffs are to be embroidered as formerly.

#### Badges of Rank

Badges of rank are worn on the service jacket, embroid-

ered on sleeves. On greatcoat or British warm, badges of rank are to be on the shoulder straps in bronze, with leather or bronze buttons and gilt badges are not authorized for overseas service. There is a difference as regards the wearing of gilt badges in regard to the General Administrative Staffs of Districts and Camps. These may be the same as above described, or gilt with brass buttons. Cuffs will be pointed, not embroidered as formerly, for the Administrative Staff uniforms.

#### Fancy Socks Barred

No more fancy colored socks are to be worn by military men on or off duty. Young officers with their civilian conquests still in memory, though these had been surpassed by greater fights on grimmer fields, had displayed a tendency to enjoy the glory of a resplendent pair of socks as if to eclipse the stern glory of the King's Khaki and their own reputations. General military precision has set his regulation foot down hard on the fancy colored sock, and NOT on the method of wearing the said sock. No, khaki socks or black are the only styles for officers this season.

#### The Gold Braid Stripe

Such a tiny touch of brilliance as that new two-inch strip of gold Russia braid No. 1 permitted by regulations on the left sleeve of the khaki service dress jacket in certain cases must surely mean much in view of the fact that gold embellishments are so frowned upon as a rule by regulations. The stripe does mean much. It means that the wearer has been wounded in some campaign since Aug-

ust 4, 1914. If wounded in more than one engagement, that is having been wounded, returned to the front, and suffered another wound or wounds, then two stripes may be worn, and so on for each engagement in which a wound or wounds came the way of the wearer of the khaki jacket so embellished. One stripe does not stand for one wound, two stripes for two wounds and so on. If that were so, some men would assume a zebra-like appearance, gold-striped from head to heel, for fifteen and twenty wounds have been received by men in this war, and the men have recovered and even returned to the fight in some cases.

**Shirts, Gloves, Puttees**

There has been introduced to the military market a shirt of the regulation pattern, with pockets, collar and bands to bear the rank badges on the shoulders when the officer wearing the shirt in camp discarded his coat in hot weather. This line of shirts in English flannel with extra collar to retail at \$4.50 is a splendid class of goods. Another lighter line, the Summer shirt in cotton to retail at \$2.00 with extra collar, is a favorite and a sure seller. Still another is the same style in mercerized cotton, almost like silk, to retail at \$3.50. These shirts are great lines for a store carrying military men's wear.

Gloves are the regulation two-button style, and khaki woolen gloves for officers' wear in cold weather. Two capital lines these, of convincing value and certain selling appeal.

**Two Special Ideas That Go**

A substantial special line in military men's wear that makes a hit is the imported chamois leather vest with sleeves for wear under an officer's uniform. This makes a

handsome line for window display, certain to attract the keenest possible practical interest of military men. The vest retails at \$12.00. Khaki mufflers, too, are an important and profitable line. ,

Then for the non-commissioned officer, who is in love it may be with a charmer fair, but who is NOT in love with the serviceable unornamental regulation regimentals provided, there is something fascinating in knicker breeches for wear off duty when with the young lady up town. These are made in first rate khaki material, splendidly tailored, tight around the knee, and well pegged. They give the uniform a dashing send-off for courtship, and are built to retail at around \$5.00 or \$6.00.

**Decoration Ribbons**

Canadian military men are entitled to wear decoration ribbons of many campaigns, even the Crimean war ribbon being still in demand in Canada here and there. The present war has called forth in Canada a demand for the Chevalier Legion of Honor ribbon of France the right to wear which has been won by Canadians at the Front, and will again be won. The French Military Medal ribbon also has been required by Canadian officers, also the ribbon that goes with the Croix de Guerre. The new Military Cross Ribbon (called into being by the present war) and all the recognized decoration ribbons, the V.C., D.S.O. and D.C.M. ribbons and the ribbon for the Military Medal make interesting lines for a thoroughly equipped military men's wear department to have in stock. They are not fast selling lines, but they are necessary to give distinction to a store's military service, and they go well with window displays.

**PROFIT SHARING AS ADVERTISING**

New Turn to An Old Scheme Attracts Interest—Making the Customer Help Boost—How a Toronto Merchant Attracts the Interest of Customers—An Ingenious Scheme

UNIQUE ideas in merchandising are always matters of live interest. Mr. Hay, of Hay and McCarthy, Queen street West, Toronto, rather specializes in the unique. His proposition is that, though there may be nothing new under the sun, you can sometimes give these old things a quirk or turn that will make them appear novel to the man on the street.

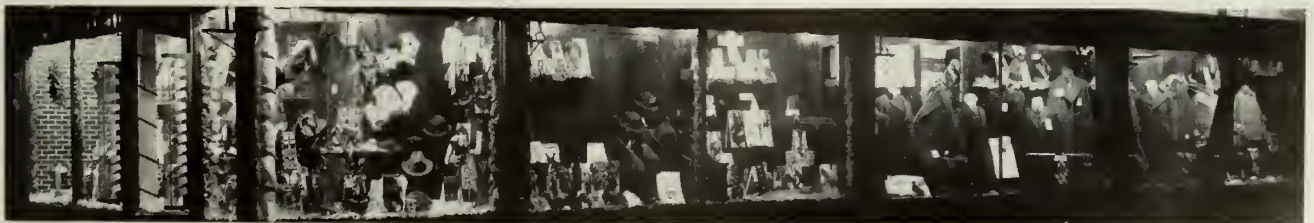
The idea of returning part of the profits as a trade getter is not new, and possibly may have been among the ideas that gave Solomon that sore thought about the vanity of trying to locate anything really novel. But the new turn comes when the offer is made to return, not the profit, but the actual sales price of all articles bought on one particular day of the month.

**How the Scheme is Worked**

This is Mr. Hay's idea. Sales checks are given with every purchase, and each check bears the date. Then at

the beginning of the month a date is set by the merchant and all checks dated that day are redeemable at their face value. A simple enough scheme on the face of it, but one that according to Mr. Hay has already aroused almost more interest than he had anticipated. The scheme is yet in its infancy and has not had a fair try out. But at any rate here is the way Mr. Hay figures it out.

Say a week's sales total \$2,000. A fair average per day in a month of 27 working days would be approximately \$74—, or a little less than four per cent. of the total sales. Now a goodly proportion of these checks will never be cashed in, which will bring the percentage down considerably, say to three per cent. This is a fair average cost for this experiment, if experiment it is. Mr. Hay considers this not charity, but business, not a gift, but payment for services rendered. The fact that the man who gets his money back and chuckles over it, and tells all his friends about it, doesn't know that he is thus doing



*The remarkable windows of the Hay & McCarthy stores enable full justice to be done the various novel selling schemes undertaken.*

the work for which he was paid doesn't alter that feature of the case.

**The Lucky Day Fairly Chosen**

These money back schemes generally make one peer around rather eagerly to discover where the catch is. There isn't a catch here, however. Mr. Hay doesn't pretend

nearest approaches that figure—that's the chosen day. If you happen to have bought a collar on that date why you can hurry back and reimburse yourself to the extent of fifteen cents. And if you happen to have gone on a haberdashery debouch on that particular date and bought a red tie, sock and a shirt or two, you can cash in on these purchases just the same.

Mr. Hay is a believer in advertising. He doesn't urge these methods to supersede the established advertising channels, but as a little following up, and he considers that the results will justify the outlay.

**To Focus the Attention**

Even a live scheme may die in infancy from lack of ability to interest the people to whom it is directed. The little dodger that outlines the scheme might fail to catch the attention, but an old black kettle brimming with actual money, will instantly focus the thought of the purchaser or casual passerby on the caption of the dodger as well as on the store itself. This is the attention getter that Mr. Hay has evolved. The kettle with its glittering contents occupies a central place in the best show window. To be sure the money is copper, but a polished copper can masquerade fairly successfully as gold, at least in a shop window.

**BUSINESS WOMAN DIES**

Mrs. Elma C. Mennen, President of the Gerhard Mennen Chemical Company, died at Newark, New Jersey, on October 25th, 1916 as the result of an operation. She was 55 years of age. Since the death of her husband, Gerhard Mennen, the founder of the Company, in 1902, Mrs. Mennen took an active part in the management of the Company, and the administration of the estate, displaying business and executive ability of a high order. She is survived by a son, W. G. Mennen, secretary-treasurer of the company, and a daughter, Mrs. H. P. Williams of Detroit. Her brother, J. J. Korb is vice president of the company, which will remain in the hands of the family, with substantially the same management.

Aaron Erb of Kitchener, Ont., for some time traveler for the Dominion Shirt Company, fell dead on the street in Brandon recently. The deceased was only fifty years of age.

**A Kettleful o' Money  
For You!**

--\$--\$--\$--\$--\$--

We will positively refund one day's sales each month.

With each purchase you make here you will get a receipt.

**KEEP YOUR RECEIPT!**

On the first of each month you will see a notice in our window stating which day's sales of the previous month will be refunded.

If the date on your receipt is the same, bring it in and get the full amount of your purchase.

A 15 cent collar or a \$25 suit--it's all the same--we will gladly refund the full amount.

**KEEP YOUR RECEIPT!**

**Hay and McCarthy**

Clothing, Furnishings and Hats

**Queen and Brock**

**Toronto, Ont.**

*The dodger announcing Hay & McCarthy's latest selling scheme.*

to return the proceeds of his biggest day's sale, but neither does he pick out one of those lean days that appear in every business. He figures out the average on his month's sales, then hunts through his records for the day that

**A HISTORY OF MEN'S CLOTHING**

**A** HISTORY of clothes, briefly sketched, was the feature of an address delivered by H. A. Nelson, vice-president of Semi-Ready, Ltd., at the Montreal Rotary Club weekly luncheon recently.

The first "fancy dresser," he told his fellow-rotarians, was Joseph, who wore the coat of many colors. The Egyptians were the first to wear linen gowns 2,766 years ago, and it was riding on horseback that led to a form of divided skirt. Sailors were the first to wear breeches, soldiers to wear long trousers. The Romans were the first to wear these garments among the civilized races of their day, although when they got to England in 55 B.C. they found the ancient Britons wearing them.

The Anglo-Saxon beau was the first to wear a white shirt, while the ends of his trousers were in the form of the puttees of to-day. After the Norman conquest, dress became more effeminate, and a man of Edward the First's period would look like a perfect lady. Beau Brummel, whose name has become proverbial with countless people

who had no idea who he was, was the first to set fashions among men, and his style prevailed to this day in evening dress, and more particularly in the court dress worn on occasions of ceremony at Buckingham Palace.

The first ready-made clothes were put together by army contractors after the Civil War. Prior to that, sailors were the only folk who got their clothes ready-made and they called the shops where they bought them, slop shops. It was not until 1895, said Mr. Nelson, that the semi-ready idea was put into any practical form, and it was then introduced in Montreal. One of the men who started the firm was a shoe manufacturer, another a merchant, the third a newspaper man and the fourth an advertising expert.

Through the various stages of the business Mr. Nelson led his audience until he brought them down to the present day, where his company, which started in 1906 with a business of \$350,000 for the year, went on with a turnover of over \$5,000,000 six years later, and with 400 wholesale customers instead of the original forty.





# SUITS & OVERCOATS



## THE PINCH-BACK STYLE IS SURE TO PREVAIL

At Least It Will Prevail for Spring and Early Summer in Suits and Overcoats for Men in 1917—But With Fashions in Men's Wear as Fickle Nowadays as Fashions for Feminine Wearers Tendencies are Fleeting

**M**ORE and still more it becomes evident to manufacturers and to the men's wear trade at large that "pinch-back" is to be the word in stylish men's wear for Spring and Early Summer trade of 1917. The tendencies are very pronounced in this direction. Manufacturers are busy on orders for the first lines of pinchbacks shown, and indeed the difficulty is to find skilled labor and materials quickly enough to fill the orders that pour in from all parts of the Dominion.

Business is reported good. Retailers are buying briskly, but it is to be noted that owing to the very rapid alterations in styles in these days, orders are not so large as to imply stocking up on any lines, even on recognized staple lines of men's wear.

As a leading Montreal manufacturer remarked to **MEN'S WEAR REVIEW** this month: "Styles in men's wear are changing nowadays as fast as feminine fashions."

### Influence of Publications

The influence of certain well known and very widely circulated illustrated papers, which feature advertisements for young men's clothes, is declared to be largely responsible for the ready response of demand throughout the Dominion when men's wear styles alter, and the cut of coat, pants, or overcoat undergoes even a shade of variation. Men travel more, and are more susceptible to the comments of companions on the style of their apparel. Men's wear stores make a much more emphatic appeal to good taste through the method of the window display. Women demand more dressiness about the men they choose to honor with their society. The military influence is felt, if not in styles, most certainly in the direction of precision and scrupulous care in the matter of personal attire on the part of the unenlisted young man, and the clean cut man of middle-age with a boy or boys at the Front. These influences make the matter of men's wear at the present time a matter of extreme importance in the life of the Dominion, and increase the responsibilities as well as enhancing the art of the manufacturers and retailers of men's garments. The effect of these influences is for good as every dealer in men's wear will agree; however, they may increase his tasks in keeping pace with the tendencies of the times.

As pointed out, pinch-backs are certain to be the prevailing mode in men's wear for the opening seasons of 1917. The styles are being fashioned in various degrees of 'pinch' ranging from the mere indication of the tendency for ultra-conservative but still fashion-sensitive men, to the pronounced pinch-back giving an almost corseted

effect to the male figure as viewed from behind. Perfection of tailoring is found in the fashioning of these styles. The making of men's wear in these days is no business for a bungler with the needle. The workmanship is there as dealer and customer alike are finding. So much is this so that the cheap lines of men's wear are passing into oblivion. Why throw away first-rate skilled workmanship on worthless material? Better have the best that money can buy or that means will permit of purchasing. The effect of thoughts like these in the minds of Canadian customers is being felt by the men's wear trade at present in most marked degree. People are buying better class goods in men's wear. It costs 20 per cent. more to make men's wear nowadays, and it pays the manufacturer better to make, the product better to handle, and it certainly pays the public to buy the higher grade goods. The suit that sells wholesale at around \$20, to retail at say \$30, is a very satisfactory line all round for the 1917 trade.

### Yet Cheaper Suit Meets a Need

But while this is all very true it must also be born in mind that the bottom of to-day's deeper purses are too frequently touched by the grasping claw of old "High cost of living." This simply means that the cheaper suit will have to be bought by many. Such lines may contain a value of workmanship in disproportion to the value of the material in them. This is one of the penalties the poor man pays. Under the present conditions, however, the wonder is that the material used in these lower grades is as good as it is. With some firms, of course, this is due to very good supplies on hand before the war, and to the best of buying connections.

Details of the styles being shown at present for Spring and Summer selling, and upon which the fashions for men in early Fall of 1917 will probably be based, are difficult to rule down to any set standards except as embraced in the word "pinch-back." In the main, however, two pinches will be found on both sides of the centre back in the neat average conservative lines on the market. There are differences already shown, and more being made by artists of the scissors and needle, but what might be called "staple lines" in pinch-backs are so built. The belt sewn firmly on over the pinches, or attached only at the ends and buttoned in the middle features attractively in the designs likely to be popular. Width of belts varies. The tendency is not towards any very broad belt styles as yet, though apparently opposed to any narrowing under about an inch and three quarters. The fact that the pinch-back is taking the place formerly held by the Nor-



*An effective clothing unit. The supplementary lines used in this do not detract from the main theme.*

folk, and aims at being more attractive because less cumbersome, indicates an antipathy felt as regards breadth and even the hint of heaviness in the belt.

#### Some Modified Models

It is interesting to note that for merchandising in districts where the conservatism of the customers' taste is against the too sudden introduction of the pinch-back, a style is made which reflects the passing of the Norfolk in the use of perpendicular pleats on the back, set as in the old-fashioned Norfolk, with a third pleat in the centre, a mere tendency to shaping towards the waist, and no belt. This line is not largely manufactured, but is being shown for sale in places where the flash-light of fashion fails to penetrate sharply enough to force out of date garments into the shade ashamed. These lines of what might be called "modified pinch-back" styles make a very good introduction for the new fashion and form good values in cleverly tailored men's wear. They are certain to be followed by the pinch-back proper soon after being introduced, and would appeal to good taste that is not inclined to be over-daring at the outset, while still inclined to lead in the customer's district.

Narrower collars are being introduced now, and the cut

of the lapels is much more sharply peak than previously. The style is distinctively attractive, and calculated to inspire the speedy purchase of "that new suit." The high peaked lapel, properly cut and carefully tailored, is full of vivacity and stimulus to high-class business. Going with the pleasant conservative greys and browns, and mixed thread suitings on which refined pencillings, and faint or slightly more pronounced checks appear, with occasionally also effective hair stripes, these new styles in cut and finish are very pleasing. Vests are cut conservatively and fairly high for this season. Trousers incline to the English style, and are medium cut, always conservative in taste, for the inclination to quiet, rather richly refined, good dressing for men is very certainly a Canadian tendency coming into certain prevalence for 1917. This is borne out by the general tendency to buy the better grade of goods offering.

Some trousers are being made with cuffs turned up. Many lines are more reserved and simple. So also with sleeves. Buttons are of distinctly better quality all over for the coming seasons in men's wear. Very few composition buttons are being used by the manufacturers. Ivory and horn buttons are being used instead, and the designs of

these are quiet in taste. Two and three buttons on sleeves are indicated by style tendencies. Two button sac coats are to be stylish for Summer wear. Some three button styles will be equally popular no doubt.

#### As to Overcoats

In overcoats for Spring again it is the pinch-back all to the front, and while the materials used are not conducive to quite as much variety as in the case of suitings, there will be plenty of variety still. Materials are difficult to get as all the trade knows, but the range of grays and pleasant-toned browns and kindred quiet colors offering in overcoatings for Spring is very interesting, and, indeed, surprising when conditions are taken into account. It is actually the case that coloring for goods in the men's wear trade is costing 25 cents more per yard, and in the case of overcoatings, while the lines on sale for 1917 may not seem so very much increased in price (thanks to forethought in the purchase of materials) yet there is every sign that

the lines to be offered for next Spring thereafter, may be very much higher in price. Manufacturers are compelled now to buy two years in advance, and to take a chance on "market prices" in England at that period, whatever they may be.

Overcoat collars are being cut on the lines as indicated for suits, that is with peaked lapels, and narrower effect. Cuffs are plain or with the fold-back effect, not exaggerated at all. Two buttons on cuffs, and the tendency always to neatness and business-like finish in overcoat styles. Some velvet collars are being shown in overcoats. The length of the overcoats for Spring, 1917, is about 42 inches, a shorter coat more calculated to express activity on the part of the wearer than formerly. One slit at the back is the prevailing style, and, of course, the pinch-back with belt, sometimes sewn tight, sometimes attached at ends and buttoned in middle. Belts on overcoats are inclined to width, but not to exaggerated width.

## WHY SUMMER WEIGHT CLOTHES SEEM SURE OF BIG SEASON ONE WORD OF WARNING

**A**LITTLE early to predict, yet advance orders placed by men's wear dealers in many parts of Canada make it evident that the light Summer clothing, generally called Palm Beach, is going to be very popular during the coming season. Stocks in the retail stores will certainly be heavier, and there will be a selling enthusiasm working for the still further popularization of this line—an enthusiasm which has not in former years been very widespread.

A number of influences apparently have lead retailers to stock this line more largely. The hot Summer was undoubtedly one. Another, perhaps, has been the more general entry of Canadian manufacturers into the field of production. Perhaps an even greater influence has been the realization of the wide range offered in these Summer weight cloths. For some time the idea persisted that these came almost entirely in the biscuit colored shade. But now the knowledge that these cloths may be secured in neat checks, greys, browns, etc., bring a realization that the man for whom the biscuit color is not suitable can yet be pleased in this cloth. This has naturally brought a realization of the wider market which exists.

Then the experience of those who in the past have handled this hot-weather line has led them to look for bigger things in 1917. Their experience, conveyed to others, has also, doubtless, had its influence on these.

Mr. Hawley Walker, for instance, has found this Summer clothing brings a class of sales which do not in any way interfere with other sales. Often, he says, a man came in last Summer, bought a feather-weight suit, then when this had to go to the wash some little time later he came in and bought another suit. Moreover the wearing of these Mid-Summer lines made men want a Fall suit early, and really had a stimulating effect on that regular clothing business.

Ed. Mack, another dealer who made a success of Summer-weight clothing last Summer—though he frankly states it was the first season the goods brought an actual profit—looks for a further improvement this year. It has been Mr. Mack's experience that Canadians follow to a considerable extent United States styles in clothing. In

some ways he deplores this. For instance, he has noted a tendency on the part of some young men to buy two-piece suits the year through. This he thinks is mere bravado, and inspired by a two-piece year-round tendency which has sometimes existed across the line. To those asking for such suits for Winter wear Mr. Mack has been a counsellor as well as a merchant. He has done a good deal to turn these cold-proof young men back to the neat-looking, and health preserving vest.

But the wide wearing of feather-weight clothing by Americans on Summer visits to Canada has, Mr. Mack has found, broken down Canadian conservatism, as it was evidenced toward this line. In this regard the United States influence has been entirely good.

A number of dealers seem of the opinion that the Canadian manufacturer's wider entry into this field of Summer-weight clothing means better things for them as dealers. They expect to be thus relieved from the necessity of placing their entire order before the selling season opens—and that, in this line, would be a great advantage.

On this question of ordering ahead, one word of caution might well be uttered. Remember when ordering that some of the goods may have to be carried over to 1918. If you stock much more than formerly such a state of affairs must be considered as a possibility. Now carried-over goods, if of staple style, can be sold later. They mean tied-up capital, nothing more. But the pinch-back will certainly be big in Summer clothes in 1917. They'll be fine sellers too, but this will not be a good style to carry over. Pinch-backs may be out of fashion in 1918. It doesn't look like a staple, though it is a mighty good seller for 1917, that seems sure.

#### IMPROVEMENTS IMPROVE BUSINESS

D. Esstein, men's wear dealer of Victoria Road Sydney, C.B., has recently had installed a fine new store front. The interior too has been rearranged redecorated, and re-furnished with polished oak fixtures. "The alterations," Mr. Esstein says, "have worked wonders. I find the sales increasing already."

# BOYS, TOO, FAVOR HIGHER PRICED LINES

This Tendency More and More Evident—Man-Like Styles Gaining Favor, Especially in the First Long pant Snits—Pinch Backs Strong

**B**USINESS is better and better in the department of boys' suits and overcoats, and up-to-date men's wear dealers are making this line a most profitable specialty. The influences which have led to better demand for better qualities in suits and overcoats for men, have come to bear also quite distinctly on the matter of boys' clothing. The time-honored catch-phrase "Just like Dad's" with a 1917 slant towards "Just like big brother's" applies in spirit if not in letter to the situation. The little boys still under the maternal influence as regards clothes are nevertheless beginning to assert their own tastes in suits, and from the ages of eight, or even younger, to fourteen the boys begin to want suits on the style of young men's suits except, of course, as regards pants. The long pants tendency appears later.

In suits for boys the coats show the pinch-back style in modified designs, and also in extremely accurate representations of the grown up styles. The Norfolk suit was formerly very popular for boys, and the coat style with a suggestion of the Norfolk in the arrangement of the pleats on the back makes a very neat and comfortable-looking suit for the boy between 12 and 14. For the boy who is growing up, and coming into the first long pants stage, the pinch-back has to be accurate to young men's model in the various styles. Designs of boys' suits now

being shown illustrate the achievement of the idea of freedom with great neatness and well managed "mannish" effect. They will be found markedly in advance of the showings of former years for boys' wear. In boys' overcoats also the same tendencies as regards following the styles for young men prevail, but for the younger boys there are velvet collars and overcoats which do not attempt the pinch-back effect, but which show a neat little belt behind.

The tendency of the purchaser of boys' suits seems to be similar to the tendency apparent all over in the men's wear trade, that is towards the better grades. The lines that used to retail at \$7.50 are not being ordered to nearly the extent of the lines to retail at \$12. The values are better in the higher grades and customers and trade alike appreciate this.

The trade in men's wear generally is making a decided move towards developing the already very pronounced activity in the tastes of the younger generation (male) towards the perfections of the first long pants suit. Business secured through this line invariably develops if satisfaction is given, to the grown lines, and men's habits, as a rule, being conservative the business so built is business that stays.

## DISPLAYING PRESENTS FOR THOSE OVERSEAS DRAWS TWO DISTINCT KINDS OF TRADE



Window recently shown in store of the 2 Macs, Ottawa. Note what the display manager, J. L. Beaudry, says of this—how it brought trade to new women's department.

**H**ERE is a window which caught the tide at the flood and consequently fulfilled its mission of drawing business. It aimed to rivet the attention of passers-by on the need of buying early in November Christmas presents for the soldiers overseas. This trim has served its purpose now, yet the arrangement of the general military line is full of suggestions for trims aiming to draw

military business from the soldiers in Canada, and regular business from those who have boys in the trenches, and who frequently want to send them useful remembrances.

The attractive feature of such a trim for women is worth careful noting. The 2 Macs have found they draw trade to their recently installed women's department—but read what Mr. Beaudry says.

"I have used your little 'Postie' idea" (as given in a last year's MEN'S WEAR REVIEW.—Ed.), "but to better advantage this year.

"The posties we cut out of beaver board and painted in natural colors. Holly leaves, Uras sprays, fibre roping and Foxtail sprays, were employed for decorating.

"This window display was installed a bit early, the idea being to get ahead of the other fellow, and also to let the public know that there was not time to loose, if they intended to send Christmas gifts to their friends or relatives at the front.

"The window was left in for a week and many direct sales resulted and we expect a big business during the next two weeks.

"Our new department, which consists of ladies' sweater

coats and scarfs, has been kept busy lately. Ladies, being drawn in for military goods by this window, have in many cases bought these goods. A great many of these we would not have reached by ordinary advertising of this new department, as our store has only catered to men's and boy's trade in the past.

"Although we constantly show military goods in a small section of a window, this was an exceptionally large display and resulted in attracting the attention of a great number of the local soldiers. No doubt proving to them the fact that this store carries the largest stock of military goods in the city.

"You may be interested to know that we are now handling 'Erector,' the toy-like steel structure and have had many inquiries already."



## OPENING PRICES FOR FALL, 1917

Mills in a Quandary Owing to New Complications of Labor and High Cotton Prices—  
One Reports Advance of 25 Per Cent. Over 1916—Another 50 Per Cent. Over  
Pre-War Quotations

**J**OBBERs and retailers alike are awaiting with keen interest the opening of prices on knit goods for Fall, 1917. There has been much uncertainty among the mills this season as to how they could figure on the schedules with any degree of accuracy. In earlier years the yarns, both wool and cotton, did not fluctuate to any considerable extent so far as their buying was concerned. Since the war wool was the uncertain quantity, but as if this were not enough cotton has frisked along at such a lively pace, and shows such evidence of having "a long way to go," that the men who are held responsible for correct figuring on costs in the factories simply do not know where they are at.

### Tried to Delay Quoting

The result has been that a proposal was made in the United States that the opening of prices for next Fall should be deferred for several months until something more definite was ascertained especially as to the cotton situation. But the objection to this was that the whole buying as well as the selling programmes would be thrown into confusion; the mills would be delayed until their deliveries could not be completed in time, the yarn markets would have to wait for the belated orders, and the retailer might find himself sacrificed to the peace of mind of the manufacturer and be forced to pay a much higher price in the end.

### Handed Out Tickets to Buyers

So at the time of writing the United States mills are opening up the secrets of the Fall prices. That the retailers were anxious to get in at the outset is shown by the rush of buyers the first day. A wholesale buyer who has just returned from New York told MEN'S WEAR RE-

VIEW that there was such a line-up in the office of one mill that the head had to come out and arrange for the issuing of tickets in order to those who had crowded in. The second day was a repetition of this quasi-matinee performance.

That prices for Fall will show heavy advances is agreed by all. From information that reached MEN'S WEAR REVIEW the increase over the 1916 prices will be greater in amount than the advance that was recorded over 1915, but the percentage of increase will not be as great, owing to the higher levels to start with. The per cent. advances in the goods that have a large proportion of cotton yarn are fully as much as the woolen.

## REPORTS FROM THE MILLS

LETTERS were sent to several mills by THE REVIEW asking for information in regard to prices for Fall, also increases that were likely for sorting orders for Spring, the dye situation and other points. Among the replies received the following will be read with considerable interest:

### PENMANS, LIMITED

"We will delay quoting as long as we possibly can, owing to the uncertainty of the markets, as we have to take a great element of chance in quoting prices so far ahead, and in fact much further than we can possibly cover for raw materials.

## Withdrawal of Spring Prices Vindicates Advice of Men's Wear Review

AN UNDERWEAR firm has reported to MEN'S WEAR REVIEW that they are sold up so far as the ordinary output for next Spring and Summer is concerned, and any orders received from now on will be filled on the basis of the present high cost of wool and cotton yarns.

The policy adopted by MEN'S WEAR REVIEW at the opening of prices last Summer urging the retailers to buy at once in order to avoid a certain increase later on is amply justified.

When prices were announced MEN'S WEAR REVIEW took up the question of the element of scarcity of labor being added as a complication, and impressed on its readers to consider the position of affairs very carefully, and used these words: "Make sure of delivery and present prices," adding, "Every argument at the present moment seems to favor immediate buying."

"Prices for Spring, 1917, where mills are able to take repeats, will undoubtedly go higher, but we believe most of the Canadian mills are filled up on original orders," reads another report.

In fact most of them have withdrawn prices altogether, and will fill only on the basis of current yarn quotations.

A large number of men's wear dealers followed the advice of MEN'S WEAR REVIEW,—and are smiling to-day.

### 50 per Cent. Over Pre-war Prices

"Prices for Spring, 1917, where mills are able to take repeats, will undoubtedly go higher, but we believe most of the Canadian mills are filled up on original orders.

"As far as prices for Fall, 1917, are concerned, there will likely be about 50 per cent. advance over former pre-war times. At the rate the cost of living is advancing it is quite natural to expect that labor must advance in proportion, and we look for wages to be advanced from time to time.

"In certain lines, such as cotton, cashmere and worsted yarns it is almost impossible at this time to obtain supplies for immediate use, and where they can be obtained the prices are abnormal."

### MONARCH KNITTING CO.

"WE have your favor of the 11th, and in reply would say that we are settling prices for placing business as usual, and our lines will go on the market at the usual time. Conditions in England, however, make it very difficult to be assured of supplies, and it is therefore impossible to guarantee prices. The dye situation is very difficult, still we have been able to fill all our orders booked, although many dyes are of inferior quality.

"We are booking a large volume of business on silk coats for Spring, also jerseys and bathing suits, and we are anticipating a large business for Fall, 1917."

### THE HARVEY KNITTING CO.

"IN reply to yours of the 11th, *re* advanced prices, it is impossible to give you anything definite as to the percentage of advance that will be made, as it all depends upon deliveries from the spinners with whom we have contracts, or whether we are compelled to buy in the open market on the American side in order to keep our machinery going.

"Needles—It seems to be an impossibility to get a sufficient supply in order to keep all machines going.

"Sweater Coats—We expect to solicit orders about the same time as last year.

"Dyes—We find a little improvement; some dyes have improved some, others have not.

"We might state that through the labor difficulties and slow deliveries from all firms with whom contracts are usually placed, it is very difficult for us to get off our usual production, and we can see no relief at the present time."

### Fully 25 per Cent. Advance

A firm that has laid lines of medium weight underwear before the jobbers stated that the increases were fully 25 per cent. over those of the 1916 season. This firm from the first decided upon the policy of retaining the original quality in their lines, that is, the same weight and proportion of wool, with the result that their prices ranged somewhat ahead of the average in many cases. Now, however, they are finding the trade willing to pay the big advances as the public in their turn are demanding the higher qualities irrespective of the price that this entails.

### MISTAKE IN UNDERLINES

An unfortunate mistake occurred in a recent issue of MEN'S WEAR REVIEW, whereby a transposition occurred resulting in the wrong names being applied to The Forrest, The Lamon and The Grant Collars of the Parsons and Parsons Canadian Company's Kant-Krack line. These should, of course, have appeared as shown here:



Forrest.



Lamon.



Grant.

The mistake, we trust, did not mislead any readers. It was so obvious, in fact, and the line so well known, that any serious confusion could hardly have occurred.

Frank Jenne, Sutton, Que., has opened a men's wear store in Peterboro.

Wm. Sadowski, clothing and furnishings, Lethbridge, has started in business.



# HATS *and* CAPS



## UPWARD TREND IN HATS STILL NOTICEABLE

Further Increases on All Markets, With No Likelihood of Easier Conditions—Straw Hats Advance Sharply—The Panama a Pleasing Exception—Caps Almost Unobtainable.

**H**ATS are up again. This statement is becoming a truism in the hatting trade. Every English mail brings word of further increases, of depleted stocks of raw material, of cancellation of existing offers. The hatter has a harried look. If this sort of thing keeps up he'll surely be a mad hatter like his prototype of the mad tea party in "Alice in Wonderland."

It is certainly a difficult situation to keep in hand. Even since the last issue of this journal there has been another increase of about \$2.00 per dozen on hats of English manufacture, and of about \$1.50 on those of American make. The increase comes mainly in the cheaper grades. That's where the shoe pinches, for the bulk of the world pursues its birthright of life, liberty and the pursuit of happiness, under the protecting shadow of an inexpensive lid.

With this last advance the total increase on these moderate-priced goods has reached the handsome sum of



*One of the new Civilian Caps being manufactured by A. Harry Wolfe, Montreal, for Spring, 1917. This is a new line with this firm.*

\$4.00 per dozen. Why, there was a time when it was possible to buy a whole fleet of hats for that figure, and that's not a price but only an increase. The man about town who jingles quarters in his pockets instead of pennies is more fortunate. His hats have only increased some \$2.00 per dozen all told.

### Stiff Hats for the Rich

Stiff hats, the chief sufferers in the general high price fever, have now reached an irreducible minimum of \$20 per dozen. Not for the best remember. Hats at this price are the Coxey's Army of the hat world. They're the bread line, so to speak. Thus, as our legal friends would say, whereas \$20.00 per dozen is the least a hard hat can be purchased for, it would seem an obvious conclusion that the bargain hat is doomed. But doomed is a gloomy word and the trade likes it but ill. The world is full of Micawbers expecting things will take a turn. And there are plenty of

them in the hat business. Some of the dealers have still stock on hand that did not come under the exorbitant prices, and they are still able to sell below the figure justified by the present conditions.

These happy days are numbered, however. This reserve supply must of necessity be limited, and once finished it would seem that the day of the \$2.00 bargain hat had dawned.

### A Dark Outlook

Even the cheeriest Micawber peering into the future would find it difficult to be optimistic over the hat prospects. All indications point to a persistent increase in price rather than a decline. The leather sweat bands are made of tanned sheepskin and this is now almost off the market. There has been an enormous demand for sheepskins since the war began and Britain decided to clothe her soldiers in innocent sheep's clothing. The wastage on soldier's clothing is in the nature of things enormous, and the Government is using all the skins available and even then is not finding them sufficient.

In such a condition, naturally substitutes will be found, and some of these are already being tried out. With what success of course, is not yet known.

Then too, the felt market remains unusually firm. This is partially due to the scarcity of raw material. Rabbit skins, of which the cheaper felt is made, are not being offered in their usual quantity. The latest London fur report shows only 706 bales of rabbit fur offered. As these sales usually run from three to four thousand bales of the fur, it is easy to understand that there can be no slump in the price of felt.

Canadian buyers are finding it very difficult to get their orders filled. English manufacturers are quoting goods subject to change in price, and it has frequently happened that buyers have had to pay for their goods, prices far in advance of those at which they were originally booked. Many English manufacturers too are actually declining to accept further business.

Even at the present high prices dealers are finding business good, in the stock they have available. Were it possible to be sure of stocking a full line even under present conditions they might look for a successful season.

### Soft Hat the Thing

The consensus of opinion of all manufacturers and handlers is that the day of the soft hat has emphatically dawned. They have not shown the same strong price advance as the hard hats and consequently may be sold at a slightly lower rate. The fedora style will be the most

popular, in colors of green, steel grey, pearl grey and brown. Beaver with black band and French russet trimmings will also be one of the featured lines. Blue will still be seen, but its vogue is dying out and the green and grey shades will practically usurp its place.

In the matter of style there will be no marked change, a slight almost unnoticeable widening of the trim is promised with a slightly lower crown. Owing to the increase in the prices of all silks, there is a tendency towards narrower braids.

The sale in straw hats for the Spring is opening up briskly. Here also a most pronounced advance is to be noted, 25-35 per cent. it is estimated will barely cover the increase cost. The advance here is largely on the better grades—but in all lines there is a marked advance. A straw hat that before the war would have sold for \$2.00 must now retail at \$2.50. A \$2.50 line will now be sold at from \$3.25, \$3.50. The main change in style will be a tendency towards wider brims, although there will be no return to the excessive width of a few years ago. About 2½ inches will be an average width of brims. Panamas are also being shown at present, next season styles being already delivered to the jobbers.

**Panamas Will Be Lower**

Although there is a considerable increase on some of the raw material used in Panama hat manufacture, this is more than compensated for by the fact that Panama hats are now being made in Canada. Skilled workmen are employed, and the woven straw is imported from the other side of the line. There is a very marked difference, however, in the price of this raw material and the finished product. And herein, if one is fairly well heeled, and is a devotee of the panama, is ground for rejoicing. They will be about 25 per cent. lower in price than in former years. 'Tis true they have not yet made their way to the bargain counter. But the affluent ones can purchase a panama at the price of \$5.00 with the proud consciousness that this same hat would have cost him \$7.50 but a few short months before.

Then too there is a growing unobtrusiveness in style that has brought the panama into favor with the modest. The days of the slouch panama are done. The look of blood thirsty abandon that it brought into the life of even the gentlest men is a thing of the romantic past. The panama now follows in the footsteps of the respectable soft hat.

The big seller in Panamas will be a low crowned Alpine with a wide brim about 2¾ inches. This turban brim, as it is called has a very slight roll. The very last word in the style has a medium high crown with the side dents towards the front, the pinch being narrower in the front than the back. Another equally attractive model is slightly higher crown with shallow dents directly at the side of the crown.

Panama sailors will also be shown. These are slightly less dressy. They have a flat crown and narrow brim. They are made in either flat brim or a brim with a pencil curl. The band will be medium width of black—some fancy bands are being shown mainly in combination colors. These will be slightly more expensive owing to the dye shortage, they will range about \$1 a dozen higher.

In the matter of caps the outlook is still gloomy. English tweeds are reaching almost prohibitive figures and tweed caps are being quoted at from \$12.50 to \$24.00. Even at these prices jobbers claim that orders are coming in faster than they can be handled.

The American market is showing some silk effects in caps, that are somewhat cheaper than the English tweeds and also some wool flannel articles. There seems to be no great sale for these, however, on the part of Canadian jobbers as the duty on these goods makes the price almost prohibitive. American jobbers, however, are placing some orders for these lines in Canada. There is no noticeable change in style here. The English mills are staying more and more closely to the standard weaves and consequently the range in cap cloth is limited and will tend to quiet patterns.

**WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .**

By MACLEAN, TORONTO

**Christmas Displays are the Rule—The Knit Tie to the Fore—In Flat Silks the More Expensive Tie Proves the Thing—Other Splendid Presents Being Shown, as Shirts, House Robes, Scarfs and Clothing.**

**C**HRISTMAS is at the door and though the season is yet early many attractive things are being displayed in Toronto shops to tempt a man's friends to extravagance.

One thing that is particularly noticeable about all the displays is their inconspicuous tone. The gay colors of former years are more noticeable by their absence than their presence, but the display does not suffer on this account.

Lovers of the knitted tie, and they are numerous, will be delighted to know that practically all the Toronto stores are featuring them. They are in the new English width, almost half an inch wider than former tie of the same variety. They are shown mostly in greys with a bright color stripe, though there are many other color combinations.

In silk ties the designs are legion. There is no way of describing them. Dots and stripes are very much in evi-

dence. And, of course, there are the usual figured effects in Paisleys.

Frank Stollery, Yonge Street, is showing a particularly attractive line of watered silk ties in soft greys and blues and greens. There is also another display line in shadowed silk. A pronounced color design with an under suggestion of some other shade; a blue tie with an under shade of gold, or a red with a hint of grey; it would be hard to imagine anything more attractive.

**Beautiful Dressing Gowns**

Any man who has ever hankered for a dressing gown—for every day use—not one of the heavy kind that are a thing of joy in January, not a burden in July; nor yet one of those varieties that make one look like an animated bath towel—will rejoice in the light-weight wool taffeta dressing gown for men that Mr. Stollery is featuring in



his Christmas goods. They are soft and quiet colored and not over expensive either.

In scarfs there is plenty of variety. The lover of gay colors that are not over ostentatious can pin his faith to the popular Bandana and he will be hard to please if among the multitude of designs and colors he does not find something exactly to his taste. Knitted silk scarfs are still much in evidence, both in plain colors and stripes. Woolen scarfs in khaki color appeal to civilians as well as soldiers.

In the more homely line of goods are noted many attractive articles. Light-weight flannel shirts and English taffeta in staple shades are more than popular. Warm English twill flannelette pyjamas that would rejoice the heart of any man with the prospect of chilly nights ahead. Heavy white wool, and grey silk and wool socks are having a ready sale.

In collars not much change except that the turnover collar is being shown with square points, though it is a question if these will find the soft place in the hearts of men that the familiar round corners have secured. Wash cape gloves are proving very popular, both for their appearance and utility.

The Hawley Walker Store, Yonge Street, is showing a large line of wool taffeta shirts. That these shirts, ranging from \$3 to \$6, should find such a ready sale is a sign that times are not as hard as we sometimes imagine.

Another attractive shirt line this store is showing is made of Viyella flannel, the same material as officers' shirts are made of, though, of course, in conventional shirt patterns.

The tie counter shows some beautiful Swiss silk designs, dark blues and green and reds with a cross pattern, as well as stripes and Oriental patterns. It is to be noted that all the stores report the selling in ties to be quite largely in the \$1.50 line in place of the 50c. and 75c. line.

#### Soft Collars to the Fore

Mufflers of fringed silk and tubular tie silk make another attractive table.

Another unusual feature in this store is the sale of soft collars. There is still a pronounced demand for these. The style in demand is a soft silk-faced pattern with cut-away corners, 2½ inches high.

In clothing there is a good display. Loose slip on

coats with a split sleeve are practically selling themselves. The good old standard Chesterfield is a steady seller, but the specialty of the store is a single-breasted ulster with a convertible collar, a coat with a dressy appearance, but a good all-weather coat. It is made mostly in brown and green shades.

Just across the road Mr. Hickey is showing a very fine assortment of English woolens and foulard scarfs in spotted and figured designs, also a beautiful line of Paisleys that seem among the best sellers of all. In the clothing department double-breasted suits are in evidence, in greys and browns and greens, there is not much change in the cut of these. Overcoats, too, tend toward the double-breasted.

Ed. Mack reports his best selling line as the tartan shades. Suits made of these patterns have a very attractive dressy appearance. These, however, are getting very scarce. Two-tone stripes, green with an underground of plum, or blue with a background of green and brown stripe, or grey with a red stripe, are crowding the tartans hard for the popular favor. Green in all tones are extremely popular and consequently scarce. The standard coat being shown this Christmas season is the 3-button soft roll, medium lapel, pinch-back models are shown in the style for younger men.

In overcoats the velvet collar has returned to favor. The old reliable Chesterfield being much to the fore. There is a big display of box-back slip-over coats too and they are moving fast.

Dunfield's King Street store is showing a very fine line of Grenadine and watered silk ties. The patterns and color combinations are bewildering, but very attractive.

Bandana scarfs in square and conventional pattern are also largely shown. The most beautiful thing of this nature, however, is a scarf made of material known as "brush silk." They have a soft fur-like finish and on first appearance seem to be of one tone, closer observation, however, shows them to be of two colors, black and red, black and blue, black and gold, black and grey and the most attractive of these combinations.

For all that this is a war year, and goods supposedly scarce, it would be hard to remember a finer display of goods than are in the Toronto stores this year.

## THE DAY OF THE WORKING MAN

Remedy Found for Loss of Established Custom — Improved Market for Better Class Goods—Women Buyers in Men's Stores—Working Men's Windows on Shop Pay Days

**T**HESSE are the days when the working man is coming into his own. Economic conditions have changed, no longer has the wage earner to beg for work. He can get it where and when he wants and at a wage that would make the wage of the ante bellum worker look like poverty.

The improved financial position of the man who works with his hands, has made him perhaps the solution of serious problems that are facing many haberdashers.

It is to the young man, the man about town that the haberdasher must look for a goodly proportion of his sales. It is to him that new and novel lines make their most particular appeal. Yet these are the type of men in which Canada has suffered loss. These are the men who are overseas, in hundreds and thousands and tens of thousands. Probably the bulk of them would have been considered good customers by some haberdasher in some part of Canada.

#### War Time Taste Quiet

Even the young men who remain are buying more soberly than formerly. One dealer illustrated this fact. A young man entered his store to look at coats. After a good deal of searching a coat of an extreme model was produced. "That's my coat," remarked the young man, and nothing would do but he must wear it home. Coming down to the store after a days' absence the dealer discovered the coat hanging on its rack. The young man dropped in a few minutes later and in reply to a question said: "Well, Bill, it didn't seem just right to wear that sort of thing just now."

That is about the situation as it faces the haberdasher. He is bound to lose some trade. Is there any means of compensation? The old class of men who spent their money with him are largely depleted. But there is an-

(Continued on page 46)



# NECKWEAR

## NECKWEAR ADVANCES COMING AT NEW YEAR

This Generally Agreed, Though Owing to Possibility of Reducing Costs in Other Ways Dealers Will Be Able to Buy at Old Figures — But Not the Old Values

**W**HILE at the present time the great question with men's wear dealers is to get the supplies necessary to enable their taking advantage of the holiday business which is now commencing, there is also a matter of greatest moment demanding attention, namely, a possible advance in prices.

After investigating thoroughly, MEN'S WEAR REVIEW is confident that this advance will come into effect with the new year. It will be one of those peculiar advances which have grown out of the war. Ties will still be obtainable at the old prices, but the general figures for a certain recognized quality and style will be higher.

### The Woman-wanted Tie

This is the season when is sold a line of neckwear, which, for the balance of the year, is pretty well relegated to the background. As has been mentioned before, it is a strange fact that women generally buy ties that would not be regarded as at all suitable by men. At this time the merchants want to stock a line which will meet the demands of the ladies, and to enable this being done the manufacturers turn out a regular range of Christmas offerings. Some of these are exceedingly pretty. Some, on the other hand, are commendable only as indicating that in spite of the war there are still bright dyes to be had.

But fortunately all the Christmas neckwear does not come under this head. One manufacturer is showing a range of Nile green, yellow and other pastel shades. There are a great number of all-over Persian patterns being shown, as is customary at this time of the year. Some of these are exceedingly handsome, and the man who gets this line, as a present, will not feel at all self-conscious when he dons the gift. Some bright ties in foulards are being shown in a natte pattern on a Regent ground. Of course, these are among the expensive ties, selling at around \$13.50 to the trade.

### Some Good Patterns

Oriental designs are shown as they were last year. These are made of high class Swiss novelties. For the most part the patterns are large and the ties exceedingly rich in appearance.

Still another line which is sure to meet a good share of popular favor is an all-over foulard, shown in cardinal, gold and purple.

A novelty in neckwear is now being marketed made from silk which is cut straight, and has a wide, folded apron. This apron is slit high, being gathered together by a pin half way up. The knot once tied this slit comes immediately below the knot and the apron can be spread out widely by the wearer, if the flare effect is appreciated by him.

The pin, holding the apron together about half way down holds the flare in shape.

Another rather unusual tie is one with a long bias cut. This gives the strip a more up and down angle than on a regular bias tie. It is a question, however, if this will prove very popular. To get this effect it is necessary to make a narrower shape, which gives the tie a cheaper appearance than it deserves. Cheaper, at least, in the eyes of the uninitiated.

### Tendency to Buy in Bulk

One cheering feature is a noted tendency on the part of dealers to buy their neckwear in bulk rather than in boxes. This time last year perhaps two-thirds of the ties and mufflers were called for in the box, that is now reduced to something below one-half. This means a money saving not only to the manufacturer and to the merchant, but it means also a saving on delay. Boxes are exceedingly difficult to secure, and often orders have been held up because the boxes have not come through on time.

An unusually large demand for mufflers has been noted this year. Perhaps this is due to the passing of the old knit mufflers, many of which were serving their second season last year. Those made of union are pretty well worn out now, and are being replaced by many men with new silk knitted mufflers, or mufflers made from flat silks.

So large has been the call for mufflers already that a number of dealers have sent forward repeat orders, that they may get their stocks in shape for the Christmas business.

As has been said silk knitted mufflers will have a considerable run—so much is already assured. The flat silks, however, will probably be stronger than for the past two or three seasons. In these flat silks some splendid effects are shown. One manufacturer is using a foulard with a satin finish. It is hand printed, with small yellow squares surrounded by blocks of green and a darker green in the background. The effect is not at all loud, and exceedingly rich.

Big fringes are, of course, catching on strongly with the consuming public, and this feature of the muffler has unquestionably done much to stimulate the business.

### Demand For the High Priced

The demand for the high-class line is simply astonishing. Some jobbers, for instance, are ordering as their biggest number ranges costing from \$18 to \$24. The old low price goods, such as used to sell around \$4.50, are practically off the market. They simply are not wanted.

### Advance in Raw Silk

Now as to probable advances.

The probability of a higher price for knitted ties



#### A FITTING HOLIDAY TIE TRIM

*As a unit trim which will bring results during the coming Christmas season, the one herewith shown will take a lot of beating.*

*There are not a great many lines shown, yet just enough appears with the neckwear to prevent any monotony—enough indeed to strengthen the effectiveness of the whole display.*

*The trim is exceedingly artistic. Not in any sense do the gloves, sticks, and collars draw attention away from the main idea of Christmas. The ties themselves have been greatly strengthened through the background use of the silk from which they are made.*

*This trim, while very evenly balanced, is devoid of the monotonous feature which sometimes results from such evenness of arrangement. It is a trim which will cause shoppers to pause. It is sure to attract the attention of the many women buyers who will be on the hunt for presents during December. The trim might be used as a model by designers to good effect. Each designer will have his own little change to make, but as a basis there are certainly suggestions in this display.*

made from artificial silk will be readily understood when it is stated that this silk was formerly bought at five shillings per pound, whereas it now costs ten shillings per pound. It takes one pound on the average to make a dozen ties. Of course, part of this advance is offset by different processes which Canadian manufacturers have naturally resorted to. There is, however, a part of this loss which simply cannot be avoided, and it seems very likely that the cost of ties made from artificial silk will be somewhat higher after the

new year. The rise will not be more than 50c. per dozen in all probability.

The advance in the raw artificial silk is, of course, largely due to the scarcity of chemical needs to reduce the spruce, and to the great difficulty, and high cost, of bringing the spruce itself from Norway to England.

#### Some of the New Figures

In the flat silk neckwear advances are sure, and for the lower ranges these are already pretty generally outlined.

For instance, there has been a line, unboxed, which has been selling to the trade at \$4.15. This will be at least \$4.25 after the New Year. The \$4.25 boxed line will go at \$4.35 at least in 1917.

Of course, neckwear is a product upon which the manufacturers have not generally set a definite fixed price, and retailers, as has been indicated, will unquestionably be able to secure ties at the same figures as formerly. There is not the least doubt, however, that for the same quality they will generally have to pay a higher price.

More and more it becomes evident that the customer is coming to realize the advantage of buying a more expensive tie—at least one selling for 75c. or \$1. Formerly the retailer sold a huge percentage of 50c. neckwear. Now this is greatly reduced. This reduction is perhaps explained by the showings of the manufacturer. Whereas formerly one big firm showed hundreds of swatches of this 50c. line, they are now showing only forty ranges. On the other

hand they have greatly increased showings of their \$5.25 line.

**War Office Delays Deliveries**

Difficulties of manufacturing continue.

Shipments from England are greatly delayed by reason of the elaborate checking of all silks secured from Switzerland.

The cotton forwarded to the neckwear manufacturers of Switzerland has to be made up into neckwear silks, and the affidavits declaring that this has been done, and that the cotton has not been sent forward from Switzerland to Germany, are carefully scrutinized and thoroughly investigated. Some shipments which have been awaited by Canadian manufacturers since July are still not here.

This, however, is a trouble which is effecting more the varieties shown than the actual supply. Manufacturers now have good reserve stocks of silks and are not forced to tie up their plants because of these delayed deliveries.



**SHIRTS SURE TO ADVANCE, PERHAPS COLLARS**

For Fall 1917 Higher Prices Will be Necessary, Nor Will Colors be Guaranteed — Soft Collars Will Sell for More—Stiff Collars Likely to Retail at 3 for 50 Cents

**A**S TIME passes the shirt and collar department seems certain to demand more and more attention. No longer is it possible for a merchant to figure a few weeks ahead. He must, if he is to get the best profit for himself, and give the best service to his customer, look far into the future—determine what to buy ahead and what to handle on a hand to mouth basis. He must consider colors as well as prices, and always he has to remember his own credit.

It seems shirts for Fall, 1917—and more so for Spring, 1918—are going to advance sharply. Yet should the merchant take the advice of one shirt man and buy Fall, 1917, supplies from the present Spring, 1917, showing? That's a question involving a consideration of the merchant's own financial standing, and involving a study of shirt styles. Some lines, now fairly strong, may not be so strong even one season away. There is, for instance, a notable gain in the demand for high priced shirts, and a corresponding decline in the call for the cheap grades.

The color situation has not improved as it was hoped it would. In fact one manufacturer advises that no guarantee whatever will be given by the mills as regards color of goods shipped from now on.

**Are Collars to Soar?**

Nor are shirts alone in their upward tendency. Collars may soar again. New cotton prices make such an advance seem necessary. It will probably be avoided as long as possible, but an increase of 10c per dozen on the manufacturer's cost may be looked for in the not too distant

future, and an advertising campaign establishing a three for fifty cents retail price in the minds of the consumer.

Soft collars too, seem quite likely to advance. Indeed some lines will have to be advanced by the retailer if he is to get any profit for the manufacturers' figures have already gone up.

Supplies are not coming through as well as could be wished. Of this one manufacturer says:

"Materials are coming in rather slowly, and have some indications they will be much slower in the future on account of the labor situation in the cotton mills, and also the shortage of materials.

"The color situation is a big factor, of course. After the present range is sold out for Spring, it will be impossible for the manufacturer to guarantee his colors, as contracts are being placed with that understanding.

Referring to the Price question one manufacturer states:

**Will Sales Be Curtailed?**

"You are quite right when you say that the price situation seems to become more vexed all the time, and undoubtedly prices for Fall will be advanced to a very considerable extent. Personally, I feel that this is almost certain to curtail sales."

Says another:

"Regarding the price situation. This governs the manufacturer that is forced to buy at to-day's prices, but we look for much higher prices for Fall, 1917, and more particularly Spring, 1918."



*A simple, yet exceedingly attractive shirt trim. Note that both soft and stiff cuffs are shown, and that the shirt patterns and ties blend nicely.*

This word of advice from still another manufacturer is worthy of careful attention:

"In reference to prices, will say there is no doubt but that there will be a big increase on these as all grades of materials have increased enormously during past few weeks. You can draw your own conclusions but from the writer's opinion, will say the furnishers will be a great deal better off to buy his next Fall shirts from the present

Spring range, as he will not only have the advantage of prices, but also the quality."

Another prediction of advances is contained in the following opinion.

"Regarding the price situation, it is becoming more extreme from week to week, and it is impossible for us to say at this time what price it will be necessary for us to quote when our present supply of materials is sold up.

Apparently prices will be very much higher, as we cannot see anything in sight at the present time which will tend to bring prices back to anywhere near normal, especially in view of the fact, that mills take from 8 to 12 months to deliver goods after orders are placed with them, and we, therefore, anticipate that there will be considerable advances in shirts for Fall, 1917."

#### Higher Grades in Demand

The advance in the demand for higher grade shirts is indicated by another maker, when treating of this question of price. He says:

"To our mind there will be no easing off on converted piece goods, as the United States can take practically all of their own shirting production and there is very little to be had from Great Britain. Our Canadian mills are short of help and are paying practically 25c per pound for cotton laid down, and are booked ahead with orders for some months. Therefore, for the next six months there will be no hope of having easier prices and in all probability there will be a big advance.

"A feature that off-sets this to some extent is the fact that the consumer of men's wearing apparel is buying better goods and especially is this so in shirts. The percentage of our sales on high priced goods has jumped fully 50 per cent. during the past six months. In respect to cheaper lines of soft collars there may be a slight advance, but on the better lines we do not think there will be a necessity of advancing prices."

That there will be necessarily an advance on the retail selling price of soft collars is also pretty clearly indicated by opinions of manufacturers.

Says one:

"On soft collars, as well as on stiff collars, the continued increase in the price of cotton is making a big difference. We have, however, been able to get out a range of soft collars for Spring which we consider the strongest that we have ever put out, and the comparison of value with last year's prices is astonishingly good. We have put on some numbers at \$2.75, and in some instances we have advanced last year's numbers from \$2.00 to \$2.10 while in other instances some numbers have been advanced from \$1.50 to \$2.00, depending, of course, on the character of material and the advance that has taken place."

The demand for higher values in soft collars is also expected to increase. One maker says:

"As to soft collars—it is not particularly noticeable that retailers will have to get much more for the usual range of soft collars, but there is a very marked increase in the quantity of the higher grade soft collars being sold for Spring."

A word as to the future is contained in this opinion:

"Regarding the soft collars, prices of these will unquestionably be much higher when present stocks of materials, which are being used, are sold up. Many of the qualities which are being used for soft collars cannot be procured at any price at the present time, and there does not appear to be much relief in sight, as high grade yarns are practically out of the market. It certainly appears to us that the trend is towards very much higher prices than they are to-day."

#### A Little Uncertainty

Regarding the future of the stiff collar a definite opinion is harder to get. Yet an advance seems not unlikely. Such a contingency may quite well come, though that it will come in the next few months is not by any means certain. Speaking on this subject one manufacturer said to MEN'S WEAR REVIEW:

"We received advice of new prices of white materials from England only last Saturday, and judging from to-

day's prices of cottons the \$1.20 per dozen collar should cease to exist. There is no doubt that the price should be advanced to the retailer and the price to the consumer should not be less than 3 for 50 cents."

The price advance suggested here means practically a three way split. Say 10c more per dozen to the manufacturer, to cover the extra cost of material and production; about 20c per dozen more to the retailer, to offset any decrease in volume of business which might result, and to compensate for the greater capital required to carry a good range of collars; and to the consumer there would come the benefit of a continuation of values.

#### The Latest in Styles

And what of new styles. Well the season is not right for a wide variety of new goods, but there are some things to announce. One firm, for instance, is preparing to show a range of silks in January, of the ultra types in patterns and weaves. Another firm has almost ready now some novelty patterns in cotton crepes. Some of the exclusive designs shown in this range are very effective. They have been brought direct from Japan.

### THE DAY OF THE WORKING MAN

(Continued from page 41.)

other class which has money, and which from the haberdasher's standpoint has been too largely overlooked in the past, the well-to-do working class.

A great many haberdashers are opening new departments to look after this trade, others who have always done something in this line are making a more energetic campaign to capture the trade.

#### Thinks Specializing a Mistake

When approached on this subject J. D. Johnston, 1707 Dundas St., Toronto, who has had a thriving business in that locality for a number of years, said that he made no attempt to specialize in working men's lines. He carries these lines as he does all others, giving them, as far as possible, equal prominence.

The lines usually classed as working men's needs, Mr. Johnston stated, do not show a large margin of profit especially at the increased prices, but they do serve in a marked degree to draw and hold trade. He makes no particular effort to draw this trade other than making a window display of workingman's requisites on the pay days of the C. P. R. and other shops. This has proved a very satisfactory measure—one which might well be adopted by other merchants.

#### Buying Better Class of Goods

Immediately following the outbreak of the war. R. J. Johnston, Dundas Street West, Toronto, noticed a very appreciable falling off in his sales of working men's clothes. This was due, of course, to the closing down of shops, that followed the panicky days immediately following the outbreak of hostilities. With the starting of the munition industry there came an immediate boom in these lines. Many men who had been in occupations that were not destructive of clothes had been tempted by the high rates of pay into the munition making industry. All this led to an increase in the sale of overalls and working gloves, etc. Mr. Johnston noted a decided tendency to buy the best grades—even the foreign population were buying a much better quality of goods than he had ever known them to buy before. The working man is making good wages and is spending them royally.

This then seems to be an opening field for the haberdasher trade—a practically new class of buyers with money to spend and a desire to spend it. One merchant crystal-

ized his system of recouping the loss he had suffered through those who had gone overseas in the words: "I try to sell these men a two dollar shirt instead of a dollar one, and I can do it because they have the money to spend."

#### A Broadening Field

Then the working men's trade opens up new avenues of appeal. The working man is not at liberty during the day, so the purchasing often falls on the women of the family. Stores that cater more or less to the working man's trade notice a marked increase in the number of women who shop there. Some merchants do not look upon this as an unmixed blessing. They point out that a woman shops with not only what she wants fixed in her mind, but the price of what she wants decided to within a few cents, while a man usually shops with his mind as open to suggestion as a hypnotic medium. Still it is admitted by all that it gives a new opening for salesmanship. There are

new avenues of trade in certain lines of women's apparel, and more especially in the line of children's goods, that will be immensely stimulated by the advent of women into the buying element of the haberdasher trade. Women are good scouts too. Even when they can't buy their visit will often be followed by that of their husband. So by influencing the thoughts of the women, a merchant may often convince their husbands of the need of a new pair of gloves or a hat. Unurged such a need might never have occurred to the man.

To catch the working man's trade, however, some appeal must be made not only to the needs of the leisure moments, but to his actual working needs. If he buys his overalls down the street it is hardly logical to suppose he will come to you for his neckwear and shirts. The man whom he must visit to provide for his actual needs has an immense advantage over the man whom he will only visit if the idea happened to suggest itself.

## WHAT IS BEING SHOWN IN MONTREAL

Value of the Window Brought Out—Dealer Offers \$200 for Extra Window During December—Gloves Everywhere Shown—An Instance of Huge Advance in Dies

**M**ORE and more is the selling power of the men's wear window display appreciated in Montreal. One leading dealer on St. James St., in the downtown section, who has a small but always very attractive window recently offered \$100 per month rental for adjoining window space, and \$200 for the same space for the month of December. This dealer does not crowd his window greatly. He believes in giving the goods plenty of elbow room.

Some handsome lines in the shaggier Fall suitings made a splendid showing here early in November. These shaggier materials, by the way, are being sold largely, but not because the customers like them better than the finer stuffs. There is an absolutely unsatisfied demand for fine materials in suits to order and custom made, but with the difficulty of the dyeing situation, and the whole trouble range of the woolen industry, the rougher stuff has its innings, and is making the most of them.

Substantial suits in good greys (both warm toned, and colder colored) pencilled effects, faint checks, and rather bolder stripes, also what would almost answer to the description known in Scotland as 'Heather mixture' have been displayed in Montreal windows with some of the newer canes and walking sticks, ties, scarfs and mufflers enhancing their effect. Sales in these styles have been good, but there has been present in the minds of many customers, some disappointment at the difficulty in securing satisfactory fine materials for suits, and overcoats.

#### The Cane to the Fore

Some of the big department stores, Goodwin's, Almy's and Henry Morgan's have been featuring men's wear windows quite noticeably, though seldom for more than a day or two at a time. The displays have usually been severe in their simplicity, and have featured fine dressy suits of dark materials, with the popular one button glove in buckskin or heavy chamois tossed with studied carelessness into the effect, and the inevitable cane, usually of a decided yellow, highly polished, slanting strikingly across the field of vision. Canes it appears, are very much in vogue in Montreal this season. The tendency is towards the very visible in the cane carried, yellow from canary to orange is the color most often observed, but darker canes are being carried by dressy men also. The handles are

round curved as a rule, some few have the straight cane silver top. Some used in window displays are white as ivory.

Mufflers and scarfs are exceedingly effective. Very extensively shown are the knitted neck wraps in soft angora wool with a plush finish. Silk knitted neck wraps with 2½ and 3 inch stripes in very loud colors appear to be in especial demand. Some striking window displays in these lines have been put on by J. J. Hannan's of 128 Peel street, a men's wear store which is setting the pace in service to the most exacting taste in the district served.

The Angora woolen scarfs come in greys, browns, khaki, fawn, fawn with bold brown transverse and stripes, and a very effective shade of old rose. Bandanna mufflers are also being shown and are very striking sellers also. Many stores are specializing on khaki mufflers in silk. Paisley silk squares are also exceedingly popular and effective in window displays. These are selling as well as the bandannas.

#### Is Hard Cuff Gaining

The shirts of the season are heavy Scotch Madras, also French pique with very bright stripes, and there is a tendency to a reversion of taste in the direction of the hard cuff this season. Taffeta shirts in very broad stripes are being asked for by the younger element in fashionable men's wear circles in Montreal. These have the French cuff of course, and are effective in window shows. Silk poplins are popular in shirting.

A most effective evening dress display for men consists of the new Chesterfield shirt devised with front loose at the lower edge so as to prevent bulging. With this is shown a vest in white with black piping. White kid gloves form part of the display and silk scarves.

A display of men's suits in dark fine materials gained by the inclusion in the spacious window of Goodwins' Ltd., of a hunting coat in scarlet. This was a striking effect.

Very noticeable in all window displays is the attention paid to men's gloves. Hannan's had a most attractive showing of heavy chamois hand-stitched gloves displayed with mufflers, ties, etc., but the emphasis seemed to be laid upon the gloves which dominated the window effect at first glance. In the striking men's wear windows of the great

(Continued on page 58)

## THE CORRECT IN EVENING WEAR

WERE Beau Brummell alive at present, doubtless his frivolous heart would be torn by the careless dressing of the men of Canada. As one King Street, Toronto, haberdasher remarked: "There are no well-dressed men to-day." It's the truth! Our Beau Brummell's are in the trenches and the prevailing mode is khaki. Now and then the tired business man, in anticipation of being led to the theatre to be made still more tired, by friend wife's choice of shows, may ease himself heavily into the conventional boiled shirt. But there is an added protest in his look, an added feeling that he is making himself induly conspicuous. Perhaps he is right. The swallow-tail is for the moment a fallen idol. After all it is the young men who set the styles, and the dinner crowd, the dancing crowd, the theatre crowd—you can fairly see them now in their heavy boots tramping the mud of Flanders.

It is a melancholy thing for a dealer to watch any line of goods suddenly become more or less wedded to the shelves. Yet all of the haberdashery trade has seen this during the past year. They have seen dress shirts growing shop-worn on the shelves, dress gloves being moved into inconspicuous corners to give place to more homely, necessary articles, and all the paraphernalia of formal dress growing stale from disuse. And to their credit, be it said, the men's wear men have admitted the fact, accepted it as right and made no effort to bolster up this trade, but have turned their attention to more necessary things. These are the facts as they exist. Everywhere the same story, only a smattering of trade in the formal dress line that formerly showed a brisk movement. Consequently the haberdasher is devoting his attention to other lines. As he says himself he does not know what is new in formal dress, it is not a matter of great importance now.

Yet there are occasions now when a man must still dress after the mode, so it is well to know just what is offering. There is little change in the conventional swallow-tail. It is made either with straight sleeve or cuff—the former is perhaps the dressiest and is cut with an open vent on the sleeve. Like most other models, the shoulders are cut narrow.

White pique is still perhaps the favorite in waistcoats, though black silk is also worn considerably and attractive designs are shown in French grey and grey with black stripe.

Although still perfectly correct, the soft-bosomed shirt is losing its form, though frequently worn with the dinner coat. The plain-bosomed starched shirt is the most in vogue. Starched pleated bosomed shirts are still in use. The cuffs of both are starched with square corners. In collars, the poke or wing collars are correct, the first has slightly the preference for formal wear; in the wing collar the wing is small—with the dinner coat it is permissible also to wear a fold collar.

The formal cravat is a narrow, almost straight white washable tie with either pique or rounded ends. With the Tuxedo, the tie would naturally be black, made in the same style.

The most favored glove is white, with black stitching on the back.

In shoes, fashion dictates a patent leather without toe caps and buttoned kid tops, with the dinner coat, patent Oxfords or pumps.

In scarfs, some very pretty designs are offering in foulards, while another attractive line is known as brush silk: a silk scarf with a fur-like finish that is very handsome indeed. Either of these may be worn with formal or other dress. The knitted scarf is still being worn also. Other than this there is very little to note in formal wear, it is not being stocked to any extent by the Canadian trade.



Evening Wear Essentials Most Attractively  
Arranged



*A condensed display, yet one that focuses the attention. Clever arrangement of blacks and whites serves to give special emphasis. Note the gloves with embroidered back. The narrow knotted tie, whose ends may be either square or round. The muffler is an attractive design. Foulard silks in polka dots and other designs and brush silks in various colors will be equally in demand.*



# MARKET REPORTS



## *NEW ORDERS FOR ENGLISH MILLS CURTAIL SUPPLY*

**Many Mills Have Advised Canadian Dealers of Cancellation of Quotations on Their Lines—One Manufacturer Offered to Buy Back Goods of His Own Manufacture.**

CLOTHING.—There is small prospect of relief in sight for lower priced clothing in the near future. Judging from recent experiences of Canadian importers of English goods there will for some time to come be a still greater scarcity. The recent large order for \$15,000,000 worth of cloth placed in Great Britain by the Russian and French Governments has still further limited the available supply for the Canadian trade. Manufacturers in the old land in many instances would be glad to keep up their Canadian connection but when the Government demands that their mills supply a certain percentage of their output for the Government's needs they simply must acquiesce. This has resulted in many instances recently of mills having to cancel orders placed with them by Canadian importers. Many cancellations of this nature have actually taken place during the past month. And it is not alone in cancellations that the new condition is reflected but manufacturers in the Old Land have even been known to want to buy back their own goods. In one instance in point the manufacturer offered by cable to repurchase at an advance of 35 per cent. over the price he had been paid for a consignment of cloth worth in the neighborhood of \$5,000. The dealer in this country, however, did not care to accept the offer. It seemed to him the better business policy to hold the goods.

The demand for all cloths in Canada is particularly good. Some dealers have fairly good stocks on hand but the range of samples and designs is very limited in scope to what they were formerly. Makers of clothing, however, are not asking for a range. They are content to get good serviceable cloths of any kind. Fancy designs and weaves are greatly at a premium. The demand for overcoatings has been exceptionally good.

Dealers look for steadily higher prices until after the war. Some even see long-continued high prices for a considerable period after the war. It is pointed out that all the men in uniform will have to be reclothed again in civilian attire. There has been a depletion of woolen stocks and stocks of cloth through the wastage of war. This is already shown in the scarcity of shoddy goods. Germany was formerly a big manufacturer of woollens and it is pointed out that the supplies of wool in that country must be depleted. France also has been deprived of her producing mills in the northeastern section through the ruthlessness of the invader. Canadian mills are running to capacity on orders for clothing, both in khaki and cloth for use for home consumption.

"Clothing has not advanced commensurate with the advance in the price of cloth," said one importer. "Cloth has advanced fully 100 per cent. in price. Clothing on the

other hand has advanced probably not more than 25 per cent. A suit that formerly sold for \$20 will now sell for \$25. This has been accounted for by the fact that most of the clothing manufacturers have had heavy stocks. Competition has been keen among them and this has helped to retard advances. With next Spring's and Summer's lines there will undoubtedly be higher prices. Clothing should certainly be higher by 25 per cent. on next Spring's goods. We are now making sales for delivery next Spring and Summer. Our lines have advanced fully 40 per cent. over the sales we are able to make last year for delivery this past Spring," asserted the importer in question.

Linings are also very high in price. For instance one dealer stated that he was selling selicias at 26c per yard at the present time that he could not buy for less than 24c. Some dealers have already advanced this particular grade of lining to 30c per yard. Two years ago this same lining was selling at 19c. Cotton trimming goods that were selling for 11c per yard in October are now quoted at 13c per yard. And so the range of prices mounts upward.

In the Eastern United States the condition in the woolen mills is very similar to that in England. Spinners of yarn in that section recently declared that the figures at which some mills were booking business were not commensurate with producing costs and that until the price situation is improved they did not care to look very keenly for new contracts. While worsted yarn prices are high compared with the values that prevailed early in the year, wool has gone up, so that yarns must go higher still if spinners are to obtain a fair measure of profit.

## *SHIRT MAKERS HAVE HAD BEST SEASON ON RECORD*

**Difficulty Now to Get Materials—Product of American Mills All Booked Within Forty-eight Hours After Prices Announced.**

SHIRTS.—Shirt dealers report the trade the best for next Spring and Fall that they have ever had. Their lines for next Spring delivery are now pretty well sold up. Some lines during the past month have been withdrawn from the market pending advice as to whether or not the shirting can be secured to manufacture future orders. One line in particular, that of the English zephyrs, have advanced 10 per cent. over recent quotations. This line for stocks on hand now runs from \$16.50 to \$24 per dozen and at that price are \$3 per dozen higher than they were a year ago. Some of the manufacturers have fairly heavy stocks of shirtings on hand and until they are forced to go into the market for new goods their prices will in all probability hold fairly steady on these particular lines. With the advancing price of raw cotton both for spot and future delivery and at present high levels there is no cheap shirting available. American mills recently on the announcement of their Fall prices had their entire output booked

within forty-eight hours after the price lists were issued. Since that time they have been taking no further orders. Manufacturers of shirts therefore, cannot depend on getting additional materials no matter how urgent their orders of demand may be. They would have to spread present stocks out or turn down the additional business. "Business is very good. The market for shirts is firm. Further advances in shirts are within a reasonable possibility. Merchants who are now sorting up their stocks find a very incomplete range from which to select. We have had call after call that we could not fill. We have even offered to take goods off certain dealers' hands if they did not care to keep them. We can find a ready market for all these sorting up lines that we are able to get," said the local manager of one of the large shirt companies.

## UNDERWEAR RECORDS BIG ADVANCES DURING MONTH

**Raw Cotton Advanced 2c Per Pound During Month and Cotton Yarns Went Up 2½ Per Pound—Manufacturers Will Not Quote For Any Distance in the Future.**

UNDERWEAR.—Conditions in the underwear market are in a very unsettled and feverish state. With raw cotton selling well over 20c per pound, an advance of approximately 2c per pound over the same period last month, there is good reason for the manufacturers to be careful in their quotations. All lists are still withdrawn. Quotations will only be made on application. One line of underwear that last month sold for \$2.25 per dozen is at the time of writing quoted at \$3 per dozen. And this quotation only holds good at the moment the manufacturer gave it to the intending purchaser. Some of the mills have light stocks of cotton on hand and are compelled to go into the market for orders that have to be filled. In the United States the situation is very similar to that prevailing in this country. Cotton ribbed goods generally are up about 50 per cent. over the prices named last year. Here and there are some lines that have advanced even more, ranging in some instances as high as 60 per cent. One prominent mill in the Eastern United States recently opened their prices at \$5.25 for 11-pound shirts and drawers. Last year these goods opened at \$3.50. The 16-pound suits made by the mill in question were quoted this year at \$9.75. In certain instances in the Eastern United States the mills are only looking after their old customers. They will not take on any new business whatever. Even with these orders they are being curtailed to about 75 per cent. of last year's business. A further advance of 25c. was expected to be put into effect by Eastern United States mills in the third week in November.

### Cotton Prices Going Up.

On November 16 cotton reached the high point of 20.20c for spot middling uplands. All future quotations for December, January, March and May were well above the 20-cent level also. On November 17 cotton for May delivery was quoted as high as 21c per pound. Some of the leading authorities on the cotton situation in the United States disagree as to the probabilities of the future. The bull side of the market is reflected in the opinion of Bond, McEnany & Co.: "Although the market is at its highest, cotton trade advices are if anything the most bullish of the season. Mills are engaged well ahead and therefore cotton is certain to continue to demand high prices." Theodore H. Price, representing the bearish element said "Looking

ahead we are still unable to see any good reason for a further advance in prices. On the contrary are more confident than ever that the level to which values have been raised will ultimately be regretted even by those who have temporarily profited by the establishment of the present basis. Even if the present crop does not exceed the Government estimate of October 1, which pointed to a yield of 12,700,000 bales, including linters, the amount of available cotton from now until the end of the season will only be 190,000 bales less than the total visible and unmarketed supply at the same time last year. Even if the advance has no effect upon the consumption, and takings hereafter are as large as they were last year, there is no probability of a deficiency that will justify the famine prices now ruling."

### Wool Underwear Also High

There has been a firmness in the market for wool underwear during the month. The wool market is a good indication of the condition existing in the underwear market. At the wool auction in London that closed on November 10 the market closed strong, averaging ten per cent. advance over the previous sales. A report was current in London that the New Zealand Government had stopped the auction sales in that country. The demand for underwear is good and dealers are experiencing difficulty in getting the goods.

## HOSIERY YARNS ALL UP FROM 3 TO 10c PER POUND

**British Government Stopped Sales of Wools From Which Yarns Are Made—Manufacturers of Hosiery Will Not Quote Prices Until Present Situation is Cleared Up.**

HOSIERY.—The situation in hosiery is one of the most perplexing that has confronted dealers for years. The British Government has stopped the auction sales of all wools from which the hosiery yarns and other woolen yarns are made. In consequence yarn prices have advanced from 3c to 10c per pound on the receipt of the news. Dealers will not quote any prices pending the clearing up of the present situation. Until the needs of the British Government are met it will mean that wool for domestic consumption will not be forthcoming. Woolen hosiery in consequence can be expected to show a corresponding perplexing situation with higher prices prevailing. Deliveries of goods from the English mills already on order are coming forward very slowly. The situation taken altogether is very acute.

In cotton hosiery the condition is almost identical. The British Government has lifted temporarily the embargo on cotton hosiery for a period up to and including December 31. It is understood the embargo will be reimposed on January 1. The embargo was imposed on October 3 and caused a great deal of dissatisfaction among the hosiery trade both in England and the United States. In the United States the stand was taken that at least thirty or sixty days' notice should have been given as there were orders from British importers on hand practically everywhere in the United States market. Many buyers in the market have been holding off thinking that possibly they would be able to pick up hosiery that had been contracted for by English importers and would be left in the United States market through inability to deliver abroad. Now that deliveries will be made up to the first of the year it will forestall any possibility of getting lower-priced cotton hosiery in the American market.

## NECKWEAR SILK ADVANCED 10 to 20 PER CENT. ON SWISS

Big Demand Thrown on Manufacturers of Switzerland to Supply Canadian Trade—Further Advances Are Anticipated—Trade Good.

NECKWEAR.—The advance anticipated in MEN'S WEAR REVIEW last month to take place the first part of November has become a reality. Local dealers have been compelled to advance their lines from 10 to 20 per cent. on advice from the manufacturers. Further advances are expected in these goods, ranging as high as 25 per cent. by Spring time. There has been a big demand for Swiss silk in this country for use in neckwear. Formerly the French and German lines entered this market but the latter are now entirely out and the quantities coming from France are negligible. France is not shipping silk goods in as great extent as she was before the war. But even in the face of an invaded territory she has been able to send out fairly good supplies of silk to the United States. During the past year France shipped to the United States silk goods to the value of \$5,715,000. During the previous year the mills of Lyons and others in that district were able to supply goods to the value of \$3,332,000 to the United States market. Much of this silk goes into neckwear in the United States. Before the war began the imports of silk into the United States from France amounted to \$6,375,000 a year. While some silk from the United States comes to Canada to be made into neckwear the largest proportion of the neckwear manufactured in Canada is from Swiss silk. The market has developed greatly in Canada since war has been on and the Swiss manufacturers hope to retain the market at the close of hostilities.

## MANUFACTURER CANCELS TAN CAPE GLOVE LINES

Inability to Get Leather Makes it Impossible to Quote on These Goods—Split Working Gloves and Buckskins Advance During Month.

GLOVES.—The problem of supplying gloves to the trade is becoming an ever perplexing one to the manufacturers. The scarcity of leather is becoming more acute. The leather buyer for one large Toronto manufacturing concern went into the United States recently with the idea of placing orders for \$70,000 worth of leather. He had to be satisfied with purchases for this particular kind of leather to the extent of \$900. It was impossible to get the leather at any price. "With 25,000,000 million men under arms who are using at the rate of twelve pairs of shoes per year as compared with two pairs in peace times it can easily be seen why the consumption of leather has been so great as almost to cause a famine. Sheepskin has been drawn upon as a substitute for certain kinds of shoe leather. This has caused a shortage in the sheepskin. This leather has advanced 200 per cent. over two years ago and is not even procurable at those figures. We have practically withdrawn our line of tan capes owing to our inability to get the leather. The prospects for the future are poor," said the buyer for one manufacturing concern.

Grey suede gloves are also becoming very scarce. Prices are so high and materials so hard to get that the tendency is toward withdrawal in this line also. This line is still quoted at \$19.50, the price of a month ago. Tan capes that still remain are quoted at \$19.50 per dozen. Ivory capes are holding fairly steady at \$18, the quotation of last month. There has been an increase in the price of

split working gloves of \$1.50 during the month. Gloves that formerly were quoted at \$9 are now being sold at \$10.50. There is a scarcity in all split leathers. Buckskin gloves have also registered an increase of \$2 per dozen. The grade that was quoted at \$22 last month is now selling at \$24, with prospects of still higher prices. All horsehide gloves are very firm in price, with prospects of still higher prices. Horsehide teamster's mits held steady at \$21 per dozen during the month. "The roof is off: the sky's the limit in prices if we are not able to get leather in any better supply than we have recently," stated a member of one of the manufacturing concerns.

## OVERALLS CLIMB TO STILL HIGHER PRICE QUOTATIONS

Only Blue-Striped and Greys Are Now Being Turned Out—Business Reported Exceptionally Good by Manufacturers—Cloth Goes Up 5c Yard.

OVERALLS.—An advance from 3c to 6c per yard has registered in certain grades of grey overall material during the past month. One particular grade largely used that formerly could be purchased for 17c per yard is now quoted at 20c. Another grade that sold for 18c previously is now quoted at 24c. This has caused an advance of \$1 per dozen in the grey overalls that formerly sold for \$15.50 per dozen, the price now being quoted is \$16.50. Blue-striped full engineer are quoted at \$18 per dozen.

There is an exceptionally heavy trade reported in overalls. In fact the business this year has been greater than ever before. Good industrial conditions throughout Canada have caused the increased consumption of these goods. One of the new features of the trade is the manufacture of women's overalls, for the use of munition workers. These overalls are made in the shape of a large apron. "Business has never been better in our overall department than at the present time," said the representative of one manufacturing concern. "If business keeps up the way it has been coming recently we will have to enlarge our plant."

## STIFF HATS, CANTON STRAWS AND CHILDREN'S STRAWS UP

Hat Trade Reported Larger Than Last Year—Two Canadian Manufacturers Not Taking Any Further Orders—Imitation Leather for Sweatbands.

HATS AND CAPS.—Advances during the past month have been recorded in one prominent English make of stiff hats of 5 per cent. The cheap straw hats usually worn by farmers and commonly known among the trade as Canton braid straws have advanced 15 per cent. during the month. The cheaper grades of these hats that formerly sold for 95c per dozen are now quoted at \$1.10. These hats range in price as high as \$3 per dozen but the quotations on the better grades have not been changed although the tendency is toward higher prices through the firmness in the market. There has been an advance of 10 per cent. also on all English children's straw hats. This additional expense is necessitated through the increased cost of bleaching. One of the prominent manufacturers of straw hats has withdrawn quotations on their lines altogether. They will give prices only on application and will not guarantee them for any time. For future delivery they will not sell at present prices at all. In one of the cheaper lines of split straw hats they have withdrawn the line from the market altogether. The difficulty arises through their

inability to get the braid from China and Japan. Straw hats that during the past season sold for \$2 will in all probability be quoted at \$2.50.

In the felt hats and caps dealers and manufacturers report trade exceptionally good this year. Travelers are sending in big orders. Business is much ahead of last year for the coming Spring delivery. There is a big demand for the wide brimmed hats in fawns and greys and other light colors. The same difficulty is being experienced in some quarters to get felt. The supply of rabbit skins reaching the London market from Australia is still very limited. This factor has an important bearing on the felt market. Two of the Canadian manufacturers at least are sold ahead until May 1 and are taking no further orders. Business has been good this year, hat men assert, because stocks were low in retailers' hands and they are replenishing to a certain extent.

Caps are holding very firm in price. Makers are still having difficulty to get cloths in sufficient variety. All materials that enter into the making of caps are advancing rapidly. Pulpboard used in the packing and carrying of the hats has advanced from \$38 per ton to \$80 per ton. This makes an increase in the price of the boxes of 100 per cent. Needles which a year ago were selling for \$10 per thousand are now quoted at \$16.50. Wadding that cost \$4.25 per bale of 60 pounds one year ago is now selling at \$9.60. This makes the increase here over 100 per cent. Buckram, used in the bands, a year ago cost the manufacturer 28c per gross of 144 bands and the price now is 65c. The buckram used in the peak a year ago cost 60c per gross and the price is now \$1.25. Sewing cotton a year ago cost 65c per tube of 14,000 yards. To-day the manufacturers are asking \$1.35 for 10,000 yards. Cotton linings which 4 or 5 months ago cost 18c per yard are now quoted at 32½c. But even in the face of high prices the demand for caps has been greater than ever. Some manufacturers give it as their opinion that more caps are being worn because felts have become higher in price.

## ALL LEATHERS HAVE GONE UP 10 PER CENT. IN MONTH

Big Demands of British and Russian Governments Have Caused Upward Flight—All Shoes Fully 25 per Cent. Higher Than a Year Ago.

SHOES.—All leathers, both sole and upper, have advanced 10 per cent. and more during the past month. Leather used in uppers that a month ago sold for 32c per foot is now quoted at 40c. Tap soles which up to November 8 sold for 65c per pair are at the time of writing selling at 80c per pair. In the best top lifts that up to November 8 sold for 23c per pair the price is now 28c. In these latter two instances the increase has amounted to almost 25 per cent. The advances in the price of leather should represent an increased price per pair of shoes of from 25c to 30c., putting it conservatively. For the best sole leather the price in Boston at the time of writing is 58c per pound. Canadian prices have advanced to 55c per pound in conformity with the American market and at that price is very firm, with other advances in the near future not improbable. There is practically no market in sole leather at the present time as there is no leather to be offered. The British and Russian Governments have been taking large quantities and the export demand has been very heavy. Trade in Canada and the United States on the other hand has been very good and this has added further toward sending prices upward. Argentine hides

have been taken in large quantities by the British Government.

As the result of present conditions in the leather market shoes have advanced in price from 25 to 40 per cent. during the past year. Some manufacturers have advanced the price of their shoes during the past month as a result of the increased cost of leather. Others again state they have been fairly well covered for leather and for that reason are able to stave off advancing their prices until they are forced to go into the market again for leather. One large shoe manufacturing concern, with headquarters in the United States and branch factories in Canada, recently received word that the price of all shoes had been advanced 25c per pair. The manager of the Toronto factory stated they did not contemplate raising the price of their shoes immediately but that prices for next year would undoubtedly have to be put up.

### Leather Goods Due to Advance

LEATHER GOODS.—While leather goods such as collar boxes and money belts have not advanced during the past month the market is nevertheless very firm. Leather for collar bags that formerly cost 9½c per foot is now quoted at 17c per foot. Sheepskin has advanced 20 per cent. during the past month and is headed to still higher levels. Manufacturers' prices are all subject to change without notice. Manufacturers anticipate that further advances will necessarily have to be made by January 1. On some lines of toilet rolls there has been an advance of 10 per cent. recorded during the month. Manufacturers, however, continue to make goods at the same prices as formerly. Naturally the quality of the goods where the price is the same is below that formerly used. Notwithstanding the higher priced goods, leather goods concerns report that business was never better. One large concern stated that they are now oversold and that they have had their travelers off the road for the past three weeks. They have double the staff they had at this time last year and still they are unable to get the goods out fast enough.

## PAPER BOXES HAVE AD- VANCED 50 to 100 PER CENT.

Strawboard Increased by Mills From \$33 to \$70 Per Ton—  
Pulpboard Has Gone from \$40 to \$90 Per Ton—  
Paper Box Contracts Are Now Being  
Renewed for Next Year.

PAPER BOXES.—While the actual increase in the cost of a suit will not be great owing to the box that it is carried home in having risen in price, still the increased cost to the clothing dealer will be in the neighborhood of 100 per cent. For instance a suit box in dimensions approximately 22 by 12 by 4 inches is now quoted at \$100 per thousand, whereas the price for goods delivered during the past year has been \$60 per thousand. In other words a box that cost 6c this year will cost 10c next year. On all sizes of clothing and millinery boxes there has been an increase of from 50 per cent. to 70 per cent.. On the smaller sizes the increase has been 50 and on the larger sizes 70 per cent.

These increases in prices have been due to the higher prices that manufacturers must pay for their strawboard and pulpboard. Strawboard which at this time last year was selling at \$33 per ton is now quoted at \$70 per ton, an advance of over 100 per cent. in cost. Pulp board on the other hand that sold for \$40 at this time last year is now quoted by the paper manufacturers at \$90 per ton, an increase of 125 per cent. Users of boxes have for the most

part been getting their supply of boxes on contracts entered into with the manufacturers about this time last year. There has been a gradual increase throughout the year in the price of strawboard and pulpboard at the mills, but this has only affected the dealer who has not been covered by a contract during the year. Now, however, when the contracts for next year's delivery of boxes are being signed up the increase all along the line will be put

into effect. Boxes for this year's Christmas presents will not for the most part carry the increased cost for they will be delivered on the present year's contract. The strawboard is used in envelope, corset, hat and shoe boxes and others of a similar nature. The pulpboard is used in millinery and suit boxes and all other folding boxes. The reason given for the increased cost of the pulpboard is the enormous demand for pulp in the United States.

## GOSSIP OF THE TRADE

O. D. Cochrane, Coronation, Alta., has started in the clothing and men's furnishing business.

McNally & Porter, Medicine Hat, Alta., have started in the men's furnishing business.

### ENLARGING SHIRT FACTORY

**T**HE Kitchen Shirt and Overall Company of Brantford, are now making an extension to their shirt factory on Queen Street, which will, it is hoped, make possible a doubling of the present output. The new machinery to be installed is on the way, and will, it is expected, be set up and running early in December.

### DEATH OF LIEUT.-COL. ALLAN

Lieut.-Col. W. D. Allan, D.S.O., who died in England from wounds received in action, was buried with military honors on Sunday, November 12. The service took place in Old St. Andrew's church, Jarvis street, Toronto. Lieut.-Col. Allan was of the Allan Hat and Cap firm, Toronto.

### NEW FIXTURES FOR TOOKE BROS.

Tooke Bros., Ltd., have recently installed new fixtures in their sample room at 235 Notre Dame Street, West, Montreal. The whole of the interior walls have been lined with handsome quartered oak show-cases, following the idea of the individual trim and in each case there is naturally a very attractive display of the firm's goods. Underneath the showcases are drawers for the carrying of extra stock and a neat little office for customers' use in writing letters, telephone booth, etc., complete a very attractive arrangement.

From the exterior Tooke Bros' sample room on Notre Dame Street is apparently as uninteresting as blank dark green painted windows can make it. But inside it is a regular surprise, a blaze of attractive displays of men's wear, an up-to-date high class men's wear store turned outside in. The fixtures are of fumed oak beautifully finished. The show-cases which occupy almost all four sides of the premises at comfortable height for easy vision of the contents, embody the very latest ideas and improvements. The sample room is handsomely decorated, and perfectly furnished. The lighting system is particularly good using the white indirect effect so excellent in revealing color values. In each show case is displayed a special line or set of lines in Tooke Bros' famous goods. Shirts and ties, and mufflers are especially well displayed. Khaki goods for the military, and evening dress styles for men are shown to advantage, the arrangement of the show cases being quite suggestive to men's wear window dressers. Each show case is a silent salesman, and a most effective indicator of the excellences it contains.

### PANAMA HAT PLANT OPENS

**T**HE Panama Hat Company of Canada has commenced the manufacture of Panama hats in Toronto. This firm, which is under the management of L. L. Kahn, is closely connected with Lustig Bros. of New York, the

large United States Panama hat house, and the models will be after Lustig Bros. styles. It is expected the opening of this plant will cause a reduction in the neighborhood of 25 per cent. in the price of these Summer hats.

### WHAT DOES THIS BADGE MEAN

**A** SUBSCRIBER asks the use of the badges showing a capital C. with some numerals, such as 13, under the letter.

This indicates the battalion to which the soldier belonged in Canada. When the private goes overseas he may be drafted into some other battalion. The badge, however, shows what he was with before going to England.

As seen in Canada, then, this badge is an indication that the wearer is an overseas man, though it is rumored a few others use this badge to bask in fictitious glory.

### A WORD OF TRADE PAPERS

**M**ATTHEW DYKES of Elbow, Sask., has some pleasant things to say of Men's Wear Review, and then adds this:

"If more of the merchants would persuade their clerks to subscribe—in fact the merchants themselves should supply each clerk in every department the paper suitable for them—the work of the store would become more systematic. The clerks, moreover, would get an insight into the buying end through seeing what is advertised to be the leading styles, color or shape to be worn some months hence.

"I know there are still some merchants who have a trade paper coming and who, after reading it often toss it to one side and nobody else even reads it. Surely anything worth reading is worth passing on to the clerks."

Surely it is, but also it's worth the clerk's while to make sure he does see his trade paper. It's only that way—by making sure of getting possible assistance—that a clerk grows to the size of a merchant.

### CONDENSED ADVERTISEMENTS

**PARTNER WANTED TO HELP START TO MANUFACTURE A** new patented four-way reversible necktie. Will sign half patent rights. E. Knotts, 163 Mutual St., Toronto.

**AN ADDITIONAL LINE FOR EASTERN ONTARIO —** Permanent representative and show rooms in Ottawa. Agents for exclusive men's wear lines. Soules Bros., 197 Sparks Street, Ottawa.

**FOR SALE—A SOLID QUARTER-CUT OAK, DUSTPROOF,** clothing wardrobe at a bargain. Glass doors which slide up. Holds 50 suits. Other stock can be kept under suits. Splendid arrangement for blues and blacks. Priced at \$35 for quick cash sale. Worth \$65. Apply to Box 120, Men's Wear.

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 bat-wing	Yellow chammois or tan cape	Cotton, lisle or silk, black or subdued colors	Black or tan	Chesterfield loose or fitting; grey or black or cravette	Single pearl, gold or jeweled links; gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To match coat or fancy fabric.	Same as suit or flannel; knicker-strap or buckle, knicker-bocker breeches	Tweed hat or cap.	Negligee; soft cuffs. Cambric or fine flannel	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chammois 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, BALLS, 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, TREE, FORMAL OCCASIONS.	Swallow tail coat.	White pique or linen or black or grey fancy silk	Same material as coat, with or without braid	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, one stud showing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or cape	Black, grey or deep blue silk or other subdued color	Patent leather ties, or buttons, patent leather pumps	Frock, Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE, STAG DINNER AT HOME, ETC.	Evening jacket, black.	Black silk 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 gun metal pumps	Same as above or dull calf	Same as above	Same as above

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# THROUGH OTHER SPECTACLES

## AN ANALYSIS OF THE WOOL SITUATION

*From the Times, London.*

**W**ITHOUT doubt the most remarkable feature in the history of the wool trade of this country for some generations has been the commandeering this year of the domestic wool clip, coupled with the scheme, now in process of development, for controlling the bulk of this raw material through all its stages of manufacture into cloth or other materials required for military purposes for either ourselves or our Allies.

In the preliminary stages of this important experiment farmers were loud in their protestations that they were being exploited for the benefit of staplers, topmakers, spinners, and manufacturers at the worsted and woolen industrial centres in this kingdom. As the scheme approaches maturity they see that those engaged in the various processes of manufacture are themselves also suffering not a little by the operation of the Army Council plan, for it includes not only taking wool at a fixed price (which, by the by, is a good one, taking the average number of years), but also the control of machinery at the industrial centres necessary for turning the commandeered raw material into such manufactures as the authorities require, and fixing the rate of remuneration to be paid to the owners thereof.

### **Any Profits to Government**

Further, and this is a serious matter for industrial centres, very little of the wool commandeered which is suitable for military purposes, is likely to find its way into the hands of private traders, and for such as they do eventually get they will have to pay full market price in relation to competing descriptions of Colonial wools, so that any profit as between the price paid to farmers and the price of sale will go into the National Exchequer and not into the pockets of either staplers, topmakers, spinners, or manufacturers. As a matter of fact, present prospects are that those engaged in the worsted industry will suffer more severely than have farmers by the operation of the scheme which in the national interest the Army Council have thought it necessary to call into being, and it remains to be seen whether the same rod is not in pickle for the woolen section of the textile trade, as a result of other ideas which are supposed to be exercising the minds of officials at the War Office.

### **Suppressing Individual Enterprise**

It is on the worsted trade mainly that the experiment of suppressing individual enterprise has thus far been made, consequently it is to that district one must turn with a view to diagnosing its effects. Its most marked influence, so far as it has gone, has been to create a feeling of uncertainty and insecurity of so acute a character as to hamper seriously the course of business in other departments than those associated with the execution of contracts for the Government, aggravated, it is contended, by unnecessary secrecy on the part of the permanent officials in control of the scheme. The determination to commandeer the new domestic wool clip was made definitely

known soon after the stoppage of the Kettering sale in early June, but it was not until quite recently that any official declaration of policy was publicly made for the benefit of the trade as a whole. The result of this secrecy was an adverse influence on stocks of competing Colonial wools and also on old stocks of domestic wool, which has been somewhat dissipated since the officials took traders more into their confidence.

### **Considerable Uncertainty**

The principal cause of unrest now arises from uncertainty as to what exactly the Army Council officials propose to do in relation to machinery—combing, spinning, and manufacturing—and here again it is difficult to understand in what way the interests of the nation would suffer by those engaged in these branches of the wool textile industry being given some idea of the probable extent to which they may expect to be able to devote their energies to private trade either on home or export account. Quite recently an arrangement has been made with combers of domestic wools to deal with the wool which has been commandeered, and female labor is being introduced on night turns to increase the output. It is expected that in due course arrangements will be made with spinners (indeed, in some few instances arrangements have already been completed), and that in their turn manufacturers with suitable machinery will be required to weave into piece goods the yarns, made from the tops, produced from the wool which has been commandeered on what for the sake of convenient expression may be termed a commission basis.

### **In The Dark**

It should be clearly understood that there is no inclination on the part of the great bulk of employers in the various branches of the worsted industry to shirk their fair share of any work the Army Council may require to be done for the purpose of supplying clothing or anything else for our fighting forces or those of our Allies. They do, however, protest against the unreasonableness of being kept in the dark with regard to the quantity of machinery they are likely to have available for dealing with business of a private character, a proceeding which is bound to result in loss to individual firms, with no compensating gain to the nation as a whole. Naturally, even so far as it has gone, the process of substituting, in connection with Army Council contracts, a system of payment on a commission basis and distribution of wool, tops, and yarns by Government officials for the ordinary system of trading is causing dislocation and disturbance, which is a very serious matter in a trade where provision for possible requirements has to be made many months in advance.

The new wool selling season in Australia is just about to open, and soon the new season's in South America and New Zealand will be upon us, and in the ordinary course of events wool is purchased at these centres to cover contracts which will not be completed until well into next





**FORREST**

Front 2 in., sizes 13 to 17



**GRANT**

Front 1 3/4 in., sizes 12 to 18 1/2



**LAMON**

Front 1 3/4 in., sizes 14 to 19

# Rough Weather Cannot Hurt These Collars

Dealers will find that the Winter months are ripe for a persistent display of **KANTKRACK** Collars — The collars that rough weather cannot harm.

**KANTKRACK** come through rain, sleet or snow unsoiled and unspotted—truly the collar for Winter wear.

In appearance there is little to distinguish **KANTKRACK** Coated Collars from the regular linen collar, but **there is a difference.** When expense and wear are compared, **KANTKRACK** collars are outstanding for their economy and serviceableness. In value they cannot be compared. Exclusive features fully protected by patents make **KANTKRACK** the superior composition collar.

## Made in "One Grade Only and that the Best"

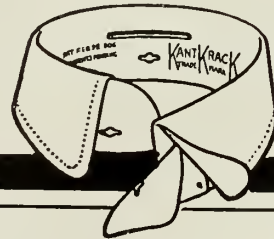
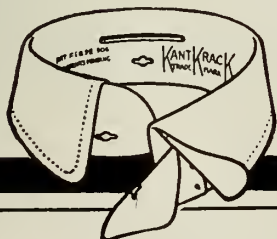
Put in a prominent display and get the trade of men who are looking for a collar that is smart in appearance and proof against rough weather and guaranteed to give satisfaction.

*Remember the three K K K when ordering.*

# The Parsons *and* Parsons Canadian Co.

Makers of the famous **KANTKRACK** Waterproof Collar

HAMILTON, CAN.



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

year. It will readily be understood, therefore, in face of the great uncertainty regarding the proportion of machinery the Army Council will practically commandeer, and no intimation having been given of what is likely to be the official attitude in relation to the new Australasian wools, about which there are what appeared to be well-founded rumors, that the position of those whose business it is to import wool from the Colonies for consumption in the woolen and worsted industries of this country is anything but an enviable one.

#### An Objection

It is acknowledged that there are still large orders to place for military requirements, and it is asserted that eventually it will be made abundantly clear that the Army Council acted wisely in commandeering this season's domestic wool clip and in any measures they may adopt for taking control of Colonial wool. That may well be true. But something akin to hostility has been aroused against the officials in charge of the scheme (not the practical men

are in ox-blood and maize shades most frequently. Some very good pearl greys are shown.

#### From 40c to \$20.00

In regard to grey colored gloves a story is told in the trade concerning the cost of dyes at present. A glover of repute in Canada sought for a supply of a certain grey dye—a delicate pearl shade—which previous to 1914 had cost 40 cents a pound. Not only did he have to pay \$20 a pound for the dye when he did succeed in finding some of it in the States, but he had to stand the expense of sending an expert chemist to get the stuff, the risk of being supplied with an unsatisfactory quality being so great.

Such factors account for the rising tendency in glove prices, the cost of leather being another factor, and the shortage of labor a third.

Ties as shown this season in Montreal are emphasizing color, but not violent color. Reds rendered rather more sombre by the close covering of the pattern in Persian and Paisley styles, greens and browns, purples, and rich yel-



*An effectively arranged interior unit. Perhaps a card or two would make this still more effective.*

who have more recently been given some measure of power in carrying out the ideas of permanent officials) because traders feel that a sufficiently sympathetic attitude has not been displayed towards those with whose businesses they have found it necessary to interfere. A frank and full declaration of policy would produce a more healthy atmosphere in the woolen and worsted trades generally, and do much to remove the suspicion that the many are at a great disadvantage in comparison with a few. And what sound reason is there for withholding it?

#### WHAT IS BEING SHOWN IN MONTREAL

(Continued from page 47)

department stores, attention is always most compellingly directed towards perhaps a single pair of gloves, one glove carelessly crumpled about the arm of a chair, and the other tossed where the eye is bound to search for it, on the floor. The slant of a cane used in the display inclines towards the place where the glove lies, and the crumpled glove shows a temptingly comfortable lining while the glove on the floor reveals the general perfections of the design.

Buckskin, chamois, and suede gloves for men are all the fashion and being widely shown in Montreal. Suedes

are apparent, but there is always much pattern and little color in evidence, though that little in color is exceedingly good. Swiss silks in large flowered designs with very large open ends effects are being chosen by the exclusive dressers of Montreal in the neckwear field of purchase. Knitted ties seem also to be working their way into popularity again for Winter wear. There was a whisper early in the season from the manufacturers that ties might be showing in much smaller apron owing to cost of silks, but as Rod Sangster, jr., of St. James St., Montreal, observes, the ties now showing are very little restricted in size of apron after all.

Military men's wear is being shown in 'all khaki' displays, especially for the soldiers, and it is noted that the military influence in men's wear which has been known to affect the apparel of the mere civilian, is not being felt as much now in civilian men's wear. For instance, the Military Regulations provide for the two-button glove. Civilians are buying more of the one-button glove which is in style for men and being shown at present. Khaki socks, ties and mufflers are purchased more or less exclusively by the military now in Montreal.

EVENING dress doesn't figure very large in the dealer's plans for business this Winter. The Beau Brummels are Somewhere in France.

That paper  
is worth  
dollars.

# There is money in your waste paper basket!

There is an increasing demand for baled waste paper. Paper Mills are offering high prices and many dealers and manufacturers are making dollars out of waste paper that many consider as rubbish. You, too, could make a revenue out of your waste paper by installing.

## The "Jewel" Baler

- ¶ Retailers or manufacturers will find the "Jewel" Baler a real money making investment.
- ¶ Its first cost is the last cost and it will make money for you right from the beginning.
- ¶ Its capacity and easy operating features make it a positive convenience to any place of business.
- ¶ And besides, it will keep the premises in a tidy condition, and reduce fire risk to a minimum.
- ¶ Already over 2,000 satisfied users throughout Canada testify to its value both from a standpoint of convenience and revenue derived.

Get a "Jewel" now, while we are able to supply them complete, with wire for \$17.50 f.o.b. Hamilton, by ten-day draft.

Other Balers at different prices.  
Drop us a card and get full particulars of Balers and waste paper value.

## General Sales Company

Distributors

203 Stair Building

Toronto



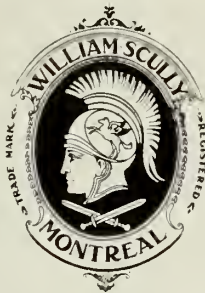
### Naval Equipment CAPS, BUTTONS, GOLD BRAID

Gold { EMBROIDERED BADGES } Worsted  
ALL RANKS



SAM BROWN BELTS  
SOLID ENGLISH LEATHER  
Hand Made

PRIVATES' MONEY BELTS  
KIT BAG HANDLES AND  
LOCKS



FOX PUTTEES  
FINE AND REGULATION  
Large Stock on Hand

BADGES,  
BUTTONS,  
REGIMENTAL  
Made up to Sketch.  
Quotations Furnished



CHAUFFEUR'S CAPS  
LATEST STYLES  
Civilian and Uniform

Made up to Match Livery  
INDIVIDUALITY



SPURS  
Swan and Straight Neck-Chains  
and St aps

TRENCH CROPS  
OFFICERS, ENGLISH MANF.  
Loaded  
LATEST

# 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.

## Select your Christmas requirements from our complete stock

WE HAVE a splendid selection and can meet your wants satisfactorily. Here are some

### SCARCE GOODS

Khaki Wool Half Hese, plain and ribbed, at \$4.25 and \$4.50.  
English Khaki Ribbed, at \$6.50, in stock.  
English Heather mixtures and Grey, at \$6.50, about Dec. 15th.  
Dark and Mid-Grey Ribbed, at \$3.50, in stock.  
Khaki Mufflers, \$7.50, \$9.00, \$13.50.  
Camelhair Mufflers, \$12.50, \$14.00, \$17.50.  
Khaki Kuit Ties, \$2.00, \$4.25, \$5.00, \$8.00.  
Khaki Silk Handkerchiefs, \$2.75, \$4.00, \$4.50, \$6.50.

Sole Agents for Young and Rochester Shirts, Dressing Gowns and House Coats.  
Christmas Neckwear in stock.  
Tress' Hats, Caps and Straws. Official Service and Trench Caps.  
Aquatite Trench Coats, interlined oilsilk, detachable fleece lining.

### COMPLETE STOCK OF MILITARY EQUIPMENT

Leggings, Puttees and Spurs, Crops and Whips, Kit Bag Handles and Locks, Military Books, 'Radio' Cloths and Soldier's Friend, Belts, Signal Poles and Flags, Slickers and Caps.

## Wreyford & Company

85 King Street West Toronto

## 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

FOR THE MILLIONAIRE

Made  
in  
Canada



For  
Canadians

FOR THE MILLION

## Boys' Bloomers for Christmas Trade

Here is a fine line of Boys' Bloomers made at values that will stimulate buying. These prices range from 90 cents up. We are making bloomers in Tweeds, Worsteds, Serges, in browns, fancy greys and blues. Sizes from 22 to 36. Made with or without Governor Fasteners.

Let us send you a few sample pairs of these Bloomers to show you their possibilities.

We specialize in Trousers and have a fine line of Men's Pants and Riding Breeches.

## DAVIS BROS.

MANUFACTURERS

HAMILTON

ONTARIO

## "Craftana"

Registered No. 262,07



THE HALL MARK OF

Maximum Comfort and Durability  
at Minimum Cost.

First in the Field and Still Leading.

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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

**THE ACME OF PERFECTION IN FOOTWEAR.**

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

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

# "Say, Jim!

this new One-Piece Work Suit of Haugh's is the best thing ever happened."



Patented button-down skirt showing neat jacket effect.



Skirt upshowing suspenders which are attached to back of jacket.



Showing the convenient drop seat arrangement.

"Just look it over. Note the concealed elastic patented suspender, patent drop seat, the absence of the old tiring shoulder-strap, as well as the body binding belt. And see —there are no cumbersome coat-tails. Take it from me, Jim, it's the most ideal snug-fitting work suit obtainable anywhere.

"Mr. Brown, the dealer, says this new Haugh line is going strong, which is no wonder when you consider the splendid, all-round value it gives a fellow."

Are you handling the biggest idea in the overall line? If not, order a trial supply and watch how they sell. Begin to day.

**The J. A. Haugh Mfg. Co.**  
 Limited  
 TORONTO, CANADA



## SANTA CLAUS

is carrying in his sack this year.

*A Still Greater Number of*

## "HERO" SHIRTS

*He says that the recipients are the happiest of all, and that there is scarcely any section of the country where "HERO" fine shirts for men and boys do not go.*

*He recommends them to every merchant in Canada, and he knows, because Santa Claus wears "HERO SHIRTS" himself.*

**HERO SHIRTS**  
**EASILY HELP**  
**RETAILED INCREASE**  
**OUT RECEIPTS**  
**THROUGHOUT**  
**STORE**

*Are you writing to-day for a sample assortment or to replenish your present supply?*

**ALPHONSE RACINE**  
 LIMITED

*Dry Goods Jobbers  
 and Manufacturers*

60-82 St. Paul Street West  
**MONTREAL - CANADA**

Sample Rooms at Ottawa, Quebec, Sherbrooke,  
 Three Rivers and Sydney, N.S.

# MACLEAN'S

## MAGAZINE

*for* **DECEMBER**

---

ON all sides you hear this—"MACLEAN'S MAGAZINE grows better all the time." There is a reason: it is that MACLEAN'S publishers are getting more and more of the best work of the best Canadian writers and artists. The cost is heavy, but it is the price of betterment. Also, MACLEAN'S policy of making a magazine of definite Canadian character is being greatly appreciated by the best class of the Canadian people. In the following condensed summary of Contents you have evidence of the character and appeal of MACLEAN'S:

### *Contents:*

From Stephen Leacock is "Abdul Aziz Has His"—a follow-up to his "Germany From Within," one of the best things Leacock ever wrote. It tells the story of Leacock's visit, disguised as an English Governess, to the Yildiz Kiosk.

A story, "The Pride of Pauline," by Sir Gilbert Parker. A story of the Canadian North-west—a typical Parker story.

Robert W. Service's contribution is "The Ballad of Jean Desprez"—a very stirring story of the war, with a mighty swing to it.

Two exceptionally good Christmas stories—much above the average. One is "The Blue Water Prodigal," by A. C. Allenson, a story that combines humor and sentiment with a patriotic setting. The second story is by Alan Sullivan, a story of missionary life—"The Soul of Nanook"—an admirably written thing.

H. F. Gadsby has an article dealing with the problems facing Canadian statesmen, under the heading: "Peaches and Lemons." Gadsby gives some straight-from-the-shoulder talk from a purely non-partisan standpoint.

A sketch of the Hon. W. M. Martin, the new Premier of Saskatchewan, by Norman Lambert, under the heading: "The Man Who Brings Back the Ball."

Add to the foregoing the fine Review of Reviews Department; the regular Business Outlook Article, and the Department—"Information for Investors," and you have a magazine worth fifteen cents of any Canadian's money—a magazine for a true Canadian. **Better** for a Canadian than any other magazine, no matter how or where produced.

*At all  
News-  
Agents—  
Fifteen  
Cents*



**Your stock of Boys' Suits will sell better if they are furnished with the "Governor" Fastener.**

It helps provide a common-sense way of building business on the sure foundation of customers' satisfaction.

Get them on your next order of Boys' Suits.

"I always want Governor Fasteners on my knickers."

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

**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' 8" high, 27" wide, and contains 18 spaces to display 15 to 18 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.

*Patent Applied For.*

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



*The most attractive values in*

**NEGLIGEE and WORK SHIRTS**

*ever offered and we can deliver the goods.*

INVESTIGATE OUR VALUES.  
SEND AN OPEN ORDER TO-DAY.

**The Hercules Garment Company**  
59 ST. PETER STREET . . . MONTREAL

FACTORIES: MONTREAL AND LOUISEVILLE, QUE.

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



**T**HIS Pinch Back young men's overcoat has taken the market by storm and everybody has bought it for the Spring.

If you are not supplied yet, drop us a card and we will send you cuttings of latest designs.

## Helleur, Gariépy & Broderick Limited

*Wholesale Manufacturers of Men's, Young  
Men's, Boys' and Juvenile Clothes*

16 CRAIG STREET WEST : MONTREAL, QUE.

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## 1916 - 1917

Standing on the threshold of a new year, we pause to look back over the passing year. 1916 has far exceeded our expectations for volume of trade in Dominion Raincoats. We fully realize that your co-operation and your patronage have done much to make this success possible. We are grateful that our efforts to please and serve the trade have been so generously appreciated throughout Canada.

Past successes are but stepping stones to future achievements. With the New Year, our efforts shall be increased to make the *Dominion Rubber System* of still greater service and benefit to Canadians and to the retail trade of Canada. Our purpose at all times shall be to make this the one safe and satisfactory place to supply every need in Waterproof Clothing for men, women and children.

*To one and all, we extend the Season's Greetings and our best wishes for a Happy and Prosperous New Year, with a hope that during the New Year, Peace may again prevail among the nations of the world.*

## **Canadian Consolidated Rubber Co.**

LIMITED

HEAD OFFICE: MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, London, Brantford, Kitchener, North Bay, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver and Victoria.

# CHESTERFIELD

*a shirt for gentlemen's evening wear*  
*Featuring the self-conforming bosom*



**TOOKE BROS** *limited* **MONTREAL**

THE distinctive feature of our Chesterfield dress shirt is illustrated here. It is snug fitting and conforms with every movement of the body—as pleasing to wear, as a soft front shirt.

*Your Customers will be delighted with this original TOOKE idea.*

*With plain bosom and cuffs, \$13.50 doz.*

*Finest quality French pique bosom and cuffs, \$16.50 doz.*

**TOOKE BROS., Limited**

Montreal Toronto Winnipeg Vancouver







