

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII.

PUBLICATION OFFICE: TORONTO, APRIL, 1917

No. 4

FOR ALL who need the strongest and best, Carhartt Overalls and Gloves have for years stood the severe test put upon them by railroad men, and completely satisfy the needs of every class of workmen.

You insure satisfaction to your customers by handling the Carhartt Line.

HAMILTON CARHARTT COTTON MILLS, LIMITED

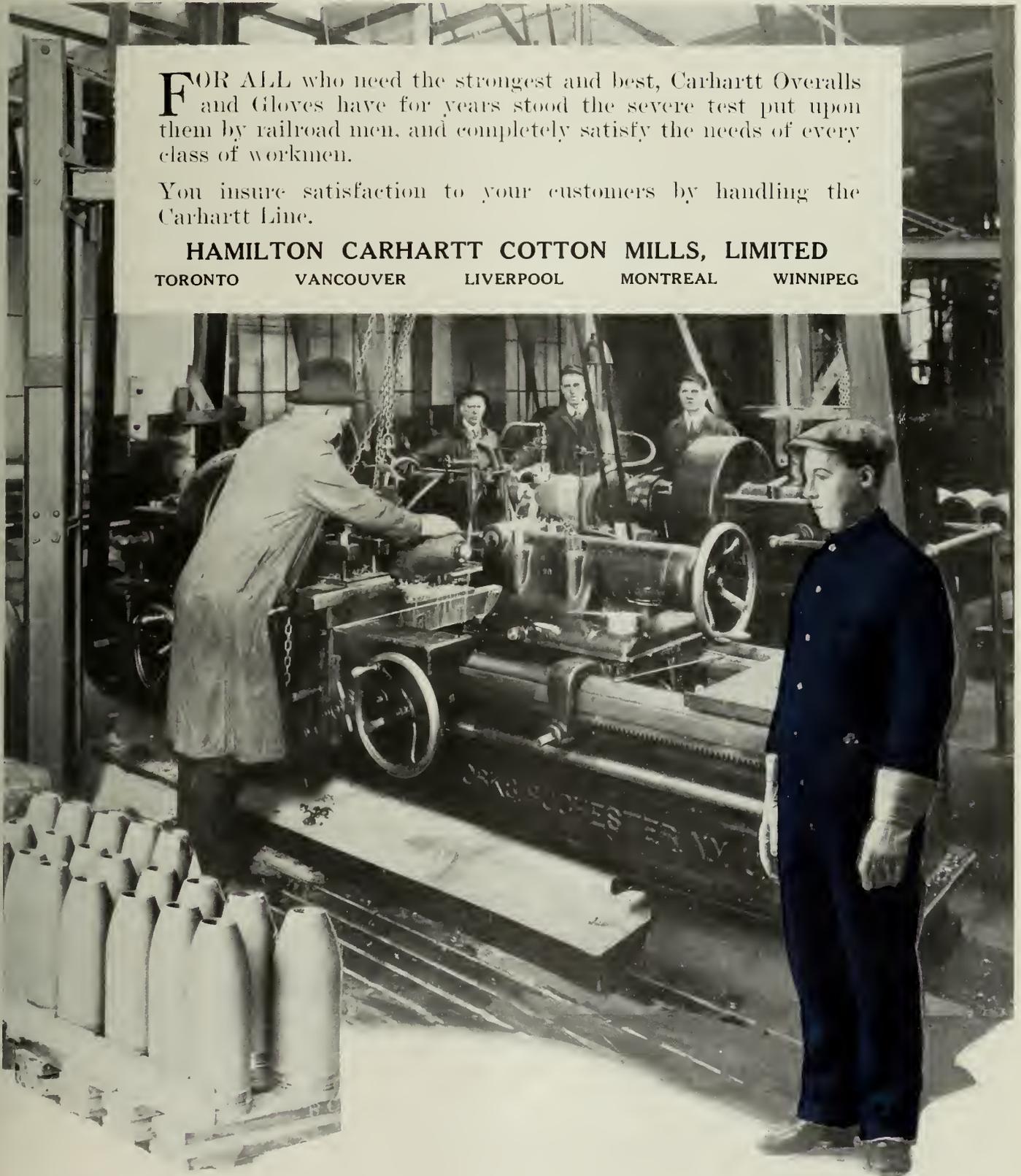
TORONTO

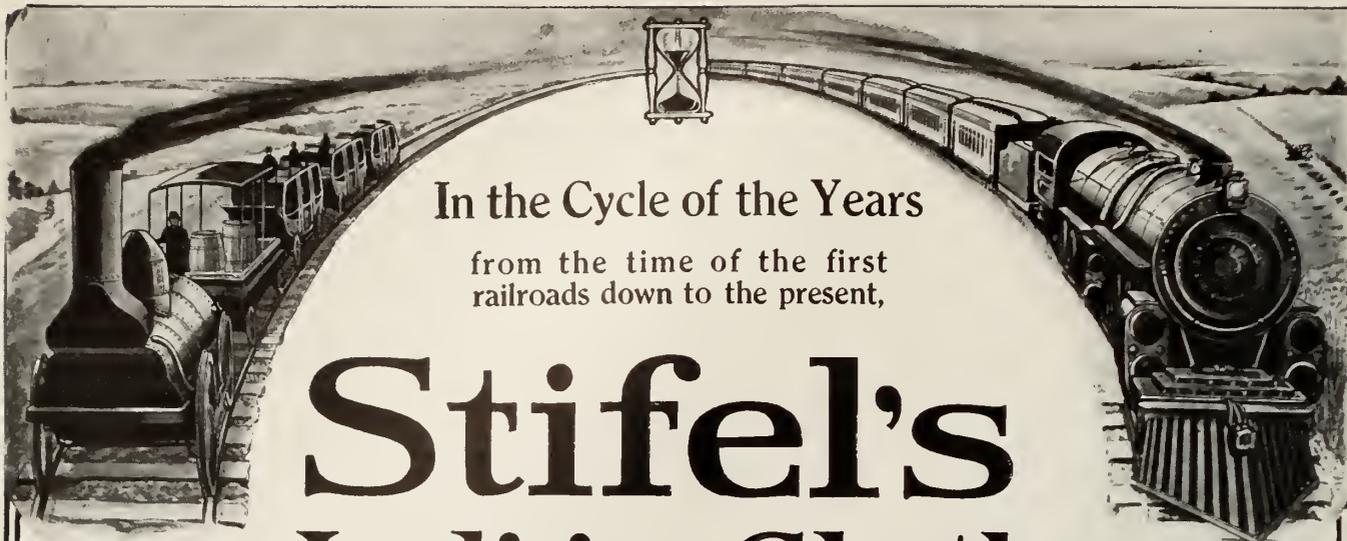
VANCOUVER

LIVERPOOL

MONTREAL

WINNIPEG





In the Cycle of the Years

from the time of the first
railroads down to the present,

Stifel's Indigo Cloth

Standard for over 75 years

Overalls, Jumpers, Uniforms, Etc.

IF time is the test of excellence, Stifel's Indigo Cloth carries off the fabric honors.

When a product gets closer to its patrons by increasingly better service through the long march of years, you can mark it a winner.

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

is the typical American industrial cloth. It stands, without phasing, the knocks and grime of labor and the rigors of the tub.

It's the CLOTH in the garment that gives the wear. To be certain you are giving your customers the maximum wear garment cloth in their overalls, shirts, jumpers and uniforms, look for this trade mark  on the inside of the garment on the back of the cloth.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

NEW YORK 260-262 Church Street
PHILADELPHIA 324 Market Street
BOSTON 31 Bedford Street
CHICAGO 223 W. Jackson Boulevard
SAN FRANCISCO Postal Telegraph Building
ST. JOSEPH, MO Saxton Bank Building

BALTIMORE Coca Cola Building
ST. LOUIS 928 Victoria Building
ST. PAUL 238 Endicott Building
TORONTO 14 Manchester Building
WINNIPEG 400 Hammond Building
MONTREAL Room 500, 489 St. Paul Street



Crown Tailoring for those who want clothes of real value

Designed, cut, tailored and finished with scrupulous attention to every style detail Crown Tailoring Suits and Overcoats are an ideal line to feature.

Our Suits and Overcoats will meet the requirements of your most critical trade. *Style, Quality, Construction, Value and Service*—that's the secret of our leadership.

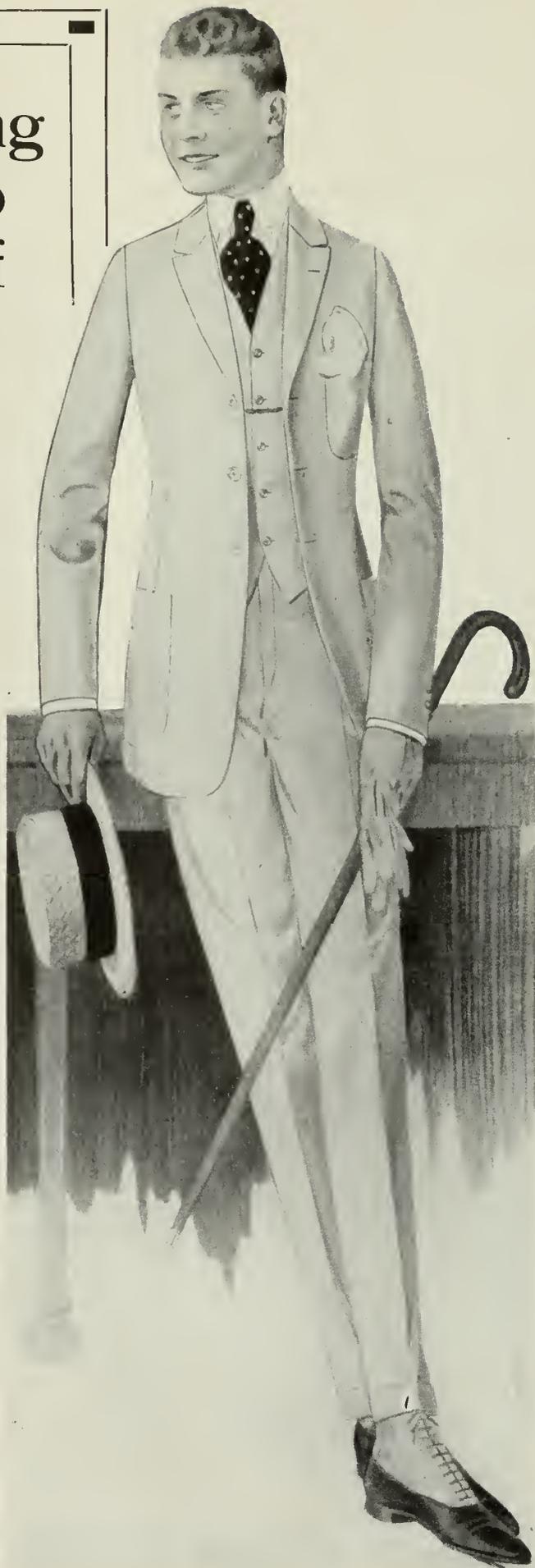
We can supply outfits to a few more live representatives and would suggest your sending for full particulars of the

Crown Tailoring Agency

right now. There's money in it. We furnish you complete—samples, measuring equipment, style charts and detailed instructions. Are you interested?

The Crown Tailoring Company

533 College Street Toronto



TRADE MARK REG. U.S. PAT. OFFICE

IRONCLAD KHAKI

**GUARANTEED FAST SULPHUR DYED
WEARS LIKE LEATHER
COVERED BY THREE GUARANTEES**

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!

THAT'S how much we, the manufacturers, think of **IRONCLAD KHAKI.**

To guarantee to you, the garment manufacturer, that you are 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 the national-defense-against-wear cloth---a business getter and a business holder.

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.



*This label, sewed on garment, guarantees the cloth to be genuine **IRONCLAD KHAKI**, Fast Sulphur Dyed*

If It's a Question of Value!

EIGHTEEN months ago an urgent call was sent out by the Government for uniforms. Recruiting was suffering for want of outfits. We were patriotic. We turned over nearly our entire capacity to the Government and took only such regular business as could be handled in addition to the necessary military work.

While our plant was turning out uniforms for our overseas forces, materials ordered for regular trade continued to come to hand. Large stocks of these accumulated. It worried us at the time but now it makes it possible to give Style Craft customers wonderful values for Fall and Winter, 1917.

We have the goods—a marvellous range and at practically the old prices. Most of these materials have advanced 100% since they were bought. Think of it—Take advantage of it by seeing the Style Craft representative at your earliest opportunity.

Salesmen out March 15th.

E. G. Hachborn & Company

50-54 York Street, Toronto

Get the boys' business coming to your store



IT'S a worth-while business, a business that no wide-awake dealer can afford to pass up. Present day conditions have but served to emphasize the importance of the boys' patronage—bigger wages are coming his way and that means he's going to spend more in the matter of clothes.

How much of this profitable business are you prepared to corral?

Wearbetter
SUITS FOR BOYS

displayed in your store will do much to secure a proper share of this trade for you. Every suit is tailored with a style and a finish that will satisfy the most particular boy or the most hard-to-please parent.

Let's send you all particulars about this splendid money-making boys' suit line. Our samples will convince you where the best values are to be had.

Write to-day.

Walter Blue & Co., Ltd.

Makers of Wearbetter Clothes

SHERBROOKE, QUE.

"The Suit with the Guarantee"

A Worth while Proposition

JUST because we know that our guaranteed line of men's suits is the very best proposition on the clothing market to-day—the line you are looking for—we want to get you acquainted with it. We want to show you how your suit sales can be gingered up and how your profits can be multiplied if you stock and display the

Bachelor Suit

FABRICS unusually attractive, WEARING QUALITIES absolutely guaranteed, STYLE AND FINISH to meet the most exacting requirements of most fastidious dresser—what more likely selling proposition could be conceived?



Our Trade Mark

AND our prices—cut to the very limit that quality permits, made possible only by our long connection with the mills and the large stock on hand before the more recent advance in the textile market.

CAN you afford to ignore this pace-setting proposition? Just drop us a card—to-day—and we'll send you full particulars.

The
Bachelor Clothing Co., Ltd.
SHERBROOKE, QUEBEC

Your
Customers
Guarantee



“The Suit with the Guarantee”

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

CHALLENGE

BRAND



—the commonsense
collar for the munition
worker.

The daily grind of the munition shop spells disaster to clean linen, particularly clean linen collars. No one knows this better than the munition maker, but — does he know that an **Arlington** Waterproof Collar will enable him to enjoy a spotlessly clean collar every day without any laundry expenses whatever?

And not only munition makers but all factory workers, without exception, will find the **Arlington** just ideal—spot-proof and dirt-proof, clean and neat in an instant with just a rub of soap and water.

There is profit in this for you, Mr. Retailer

Good profit. Just get the workers of your town acquainted with **Arlington** advantages and see how your stock will disappear and your cash receipts increase. Your customers will be surprised at the variety of grades and styles and the real linen-like appearance of the **Arlington** Challenge Brand line.

Lay in a stock to-day.

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.

Put that Boys' Clothing Department on a better paying basis by featuring

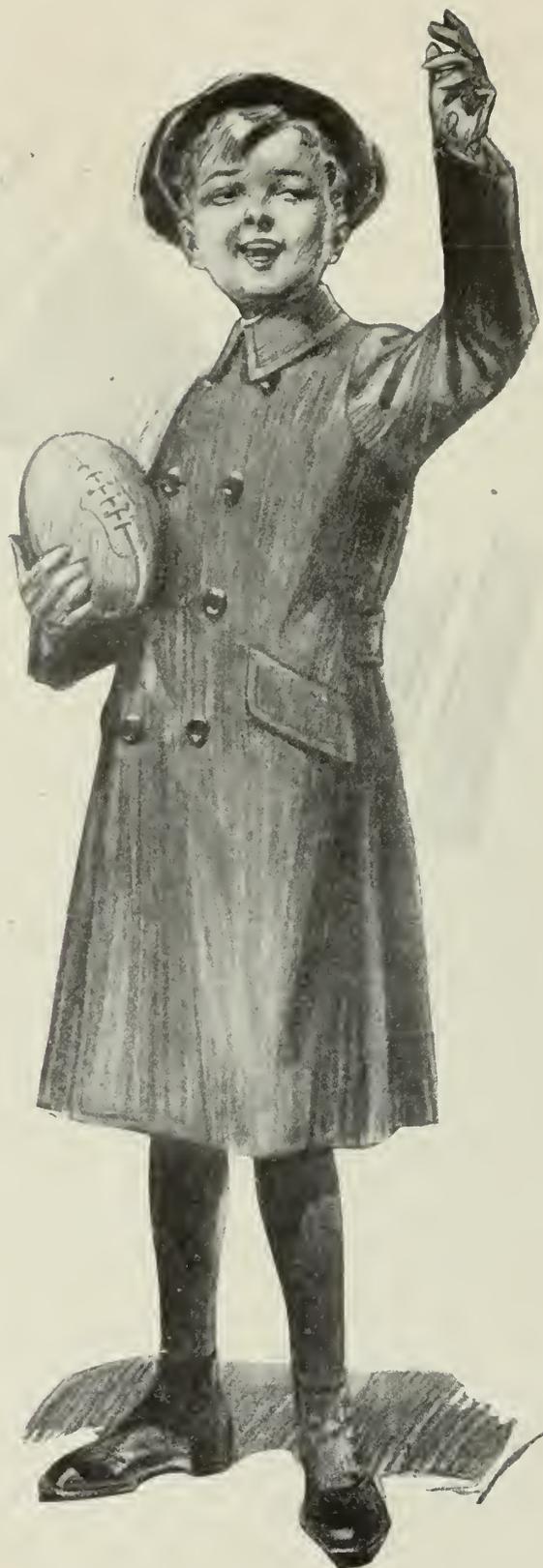
Avenue Brand Suits and Overcoats

Their style, their wearing qualities, the attractive patterns and neat designing will hit the fancy of the wearers and please the parents who are looking for real money's worth in clothing for the boys.

The clever New York designing, characteristic of our new season's showing, the splendid qualities of tweeds, worsteds and serges—all combine to make Avenue Brand the one big buy in the 1917 boys' clothing offerings.

See this line anyway, before you finally decide. A card to us now will arrange matters to suit your convenience. Our traveller is at your service. And remember—*there is no other line just as good as Avenue Brand.*

We also make Avenue Brand Clothes for Men, Youths and Young Men. Every Garment guaranteed. See them.



C. M. Gilchrist and Co.

107 Front Street, Toronto

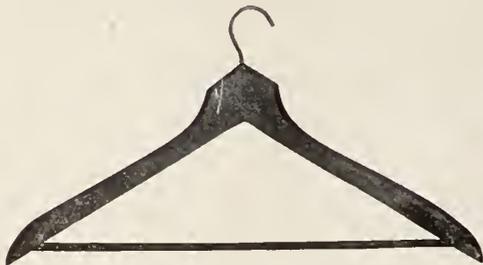
Tate Electrolytic Waterproofing Processes Limited



Waterproofers of Textiles

Jacobs Building - 282 St. Catherine West
MONTREAL

Taylor-Made Garment Hangers



No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trousers Bar, at

\$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton Ontario



A new and better way to press Garments used by Gents' Furnishers, Men's Clothing Mfgs., Underwear Mfgs., Cleaners and Dyers, Skirt and Cloth Mfgs.

The Hoffman Garment Press

Add a Pressing and Cleaning Dept. to your Gents' Furnishing business and see your business grow. It keeps the young men calling at your store. Pays big profits on small investments. The Hoffman Sanitary Press enables you to turn out a high-class job in quick time, at low cost. This Dept. will pay its own way and help swell your profits.

WRITE TO

Palmer & Co., 12 CLINTON PLACE
TORONTO, ONT.

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

Broadway

Clothes
for exacting men

April, 1917

Big Business

Style coupled with Fabric quality

The faultless fit and the attractive finish of every Broadway Model is a result of untiring endeavor on the part of our style experts, men whose every effort is devoted to the creation and perfecting of original and distinctive style ideas. That's why Broadway Clothes have come to be recognized as the culmination of correct fashion in clothes for men.

For the merchant carrying a Broadway stock there is limitless opportunities for better clothes sales. The right stock is half the battle. An examination will show you that Broadway values are your best buy. Connect with us.



Randall and Johnston

LIMITED

TORONTO

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

Peck's Shirts

There is one standard to which every Shirt turned out by John W. Peck & Co., Limited, has to conform, no matter what the price, no matter what the style. That standard can be expressed in five words—

MAKE IT A REAL SHIRT

That is why you can always be certain, when you offer your customer a Peck Shirt, that that shirt will be of full length and full size, in proportion to the size of the neckband.

Some manufacturers reduce the proportions of the shirt in order, by using less material, to undersell competitors or make more profit.

But Peck's—never!

□□□

JOHN W. PECK & CO., Limited
MONTREAL :: WINNIPEG :: VANCOUVER

“You can't shake your watch or pencil out of our patented pockets”

FOUND ONLY ON
HEADLIGHT OVERALLS

UNION MADE
Dyed with Genuine Indigo



← **AND NOW COMES**
OUR “COMBINATION OVERALL”
CONTAINING DISTINCTIVE
HEADLIGHT QUALITY FEATURES
TELEGRAPH YOUR TRIAL ORDER!



LARNED, CARTER & CO. Sarnia, Ont.

WORLDS GREATEST OVERALL MAKERS

FACTORIES: DETROIT, ST. LOUIS, SAN FRANCISCO,
PORT HURON, MICH. CANADIAN FACTORY, SARNIA, ONT.

24

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

Our stock is complete—
all ready to ship you
Get in touch with us

WHATEVER clothing problems you are wrestling with, you'll find that our goods and our *prompt deliveries* will enable you to overcome them and will put you in a position to give unstinted satisfaction to every customer.

BOYS' SUITS any style from \$3.00 up
MEN'S SUITS " " " \$6.50 "
BOYS' BLOOMERS \$7.00 per dozen "
MEN'S PANTS - \$16.50 " " "

OUR salesmen are now on the road and will be pleased to show you a complete range of samples, including our snappy Fall lines. Select your stock from these unusual values.



*We guarantee
immediate delivery*

J. Elkin & Co., Ltd.

Makers of Elk Brand Clothes

Head Office and Sample Rooms

Montreal, Que.

Joliette, Que.



Did you ever take into consideration why Fit-Reform Gar- ments are the 'King Pin'?

- 1st. —Because they are hand-tailored.
- 2nd.—Because all Coats are Open Coats.
- 3rd.—Because they are designed by the foremost designer in Canada.
- 4th.—Because the fit and finish tell the tale.

Those who sell Fit-Reform Garments will tell you so.

E. A. Small Co., Limited
MONTREAL



Emil E. Volpe

We beg to announce having secured the services of Mr. Emil E. Volpe, of Rochester, New York, for our designing department.

Mr. Volpe has been a familiar figure in the designing world for many years and his creations have marked him as a leader in his field.

The Models shown for Fall bear distinctive and pleasing effects, evidence of the character and brilliancy of an artist-thinker.

Associated with Mr. Volpe at the head of each department, is his own Factory Staff of expert tailors. The staff is under the supervision of Mr. Joseph Dedominico, who has served in the capacity of Factory Supervisor in some of the best clothing houses of America.

B. GARDNER & COMPANY

Makers of "Good Clothes"

85 St. Catherine Street West

:::

MONTREAL

Retail Prosperity in the Clothing Business

comes from common sense, service and square dealing; and most of all from the offering of right styles and values.

Gardner's "Good Clothes"

offer all these advantages.

You can make fast friends with the majority by concentrating on Gardner's Good Clothes—friends that will come back again and again for "more of the same."

It is the come-back, the resale, that builds a business big

Our salesmen are now on their respective routes with a complete range for Fall.

In our enlarged premises we can take care of your immediate orders with promptness.

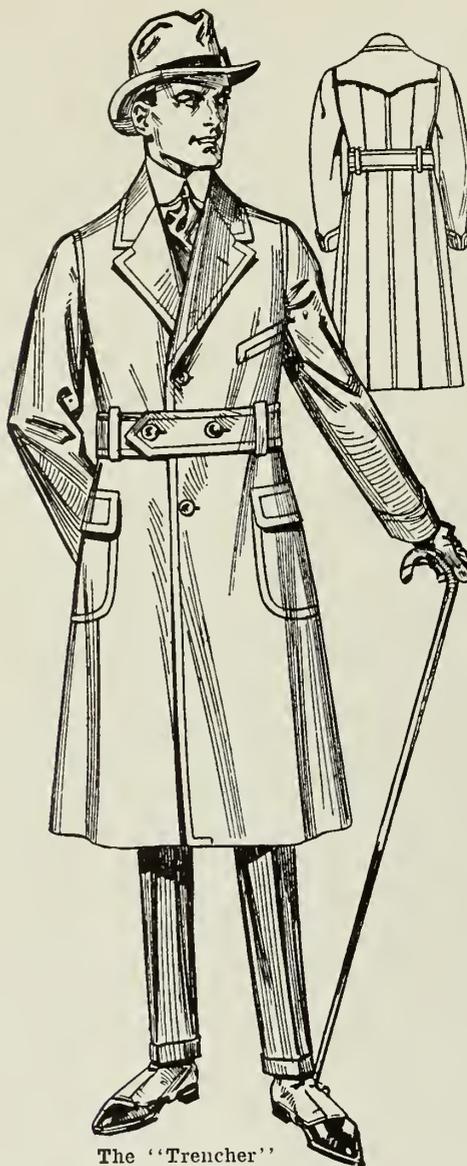
B. GARDNER & COMPANY

Makers of "Good Clothes"

85 St. Catherine Street West

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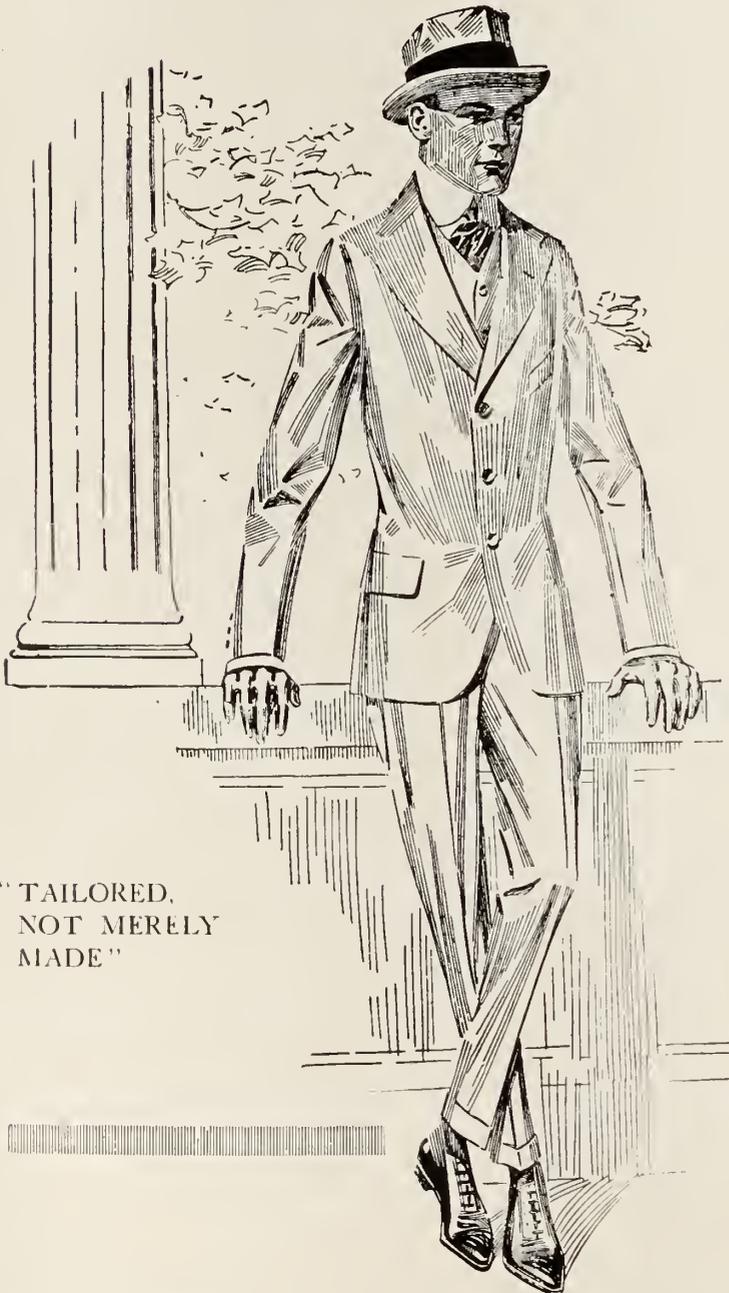
MONTREAL



The "Trencher"

Good-bye, Problems! Hello, Profits!

*That's just what Art-Kraft
Clothes in your store mean*



"TAILORED,
NOT MERELY
MADE"

For Art-Kraft Clothes sell, and sell quickly, and you know very well that it's the quick customer-satisfying sales that put the profits where you want them.

Art-Kraft
Clothes

sell because they are tailored by experts who know the game from A to Z, men who have made the name Art-Kraft synonymous with striking good looks, double service and superior refinement—points of telling appeal with lovers of good clothes everywhere.

Pre-eminently superior though they are, Art-Kraft Clothes retail at the price of ordinary every-day models. We want to convince you that the name Art-Kraft is something more than a name, that it amounts to a guarantee of satisfaction for both Dealer and Customer.

Mail us a card now and get on our calling list. Our values this season are going to give the Art-Kraft reputation another boost.

Walter Blue & Co.

LIMITED

Sherbrooke, Quebec

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

"Fashion-Craft"

Quality Clothes

Made to meet the needs of
the man who appreciates
Style, Fit and Workman-
ship.

200 Points

in Canada where it is sold.

Is there an agency in your
town? If not, there is an
opening for the right man.

If you are that man, and
are interested, write

Promotion Department

Fashion Craft Mfrs. Limited

566 St. Lawrence Blvd., Montreal



*"Made
in
Canada"*



TYRONE A LOWER TALBOT
WITH SQUARE CORNERS

GORDON A LOWER BERWICK
WITH ROUND CORNERS

THE NEW

Arrow
form-fit PATENTED
IN CANADA
Collars

READY APRIL 1st.

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.

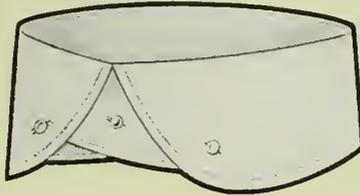
ARROW SOFT COLLARS

The best of Canadian make—and equal to any you can import —fit right—sit right—launder right. These are but a few of the styles. Mail orders will be given careful and prompt attention.

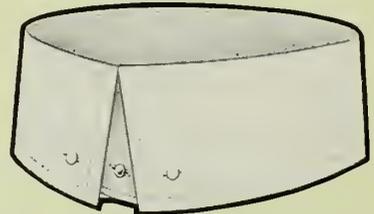
CLUETT, PEABODY & CO., Inc., *Makers*



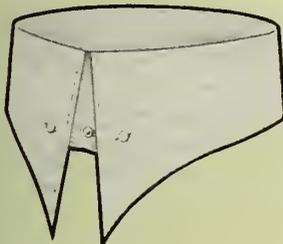
COMOX
Fine Pique, \$1.20 per dozen



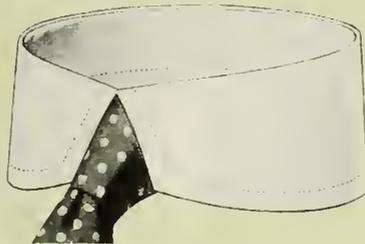
HANBURY
Fine Poplin, \$1.20 per dozen



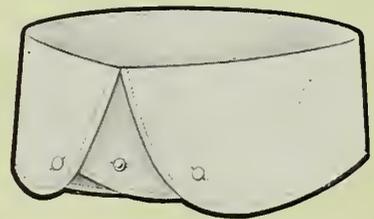
ASHCROFT
Fine Pique, \$1.20 per dozen



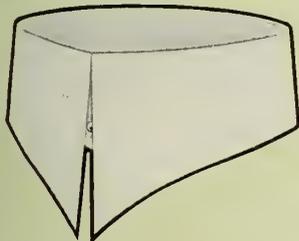
VERNON
Mercerised Poplin, \$1.50 per dozen



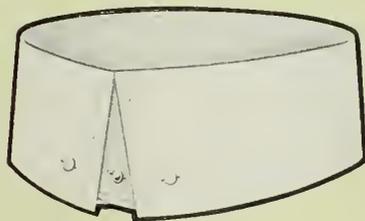
SPARLING
Mercerised Poplin, \$1.50 per dozen



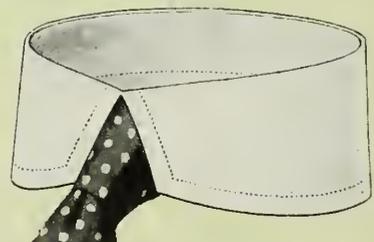
SANDON
Fine Mercerised Cords, \$1.50 per dozen



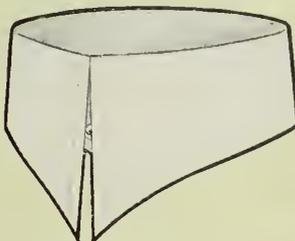
REGINA
Fine Check Pique, \$2.00 per dozen



KELOWNA
Silk Bengaline Cords, \$3.00 per dozen.



GLENORA
All Silk, \$4.00 per dozen



CORDOVA
All Silk, \$4.00 per dozen

Factory
ST. JOHNS,
QUEBEC

Stocks carried at
MONTREAL
TORONTO
WINNIPEG
VANCOUVER

CANADIAN OVERSEAS BADGES



**We are the
Largest Makers**

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, \$8 per 100.
Numbered battalions, \$12 per 100.

Collar Badges—Maple Leaf, \$8 per 100.
Numbered battalions, \$15 per 100.

Shoulder Titles—Plain Canada, \$8 per 100.
Numbered battalions, \$15 per 100.

Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.
Northampton St., Birmingham, Eng.
Telegraphic Address, "Tiptaft, Birmingham"
Cable Code, A. B. C. 5th Edition

Taylor-Made Garment Hangers

No. 74B



\$12.50
per hundred

No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at \$12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.
Hamilton Ontario

"Craftana"

Registered No. 262,071

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

First in the Field and Still Leading.



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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**

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

You can't beat the 1917 Miller Values

In White Ducks, Palm Beach and other summerweight clothing our values are exceptional.

We want to prove this to you, Mr. Retailer—we want to show you that notwithstanding a slight advance in former prices to cover the increased cost of materials, labor, etc., our prices to-day are from 15 to 35 per cent. below prevailing market values.

Our **Palm Beach and Summerweight Clothing** is a line of unusual selling possibilities. Every garment is Canadian custom-made by men tailors, especially for Canadian trade, and equals the best shown in New York and Chicago.

Because of our foresight in buying heavily before the recent market advance we are offering surprising values in

Duck Coats and Aprons,

Khaki and White Duck Pants,

Luster Coats, Munition Coats, Official

Boy Scout Uniforms and Supplies.

ALL KHAKEE GOODS—SERGE and DRILL
For Military and Work.

Lay in sufficient of all the above to cover your season's requirements. Early ordering is essential as our stocks will not last long at present prices, and the help problem is quite acute.



*A Guarantee
of Quality in
Specialty Clothing*

Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street, Toronto

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



Our representatives are now on the road carrying with them a complete line of Fall and Winter samples of "New Era" Quality Clothing.

Our range is as large and complete as ever, and prices, owing to purchases made in anticipation of present conditions, are right.

To properly conduct our rapidly increasing business, we have divided it into three large Departments:

Boys' Clothing, embracing lines from fancy Juveniles to modish School Suits.

Young Men's, possessing the style and snap of the higher-priced advertised brands.

Men's Conservative Styles, always to be relied upon.

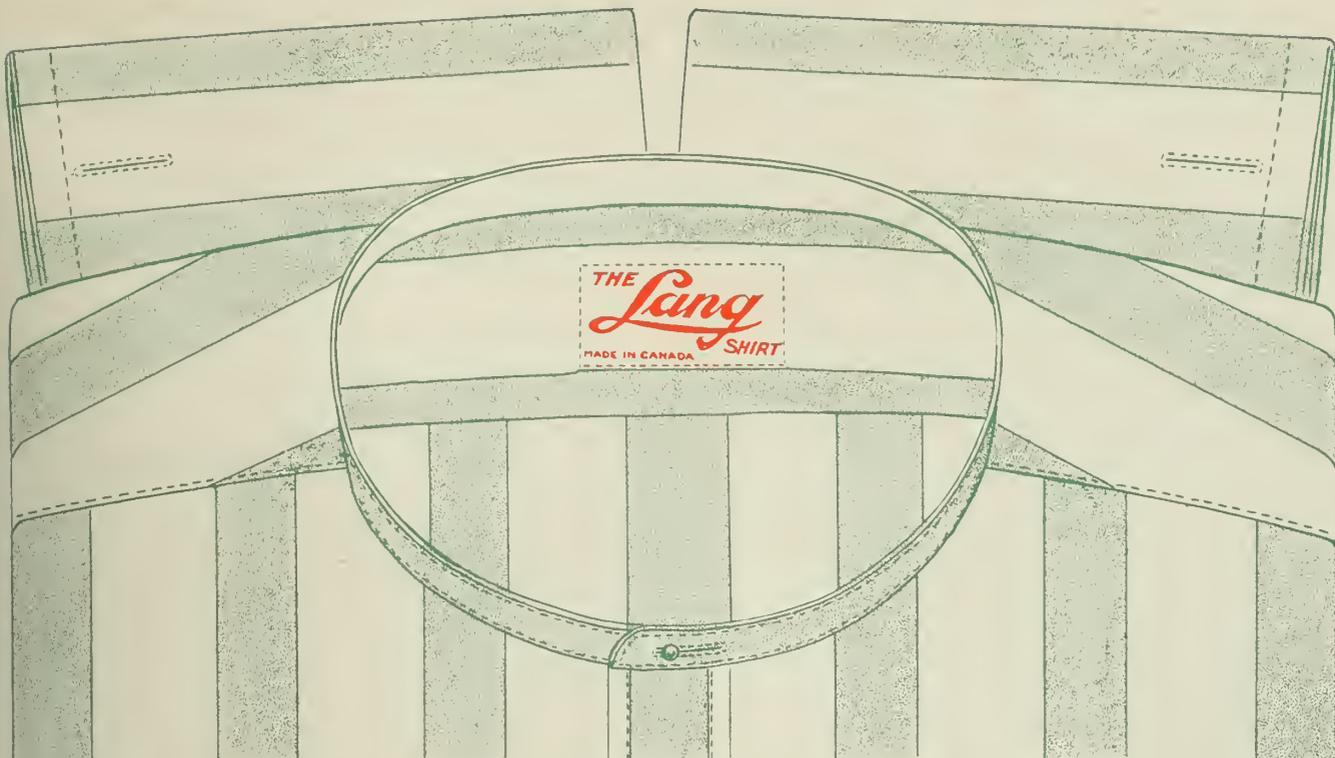
In each Department you will find smart-looking, good-fitting, well-made clothing at popular prices, which cannot fail to bring business.

We bespeak a careful inspection.



***The* FREEDMAN COMPANY**

Sommer Building, Montreal



A favorite with particular men—

THE
Lang
SHIRT

The reliable line

Give your shirt department a real lift towards quicker selling and better profits by stocking from the 1917 *Lang* Shirt values now being shown.

Fabric, Fit, Fair Price—everything that's calculated to win the approval of discerning men is embodied in this unusual offering. We've got all the good old standard lines, as well as the latest and most sensible novelty features. Our Specialty is **fine quality shirts made up for retailers under their own name.**

Think what such a service means in connection with your present shirt trade—increased sales, bigger profits. Our samples are at your service. Send for them to-day and get acquainted with *Lang* Shirt Value.

The Lang Shirt Co., Limited
 Kitchener, Ontario

"Hero Shirts"

For Fall

Buying Advantages

Larger quantities, earlier deliveries and better prices, through buying in conjunction with our STAPLE DEPT., (the best in Canada.)

Manufacturing Advantages

Our own factories, whose superintendents work in constant close touch with the warehouse department managers, to produce better goods at less money.

Selling Advantages

Thirty experienced sales-men who cover their territory thoroughly with general line of dry goods and men's furnishings, thus reducing to a minimum the cost of marketing the most attractive line of Men's Fine Shirts in Canada.

"Hero Shirts are Better"

The evidence is in the Sample Rooms of our Travellers.

ALPHONSE RACINE LIMITED

60-80 St. Paul St. West, Montreal, Canada

SAMPLE ROOMS: Ottawa, Quebec, Three Rivers,
Sherbrooke and Sydney, N.S.

FACTORIES: Beaubien St., Montreal; St. Denis, Que.;
St. Croix, Que.



OUR Salesmen are on the road now with our full line of *Fall and Immediate Samples* — of *Men's, Young Men's, Boys' and Juvenile Clothing*.

We have the biggest stock of piece goods on hand, and when buying from us you are sure of delivery.

Helleur, Gariepy & Broderick, Limited

16 Craig West, Montreal

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

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

The Retail Merchant—a Wonderful National Asset

There are more than 50,000 retail merchants in Canada. They employ more than 250,000 people. Half a million more people are directly dependent on the retail business for a living.

Each year goods pass across their counters worth more than a billion-and-a-half dollars.

A vast army of distributors—no less important in the Nation's work to-day than the great army of producers.

These 50,000 merchants and their quarter of a million employees are a most vital factor in the existence of Canada—but they could become a still greater factor if they worked at 100 per cent. efficiency.

At this very hour the Nation is asking the utmost efficiency in every line of business. This means that all of us must change our gait and do more than an ordinary day's work.

This applies to the merchant who distributes, as well as to the farmer and manufacturer who produces.

In order to become thoroughly efficient, there must be no waste motion, no lost energy, no needless labor, no careless use of money.

What a wonderful opportunity there is for the 50,000 retail merchants in Canada, to become personally efficient, and enable their quarter of a million employees to become more efficient—to work better, faster and more accurately.

The National Cash Register Company have utilized years of experience, brains and energy in devising a mechanical means of accomplishing this most necessary efficiency. This machine stops losses, prevents mistakes due to carelessness and inaccuracy, and saves time. They are indispensable to the merchant who desires the highest possible efficiency in running his store, and are helpful to every ambitious clerk.

Our new model Registers stop losses, mistakes, temptation and carelessness.

They save time, worry and money. Without obligating yourself in any way, write us to-day for full particulars. We will gladly furnish these.



The
National Cash
Register
Company
of Canada,
Limited

Toronto, Canada

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



It's All in the Tie Space

The reason why one man has to pull and jerk his tie into place while the other slides his around easily is due entirely to the tie space provided in his collar.

Very few makes of collars have enough tie space—especially in the larger sizes.

It is the general custom in making collars to design them on a curve to suit the medium sizes. They are lengthened or shortened to make other sizes. This may seem all right, but it works out this way:—

The tie space increases in the smaller sizes and decreases in the larger. If the tie space is not adequate in the medium sizes, pity the man who tries to pull his tie through size 17, for it is a terrible

strain on his temper and a worse one on his tie.

W. G. & R. collars are a boon to every man who appreciates ample tie space and especially to those who wear the larger sizes.

The design of W. G. & R. collars is such that every size, and this includes quarter sizes, has ample and uniform tie space. We design every size separately to give every man a proper fit, whether his neck measurement requires size 14 or size 17.

This uniform and ample tie space is a great talking point and a *real* talking point, in favor of W. G. & R. collars. It is one that men instantly appreciate. It is one you can use with telling effect in selling W. G. & R. collars.

TRADE
W. G. & R.
MARK

The Williams, Greene & Rome
Company, Limited

Makers of fine shirts, collars, pyjamas and
summer underwear

KITCHENER, CANADA

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



*Know the name of the
new ^{TRADE} *W.G.R.* _{MARK} collar:*

SOMME

“Some Collar”

Ready for delivery now

“SOMME” strikes an entirely new note in Canadian collar designing. Smart dressers will instantly appreciate it.

The points of the outside fold, if desired, may be turned up slightly, as in the illustration,

which adds to the smart effect.

Ample tie space. “Slip On” buttonhole. $\frac{1}{4}$ sizes.

Be sure you have a good stock of this winner. It will be well advertised.

The Williams, Greene & Rome Co., Limited
KITCHENER, CANADA



If you are catering to the better class of trade you will find it profitable to specialize on

TRADE
W.G.R.
 MARK

SHIRTS

They are made by operators of many years' experience in good shirt-making, with our guarantee and a national reputation behind them.

We are showing a big range of bright,

snappy fabrics, and while some lines have had to be advanced lately, we are able to offer a large assortment at practically old prices—the result of buying heavily months ago. These are A1 values.

Reliable Colors

Good Cloths

Standard Sizes



A stock of long sleeves always on hand.

The Williams, Greene & Rome Co., Limited

KITCHENER, CANADA

"The excellence of the product has established the brand"

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

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

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TORONTO, APRIL, 1917

No. 4

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HOSIERY



THE greatest factor to success in retailing is dependable merchandise. Your customers' interests are first. The satisfaction they receive from the goods you sell determines whether or not they are regular patrons of your store. It is well to remember that the SERVICE an article gives creates impressions that remain long after the price is forgotten. In these days when manufacturers are tempted to indulge in a "shaving off process," to keep down the price, it becomes the first duty of the retailer to be certain that the merchandise he passes on to his customers possesses quality sufficient for their needs.

In "MONARCH-KNIT" Hosiery, QUALITY comes first. We, too, are building for the future. We manufacture complete lines of Hosiery for Men, Women and Children, in silks, lisle, mercerized, cotton and cashmere.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted
Sweater Coats, Fancy Knit Goods, Hosiery, etc.

Dunnville, 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. VII.

TORONTO, APRIL, 1917

NO. 4

BRIGHT IDEAS ON SELLING FURNISHINGS

Methods Followed After Close Study of Nature of Men Customers—Meeting Shrinking
Against Discussing Prices—Quick Devices for Showing Shirts, Underwear,
Ties, Pyjamas and Gloves—Satisfying Men on "Returns."

From Interview with Gordon Dunfield, of Dunfield's, Toronto.

IN presenting in this article illustrations of the newly equipped store of Dunfield's, Yonge street, Toronto, following the separation with P. Bellinger & Co., of Fashion Craft, MEN'S WEAR REVIEW includes in it

some timely, and interesting and, we believe, exceedingly helpful suggestions from the young but successful manager, Gordon Dunfield.

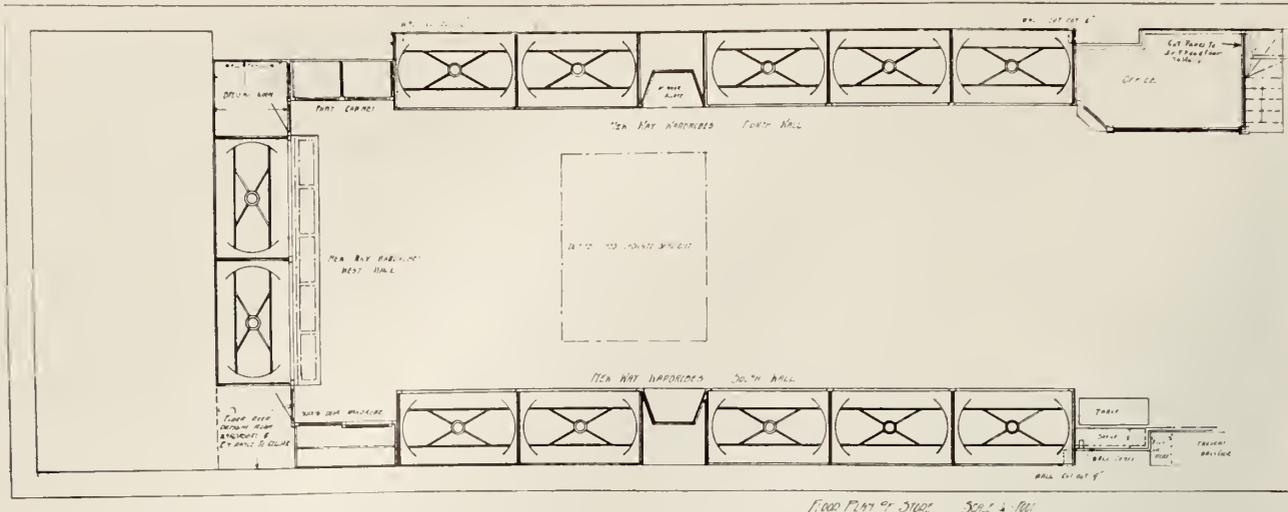
As should be in every case, the display and the selling



DISPLAY OF SHIRTS—This photograph of a section of the Dunfield store was taken for MEN'S WEAR REVIEW chiefly to illustrate the method of showing shirts, which has proved so successful in the selling. There are three cases for the hard and soft front lines, the first, \$2.50, next, \$2 and \$1.75, and third, \$1.50. Each showcase is 27 inches wide inside, the exact width of a stiff cuff shirt when folded, and two glass shelves, the full width, are set in each. The soft cuff shirts are folded once again so that two rows can be set up in the 27-inch space. Each of the 7 rows represents a special size. This method allows of the shirts being taken out easily and quickly, with a large assortment ready without delay. No boxes are used, and in the cabinets behind are other shirts. The sports shirts are kept in the center "circle," to separate them.

At the right, cashmere hosiery can be seen, shown in the cases also, pile on pile, a dozen different lines in each. The silk are kept in the case behind.

At the front of the store are collars, on one side, and ties, mufflers, handkerchiefs, etc., on the other. Soft and hard collars are kept separate.



CLOTHING DEPARTMENT—This is a diagram of the clothing department at the rear of the store. The cabinets are the “new way,” containing a double tier of suits on one side, and another is presented when the rack is reversed. Each compartment holds from 60 to 100 suits, and is very compact, 7 feet long by 4 ft. 6 in. wide.

The location of the triplicate mirrors and the handsome and roomy dressing rooms, done in mahogany, will be noted. On the floor is a green carpet.

The department was designed and the cabinets furnished by Jones Bros. & Co., Toronto.

methods in this store go hand in hand, and the one works closely into the other, according to the manager’s theory and practice.

Showing, Handling and Selling

He shows what he has found the best way to show shirts and that this enables him and his clerks to handle them more readily, and this in turn effects a sale with the more certainty. And—one of the best points of all—Mr. Dunfield is a close observer of man nature, man’s relation to the question of price, as well as of styles,—in other words, if we wished to find one phrase that fitted the case, we would say the “psychology of the male customer,” but we forbear,—our readers might resent the combination of “psychology” and “pyjamas.”

Given the choice of clothing on one side and furnishings on the other, or the furnishings at the front and clothing by itself in the rear, the latter was chosen. The store opens with collars at the right, to the jog caused by a stairway outside at the front. On the left are special lines, ties, mufflers, handkerchiefs, etc. Next to these are shirts, and beyond these pyjamas.

Across the store, at the end of the turn are caps, then follow hosiery, gloves and underwear, each in a well defined department.

Down the centre is a circle of show cases, and back of these, the clothing department. At the extreme rear is a parceling room and one for incoming freight, while above is the “busheling” room for repairs. A handsome decorative effect, suiting well the rich mahogany fixtures, and the green carpet of the clothing section, is an art glass window, which is lighted up from behind by globes that are reflected back against the glass by a mirror at the lower part of this window.

Further details of the layout of the store and the fixtures appear under the illustrations. Let us pass on to an even more interesting topic, as it contains many original ideas, the merchandising methods of the manager.

Colored Tags For Gloves

“**H**AVE you such and such a kind of glove,” asked a customer.

“Yes,” replied the salesman in confidence and turned

round to look at his stock behind him. “Yes,” he continued with a little less certainty, “at least we had it here yesterday. I know I saw the box around there, it must be here some place.”

He glanced up and down the shelves in growing confusion, and kept saying once or twice, “now who on earth put that box away? It should be up here on the first shelf and it isn’t.” Then he turned round to the customer, “Just a moment and I think I can get it for you.”

The moment lengthened to three or four; the customer himself became restless and also a little disgusted.

“Oh, never mind I’ll call in again,” he said, and turned away, and the sale was lost for that time because he went down to the next store and went in and asked for that pair of gloves and was served immediately. More likely than not the sale was lost for all future time just because he didn’t think the store was run on a system which gave good service to the customer.

Hard to Locate Different Kinds

There is this difficulty in always keeping stock in a proper place in the shelves and knowing where to locate any kind of a great variety of gloves or any other line on an instant recognized in the Dunfield store as one of the most necessary points in connection with the treatment of customers. This store depends a great deal on transient trade and must be prepared to wait on customers very quickly and with the minimum of delay in the location of goods and in placing them before the customer, so that it is essential that some method should be adopted to obtain speed in handing out the goods that are required.

Labels of Different Colors

MEN’S WEAR REVIEW noticed on the boxes, which, by the way are uniform, all in black, and look very neat on this account—that the labels used for describing the various lines—were of different colors. At once this suggested a purpose and this was explained. The different colored labels are used to show the different lines that are in the boxes. These are as follows:—

- Deep red label—black gloves.
- White label—white dress gloves and chamois.
- Tan label—tan gloves.
- Grey—Grey suedes, silk lined.
- Yellow—tan, silk lined.

It will be noticed that there are two colors for tan gloves and two colors for grey suede, in one case a tan label is used for the ordinary tan gloves, but a yellow for tan gloves with silk lining, while a grey label is used for grey suede but if they are silk lined a green label is used to distinguish them. The importance of this will be recognized at once.

"Credits"—Special Label at Side

There is one other little device that will also be found of service to those who have not tried it out and that is the use of a small label stock on the left hand side of the large label but by itself with the word "cadets." This, of course, indicates that the gloves in those particular boxes bearing this label are short fingered. In this store there are only three boxes labeled in this way and they of course can be told at a glance as they stand apart from the main label. Before this separation was adopted the salesman had to glance up and down a dozen or more boxes to see whether the word "cadets" was marked on the main label or not. Now he knows that it has a special place, and this saves a considerable amount of time.

Locating Misplaced Boxes

One other point in explanation and that is that the white label is used both for the white gloves and the chamois but the white gloves are kept on an upper shelf while the chamois are kept down below, so that there is no confusion between the two.

This not only makes it easy to pick the glove you want at once but in case a box has been misplaced on the shelf you see at once where it is, that is you know that all the red labeled boxes must be together and when you find one in another place by mistake it goes back at once. More than that, each clerk knows the exact number of red, grey, white, tan and other labels there are. This is, of course, a special arrangement, one that is kept up through the whole of the store stock, and that is, the lower sizes are placed on the bottom of the pile of red labeled boxes and the higher ones on the top. It is the rule in this store in regard to the location of stock, including shirts, gloves, underwear and so forth, that smaller sizes start on the bottom and run upward and also that the smaller sizes and prices start toward the left and run toward the right. This is uniform in every department and makes it much easier for the clerks to locate any special size or any particular price without delay. This is the arrangement that is in effect in a great many stores but many others, we know could adopt it to advantage.

Sales Versus Dignity

WE were curious to learn Mr. Dunfield's philosophy of sales. He has just completed the most successful one in the history of his store, that of shirts and ties. These sales are the ordinary clearing up sales that occur twice a year, at the end of July and the end of January and on into February, and usually occupy four or five weeks. Of course during this period the sale is stimulated by the addition of new stock or by special prices or special reductions that keep the interest of the public alive.

Against Much Comparison of Prices

However very often there will be a sale of ties at 49c, including the regular 75c and \$1.00 ones and when the sale period is half through these will be dropped to 29c. Mr. Dunfield's idea of this is that the 29c price is really all the goods are worth at that late period to the store although the values to the public are as great as they were under the 49c price.

Nor is he strong on using comparison in prices that is saying that such and such is selling for 29c, regularly 50 or 75c. Indeed one of the best days of the sale of shirts was when all the announcement made was the price and the comment that this was much below the regular value, without mentioning any regular prices.

A short time ago he bought up a lot of gloves which were put on for sale at 69c. These gloves were worth, according to the ordinary valuation, \$1.00 and \$1.25, and some of them even \$1.50, but he did not announce this in his ad.; he simply said that they were worth "far more" than the price which was asked for them.

What "Regular" Price Means

As a matter of fact, the "regular" price of these is not the price at which they would be found in an ordinary store but the price at which they would be found in this store and as these had not been put on sale at \$1.00 and \$1.25 or any other price, but simply for a 69c figure, they could not be said to be "regularly \$1.25." His opinion of the matter is that comparative prices could well be dispensed with and the public told if necessary that the goods were worth more than was being asked for them, but not told how much. The public can figure out for themselves just what value they are getting, and the dropping of "regular" prices would do away with a great deal of exaggeration on the part of the dealer and would tend to increase the confidence of the public in the advertising of retail merchants.

The Old Bogy of Losing Prestige

"At one time I thought that we would lose prestige by holding sales," said Mr. Dunfield to MEN'S WEAR REVIEW, but, he added, I would like to see the fellow that would give me that argument now. I am ready for him. They talk about the 'dignity' of the store being hurt by sales. As a matter of fact, I am not counting much on the dignity of the store selling goods. I am not after "high class" customers, so called, we get them and we get the other as well. Sales don't hurt high class trade and to clean out the stock they are absolutely necessary, even if you carry only high class goods and appeal only to high class trade.

Value and Service; Not Dignity

"The whole thing in the sale of goods is not the dignity of the store but the value of the goods you sell and the service you give to the customer in connection with those sales. I can sell as much high class stuff as the next man."

Proprietor And His Friends

CLOSELY connected with this idea of the dignity of the store, as so called, is that of the personality of the head of the store. I used to have an idea that every time a friend of mine came in I had to wait on him, that he would be offended if I didn't. I have got over that now. Now when a friend of mine comes in I go and speak to him and ask him what he wants, and then take him over to one of my clerks and ask him to attend to him, to do the best he can for him. I try to see that I do not take my friends over to a 'boy' to wait on them, who does not understand his business, but a well trained man, and usually the second time that friend comes in he makes his way directly to the clerk who satisfied him on the first occasion.

Too Busy to Wait on Every Friend

"The reason I have reached this conclusion was simply the result of actual experience in trying to wait on every

Four Distinct Trims in Downtown Stocky Window



THERE APPEARS ABOVE a view of the right-hand window of the Dunfield store, taken specially for Men's Wear Review, to illustrate the point as to the difference between a unit trim and what is sometimes called a "stocky" window, one that is crowded with different kinds of "units," if one may use the term in this connection.

Mr. Dunfield believes thoroughly in the use of unit trims as they have been shown by Men's Wear Review, notably, perhaps, those that are the regular form in the Stollery store at the corner of Yonge and Bloor Streets. He remarked that if he had the show space of Mr. Stollery that he could use nothing else than unit trims, and that they would be altogether the best for his purpose. But instead of having six or eight windows, he has only one that he can devote to ties, because the other one to the south is always given up to his clothing department.

CROWDED WINDOW—Under this condition, if he should show a unit trim limited to a single line, in order to have ties and shirts match, he would be using the whole space on a busy thoroughfare for a single line of goods, and several other lines of his would be left unshown during the day or days in which the others held the windows. He has decided that he must crowd his window, but he keeps the unit idea to the extent that each division contains only one line, either a shirt or ties or underwear, as the case may be. For instance, he would not show three or four varieties of ties in one division, merely a single range and one kind of shirt. He goes farther and limits the display in one section of the window to a single price of shirt and a single price of tie. He would not have a 50c and a 75c tie shown in the same division. In this way, while he concentrates his display in a small space, yet he draws special attention to each line.

FOUR DISTINCT TRIMS—As will be seen by the photograph there are four distinct trims in this window. The two on the left are of ties and shirts, each of a single range, and then there is one on top, also of ties. The fourth is of underwear, on the extreme right-hand side of the window, and on underwear trim appears every day.

SOLD TWO DOZEN TIES—"There is another point which may be interesting to you in connection with our windows," remarked Mr. Dunfield. "I have had a number of people criticize me and say, 'Oh, you are piling up too much stuff in your windows.' For instance, I have been told that I had no business to stick a tie on top of that first divider there (pointing to a tie for March 17th, a green tie that was set up there marked 75c). You know that on one occasion I put up a knitted tie at \$1.50 on that same divider and sold two dozen of those ties, different ranges, of course, in a single day. That proves to me that I was perfectly right in showing that line in that position."

You can have no better proof that a window is the right kind of a window than the sales that result from it.

TRIM OF PYJAMAS—It will be noticed in the illustration that there is a trim of pyjamas to the right-hand side, a wall trim as it were, on the other side of the entrance to the stairway. This stairway takes in part of the store, although, of course, it is shut off from it, but the store gets an additional display, a very good one at that, by putting in pyjamas usually in that wall space. This trim works in with the showing in the store itself of pyjamas, which are arranged in the same way as the shirts in tiers in the showcases.



one of my personal friends who entered the store. As the business grew and I was taking more and more part in it and having to do more of the planning, the buying and arranging for the selling and so on, I found that my mind was pre-occupied with some of the bigger plans I had for my business, and when I was waiting on any one of my friends I found my mind wandering off every now and then from the actual sale to something that I had been working on just before, and I said to myself, 'You're not attending to your customer.' The sale as a result was dragging and I knew that my friend in most cases would prefer to be waited on by a man who could give him his full attention rather than one who would seem to him to be half off in a dream.

"Moreover it took too much of my time looking after details like that and so I had to give it up."

Building Up Underwear

IN connection with the permanent underwear trim in the window, Mr. Dunfield tells an interesting story that has considerable value for the men's wear dealer who wishes to build up any department that is now lagging behind.

"There is not a single window that is ever shown now that lacks the trim of underwear," he said. "Every window, every day of the year, is advertising our underwear. Several years ago we came to the conclusion that we were not selling nearly as much as we should, and it seemed this is the common experience of the men's wear dealers. An underwear department is a hard one to build up and a great many stores that have large sales of ordinary furnishings sell practically nothing in underwear.

"One point, of course, is that you must carry such a wide range of neckwear including sizes by the way in order to satisfy the enquiries that will come in to you. So for the first two years we carried more underwear than we sold, that is, our turnover was less than our stock for those two years. Now, of course, the proportion is very much greater. We decided, however, that we must carry a range not only for the regular sized man but for the larger men and also the smaller sizes. The short stouts and so on. This way, by showing the underwear constantly and by being able to satisfy everyone who came in to enquire about it we have gradually built up our underwear until it is now a very large proportion.

Keeps Only Better Class

"Both in our shirts and underwear we follow out the theory, however, that in unusual sizes we will carry only the better class of goods, that is we carry no cheap lines. We find that a man who is larger than the ordinary or has longer or shorter arms is willing to buy the better class of goods and does not expect you to keep the cheaper class. In this way our variety is cut down less than it would be if we went into every line that we carried for the normal sized man.

Dodging Prices

"IT'S a peculiarity of men that they don't like to discuss prices of the goods they buy in a men's wear store, and we do all we can to make it unnecessary for them to do so."

There is a good deal in this philosophy of men's wear merchandising as expressed by Mr. Gordon Dunfield, the manager of this store, and we commend to dealers as a helpful exercise to work out the theory in their various departments.

Probably the selling of shirts will illustrate the principle as well as anything else. Most men buy at least a portion of their shirts, like they do ties, not so much because they need them, as because a particular pattern strikes their fancy. They buy gloves not because they see a line that attracts them, but because the pair they have is soiled or worn out.

We will follow Mr. Dunfield, or one of his trained assistants, with a shirt customer. The latter makes his way to one of the shirt show cases, says the centre one.

"What size do you wear, sir?"

That is the only question; never touch price. The man might resent it. Size 15 would mean the piles lying third from the left of the salesman, in the show case, or third from the right of the customer facing it, the first two being 14 and 14½.

Special Show Case for Shirts

This show case by the way—illustrated in this article—is made specially for shirts. It is 27 inches wide and there are two glass shelves, the full width of the case. The width is exactly enough to hold a stiff cuff shirt without the door of the show case rubbing it in closing, or enough to hold two piles of soft cuff shirts.

So down the salesman reaches for his size 15 shirts, and brings up the two piles, and spreads them, out to show the patterns, remarking, "Here is a range at \$1.75." The price by the way is marked with a pencil on the inside of the band at the back so that when the shirts are set out in front of the customer he sees it plainly. With pin tickets it sometimes is marked on the back and so cannot be seen until the shirt is turned over.

Now the customer has ten, a dozen, or even 20 shirts, with ranges, and perhaps half a dozen or more patterns.

Don't Pick Out Shirt For Him

"Don't stop now and try to sell him any shirt in this lot; and by all means don't pick out any particular shirt and boost it as a "fine" pattern.

"Just move over to the next show case pick up another pile or two of No. 15s, and lay them out in the same way at the end of the first show case.

"Here are some more at \$1.50."

Judging of His Price Favorite

"Then step to the next show case, on the other side, and hand him over a selection of \$2 or \$2.50 shirts."

"Then," continued this student of human nature, "you will know pretty well by those he gives attention to about what he is prepared to pay. If he glances at the \$2.50 and the \$1.50 ones, and remarks that he thinks "this lot"—the \$1.75 or \$2.00 will do—chances are that that is what he is prepared to pay, and in a moment or two the others can be quietly removed, each lot to its place."

With tact, a man may be led up to the \$2.50 shirts, by showing up a pretty pattern and remarking something about it. But let the prices speak for themselves.

"Box Stuff? Never Again!"

Box stuff? Never again as long as I can help it," he declared. "It's three times as hard to handle as the stuff in the cases, and look at the waste of time. In the twinkling of an eye you have a big assortment of shirts out of the case, compared with the slow work getting them out of the boxes. And they talk about 'no dust'! Why look how cheap you feel when you pull down a box that has missed being gone over, and have to brush a little dust off it. It looks shop worn, and often your sale is spoiled."

Man Won't Say He Wants Lower Priced Goods

Consider the effect of throwing out before a customer a lot of \$2 shirts when he doesn't want to pay that much.

A woman would say, "Haven't you any a little cheaper" but the average man shrinks from such an implied confession. If the price is too high and no \$1.50 or \$1.25 shirts are shown, probably he will end the matter by remarking, "I just wanted to look them over,"—and go out without buying.

That's human nature again.

Wants "Reduced" Goods, But Won't Say So

Then there is the man who has seen a shirt in a sale perhaps, marked in the window "Reduced to 69c." or something of the kind.

Even when you ask him if he wants one of those shirts that are marked "reduced," he'll hardly admit it, but more likely will reply, "Well, I'd like to see some of your shirts."

So, show him "some"; the reduced ones at 69c., but also the \$1.50 and others. Then let him pick out for himself, even walking a little piece away.

Shortening Shirt, Free of Charge

Dunfield's have a "stunt" that wins a certain class of customer, shortening or otherwise repairing the sleeve.

This is a privilege given every customer whether he buys one or a dozen shirts.

But it is chiefly short, stout men, or those who want a 29-inch, instead of a 31 or 32 in length, that need accommodation, and they are so pleased at this service, probably the first comfortable sleeve they've had that they are "solid" ever after.

The only exception to the shortening of the sleeve—which by the way means taking it right out, and cutting

some off, not using tucks—is where shirts are "on sale." Then a charge of 15 cents is made, the exact charge the workroom makes against the store in each case.

On Returns of Goods

RETURN of goods, particularly split gloves, is a universal trouble, and often a source of annoyance both to store and customer. Often it results in the loss of a customer. MEN'S WEAR REVIEW asked Mr. Dunfield how he was working this out.

He made answer in general terms: "We try to satisfy the customer."

And in explanation: "If goods are brought back we take them, and never ask them why."

But again his study of "customer nature" comes into play. And doesn't he put it about right?

Gets New, Half Price; Keeps Old

"Instead of 'why?' we say, 'What would you like us to do.' Gloves are our hardest problem for so many rip, and if they are just new, a man comes in with battle in his eye. If he finds us ready for a fight, he gets all he can out of us; if he finds there is nothing doing in that line, he is inclined to back down, instead of feeling he is making himself the goat.

"In the case of gloves that have split, we usually offer the customer a new pair at half price and have him keep the old pair, suggesting that he can use them for second best. This generally satisfies him, while we are in the same position, practically.

HOW A COBOURG STORE STIMULATED SUMMER BUSINESS

Heat Was Keeping People Away, so the Store's Goods Were Taken to the People — Substantial Direct Sales Resulted—Some Splendid Advertising Done for the Business—Reception Always Good.

MORE and more salesmanship is becoming an important end of business. Time was when a merchant depended largely for his profit upon his buying. He took the position that the trade would come to his store, and the thing necessary to make money was to buy goods to such advantage as to be able to resell at favorable figures, and still have a fair profit—a more than ordinarily good profit.

There is still a great deal in this. Buying is indeed important. No one who has done business during the past two years will doubt it. Yet more and more the need of aggressive salesmanship is making itself felt. Is it better to sell 200 articles at 25c profit, or 300 articles at 20c profit. If the overhead is the same the answer is easily found.

How Much Business is There?

It will be said by some—there are still merchants, and some of them successful merchants too, who take this view—that if one merchant stimulates business by unusual means, he is simply taking business from some other dealer. This idea, however, is for the most part an abandoned one now. The time when there was a hard and fast rule as to the number of suits of underwear, the number of shirts, neckties or even suits which a man or boy would wear is pretty well passed. To quite an extent the purchases which now will be made depend upon the opportunities given for making the purchases.

Yes, sales can unquestionably be stimulated, and the

best thing about this is that the more stimulation is employed the more regular sales will increase. There is undoubtedly such a thing as "keeping up with the Joneses" and if Tom So-and-So adds one suit—rotating three instead of two—Bill, his office mate, will very quickly note the fact. He may start by thinking that Tom has a suit more than necessary, but he will almost certainly end by thinking he himself has a suit too few.

An Outside Campaign

Here we want to tell the story of a campaign to stimulate business carried on last Summer by Minaker & Co., of Cobourg. The exact plan followed by this firm may not be applicable everywhere. But there is certainly food for thought in the simple scheme. It may be that from its narration other schemes will be adopted to boom business during the coming dog days.

As most of us remember last Summer was pretty hot. The shady side of the house looked exceedingly inviting to most of us. When it wasn't necessary to go to town there was a strong tendency to stay away from town. And with the ladies of Cobourg there wasn't any great reason to visit the business street. The men of the town too did not want to linger on this street.

Business was quiet.

Now this state of affairs did not entirely appeal to Judson Kennedy of Minaker & Co. He talked the matter over with Mr. Minaker—who so recently has passed away

Continued on page 48

Neckwear to the Fore



An artistic tie trim, this, yet one in which other Spring lines, collars, handkerchiefs, gloves are prominently displayed also. In the illustration, the nice blending of colors is to some extent lost. However, the fine result secured by puffing out a tie in the collar—a tie similar to that knotted in the collar—is clearly shown. The arrangement of the cravat over the stick at the back is noteworthy. This is another of Stollery's units, arranged by A. Matthews.



The Boy to the Fore

SPLENDID windows make possible some fine trims by Begg & Company, Hamilton. Herewith are shown two boys' units, about which the designer, A. Clark, had a few things to say to MEN'S WEAR REVIEW.

One unit, as will be noted, is devoted largely to check suits and reefers—the other to reefers and suits also, but with blue as the predominating color. The two trims, arranged side by side as they were, made a splendid effect, each adding to the attractiveness of the other.

The play in both trims was made on suits and reefers, but there also were used boys' hats, ties, collars, blouses, etc., to brighten up the trims, and to draw still more attention.

Direct results cannot always be traced to a window, of course, yet this trim brought direct inquiries, and doubtless did much to stimulate the general business in boys' lines. Certainly the business done by this department during March has been very large.



Caps for All

While a cap is an all the year seller, it is unquestionably the case that the demand goes up when automobiles are in greatest use. With the coming of April, therefore, when many cars which have been little run through the winter are being brought out, and when many people who are not fortunate enough to possess automobiles will be fortunate enough to receive invitations for a drive, a heavy call may be expected. Indeed, in the coming months the sale of caps can reach its peak—no pun intended—if good merchandising methods are adopted.

One of the best methods, unquestionably, will be to draw caps to the attention of the shoppers, and of the passers-by. And how better can this be done than by a window trim? We don't see a great many cap windows, but the illustration here given makes it entirely clear that such windows can be artistic, attention getters for the store as well as for the cap department.

A number of caps were shown in this trim recently made in a Hamilton store. Yet, there is no crowding, and the use of leaf decorations has also wisely been held to a minimum. Nothing detracts from the main purpose of the window, which is to draw attention to the caps.

If one must criticize there is certainly room left for this by the designer. The prices for which the caps are to be bought is not indicated. Had this information been given on the card at the right, the selling value of the trim would undoubtedly have been enhanced.

But overlooking this fault, there is no gainsaying that this is a splendid cap trim. Some such display in your store would be worth while in the coming month.



WINNING THE FRIENDSHIP OF THE BOY

Mechanical Toys Prove Attractive, and Boys are Welcome to Come Time After Time to Inspect, Even If They Cannot Buy—Knives Given Away—The Big Boy Presents Problems

THE two Mac's Store at Ottawa is not a store that specializes. That is to say that care is taken to keep a balance between the departments. It is a feeling of the store staff that specializing in one line bespeaks a laxity in some other line. Therefore, each department has its own head who is responsible for keeping that department up to normal.

Now, were it possible to suggest under such an arrangement that there was any preference shown to any department, the chances are that the boys' clothing department would get the vote.

Probably if one of the staff were spoken to regarding this tendency he would deny it, and state that they naturally enough went after the boys' trade if for no other reason than that the boys of to-day will be the men of to-morrow. Well, let it go at that. How does the firm go after the boys' trade?

There are a variety of answers that suggest themselves, but probably the most notable one, the one farthest removed from the usual, has been the introduction of the mechanical toy department. Toys? well not exactly, not in the usual conception of dolls and Noah's Ark, etc., mechanical toys that cannot fail to appeal to any red-blooded boy.

Introducing a Mechanical Toy Department

This department was introduced at a venture, more or less as a method of filling in the hiatus in the clothing trade that is bound to come in the days just about Christmas. This department was given some counter space that could be spared, owing to slowness in the boys' clothing trade. It was looked upon as an experiment for just about one day, after that it became a policy, for it very soon demonstrated the fact that it had the power to attract the boys, and they in their turn had the power to attract or coerce their mothers to visit the store. That in itself brought trade. But the idea behind the whole thing was to get the boys coming and to keep them coming. There it succeeded. They came to look and examine. This visit whetted their appetite for further visits. They came from day to day to gaze upon the magnificent models erected on the counters. Moreover, they were encouraged to come. They were made to feel that they were expected to be there. That it wasn't a matter of buying at all, that they were just wanted there to look on. They took advantage of this to the full. Probably there was a considerable degree of moral suasion at home, at any rate in a great many cases there was a stealthy visit later from the mother and father of the boy. You know how it is with father in cases like this. He dropped in with a "What do you want to buy things like that for him. Why don't you get something useful?" idea in his head, and started home with a parcel under his arm, and a fixed determination to get the boy to bed early so that he could look the thing over.

Well, there you have it. Here is the whole family at the store, for it is the surest thing in the world that a persistent boy can beat any medium existing as an advertising force.

Appealing to the Boy Direct

That's where the punch of this idea is. It is a direct appeal to the boy, to the boy instinct in the boy, and con-

sequently it is an appeal that is sure of its audience. It is a fact to be remembered that the average boy grows up with a natural abhorrence for a store, the result of many messages reluctantly undertaken. If a merchant wants a boys' trade he must make certain advances. Of course it is possible to advertise that you are the prize poodle as far as boys' clothing goes, but it's quite possible that the boy won't read your advertisement, so at best you have only convinced the parents, and the boy has still to be influenced.

That is the idea behind this mechanical toy department. To make a direct bid for the boys' trade. To get away from the usual custom of convincing everyone in the family except the boy, a system under which he was dragged to the store by his feminine relatives and clothed in sulky silence in something that his lady relatives thought looked "too dear for anything," and which he in his sulky heart considered looked like ——.

Earning the Friendship of the Boys

It is possible to bully a boy into about anything except friendship, that you have to earn. That is the big secret behind this simple plan. For be it understood there is no effort to turn the place into a toy store. The display is a comparatively limited one, but it is addressed directly to the boy, and moreover he is made to feel that it is intended for him, and even if his women relatives are benighted enough to drag him somewhere else to be garbed after the fashion of the late, but not at all lamented Little Lord Fauntleroy, he is at liberty to come and admire.

It is easier to make an apostle of a boy than many a wise man has known. But the surest thing in the world is, that you can't do it by pleasing his women folk.

The manager of this department epitomized this policy of this department by saying: "We always aim to please the boy." Of course he continued, we try to suit the mother, too, and probably the aunt and sister. But we try to get a slant on the boys' own preferences in some way, try to make sure of them and then try to convince the women folk that it is right. Even if we can't convince them, we try to sell them the suit anyway, for if you suit the boy he'll come back. If you suit the women folk, all three of them you have after all sold only one suit, for the chances are that the boy will not reappear.

Selling the Person Directly Interested

That's the gist of the thing, sell the person who is most directly interested in the sale. That system means not only a sale, but a customer. To do this, however, you have to get the probable customers about you. That's the value of this mechanical toy department, toys by the way that grow, that you can improve on from day to day, that have parts that are always in demand, and consequently always prove a drawing card. You have interested the boy and made the store a habit.

But while this is an unusual, and interesting and effective experiment, it is not the only thing of its kind undertaken by the store. The circular idea is not new, but it is unquestionably effective. There have been a hundred and one means of getting a circular list suggested, but the means adopted by this store seems likely to give the maximum amount of actual value. The list is taken from

the actual sales slips. There is always a name attached to a sale, and whenever anything of boys wear is sold, in no matter what department it may be, gloves, hosiery or such like, there is always a record taken. There is your list, and a live one for the boy or someone connected with him has already been a customer of the store, and there is no tedious introduction necessary. Yet from this source the store gets a mailing list for boys alone of over 2,000 names. You can well imagine that among that list of names, already, be it remembered, interested in the store, there is a very fair percentage of prospects.

There is still another method adopted to get the boys friendship. Every boy who purchases a suit or its equivalent, get a pocket knife. Quite a handsome affair. A gift such as this makes the boy a perfect whirlwind advertiser, at least until the first novelty has worn off.

A Kindly Thought for the Hobble-de-Hoy.

All this is about the younger boys. What about the betwixt and between size? Well, the store has had its eye upon him too. Perhaps you remember when you were just at that stage. When you needed a new suit a smiling salesman deftly measured you about the chest. Pride led you to puff that chest out for every inch of expansion there was in it, moreover, a good healthy boy is inclined to run to chest measurement faster than he is to height; the result was naturally enough when the salesman sang out

pleasantly 36, you had a feeling that you were a real man.

A 36 size suit was brought out. Unquestionably it didn't fit badly about the chest, at least not while you kept the chest puffed out, but for the rest—well, after all, there can be only one result when you put a five-foot-two boy into a five-foot-eight suit. There was no particular connection between them anywhere but at the shoulders. Of course there was an absurdly simple remedy for all this. Dock about six inches off the trousers and there you have a five-foot-two suit. Why, the middle-sized boy hadn't a chance in the world to look like anything but a misfit man.

The Two Macs store had a feeling that here was an opening, and they drummed away at this idea, finally getting suits that conformed not only to the chest measurement, but to the actual framework of the boy. In this way a certain trade was catered to—the best trade there is for the men's wear dealer, for it is the trade of the what we might call male flapper, who in a year or so will be earning some money and be eager to outshine the lilies of the field in gorgeousness.

This is only one phase of the activities of a large store, but it is one that we have singled out to emphasize, because, while many merchants are doing great things with it, yet it is a practically untouched field for many others. Perhaps these random remarks will suggest some opportunity for some readers who are of the latter class.

MONTREAL CLOTHING STRIKE ENDS

Monday, 12th March, Saw Return of Workers to Factories Which are Now Running Overtime to Fill Spring Orders—Manufacturers' Association President Thanks Retail Merchants of Canada for Their Forbearance

IT is with pleasure that we are able to announce that the unfortunate and regrettable strike which tied up the clothing industry in Montreal for the past two months, is now at an end.

The operatives have returned to work, starting on Monday, 12th March—and the factories are now working overtime to catch up with the delayed Spring deliveries. An amicable arrangement has been arrived at between employers and employees, whereby the workers have resumed their former positions.

A committee of five members—two chosen by the employees, two by the employers, and a fifth by the four first chosen—thus representative of both sides, has been appointed for the purpose of studying the opposing views, with a view to arriving at a solution which will prevent any recurrence of differences of opinion in the future.

The experience which those principally interested in the dispute have had by the loss of employment will no doubt have the effect of making for more thorough consideration in the future before precipitate action is taken. Apart from this a number of the manufacturers, in order to supply their widespread trade, have established branches in the neighboring towns around Montreal. Production in these factories will speedily make up for lost time in the manufacture of clothing which occurred during the strike, and the existence of these new establishments will tend to prevent any recurrence of the former difficulties. The increased production of these factories will also have the good effect of increasing business in and about Montreal in this important industry.

Mr. Lyon Cohen, President of the Clothing Manufacturers' Association, in discussing the conclusion of the dispute, expressed his pleasure at the solution of the

trouble which was arrived at through the kindness of friendly mediators when the strike had been in progress some eight weeks. Mr. Cohen stated that the members of the Clothing Manufacturers' Association are always prepared to give a fair and square deal to their employees, and that the Association has also insisted upon the establishment of proper sanitary conditions in the factories of their members. Anything in the nature of sweat shop conditions would not be for a moment tolerated.

Mr. Cohen further expressed his deep appreciation of the manner in which the retail clothing merchants throughout the country have borne the inconvenience occasioned through the strike, and for their satisfaction and reassurance now he stated that work has been resumed with such energy that there will be very little delay after all in getting out Spring orders, as most of the manufacturers had their work well in hand at the time the strike began.

INCORRECT ADDRESS GIVEN

IN presenting in this article illustrations of the newly March issue we regret to state that a mistake occurred, whereby, under the headings of Overalls and Working Shirts, The Fast Mail Overall Company Limited name appeared with the address given incorrectly. The address of this firm, is, of course, 71 Sandwich St. W., Windsor, Ont.

INCORPORATIONS

Gordon McPherson, Limited, has been incorporated at Stratford with a capital of \$40,000. The company will carry on a men's furnishing and haberdashery business.

MEN'S WEAR STORE BALL TEAM MAKES FOR GOOD BUSINESS

How the Name of "Livinson's" Montreal, is Kept Well to the Front in the Midst of the Men Who are Good Sports, Good Spenders and Good Recommenders—Outlay is Small as Compared With Business Results Obtained, and Good Healthy Advertisement Resulting

ADDDING to the prestige of a men's wear store by appeal to the instinct for sport which is in every man may be made profitable and successful business. In modern accounting the expenses incidental to this form of business building would be set down to Advertising Account. There is in Montreal a thriving dealer in men's wear who makes a specialty of encouraging all forms of sport which attract and interest young men. His name is widely known in athletic circles. He invests time and money upon the profitable hobby of interesting and aiding young men in the pursuit of their favorite games. The result of his investment is a steady throng of young men customers, for the name of his store is almost continually heard in all centres where athletic circles meet and sporting talk runs free. The name of his store is Livinson's. The address, 23 St. Catherine Street, Montreal. There are two brothers in the business, and they make a good strong team.

A "Livinson" Ball Team

Both young men and keenly interested in sport, the Livinson's are members of many athletic clubs in their district, and the firm's name is down for subscriptions to all enterprises undertaken in the interests of sport. But the most emphatic move made in this direction was when Dave Livinson instituted and equipped "Livinson's" ball team, a very creditable aggregation of young men with some first rate talent at their disposal in baseball. A picture of the team is here given and the prominence of the name Livinson's is easily noted. That name is just as strongly advertised by word of mouth as it is by the lettering on the boys' sweaters. The whole realm of sport in Montreal has heard of it, and favorably. As advertising it is most intimate and most personally persuasive. Some form of recommendation based on experience of the store usually follows the mention of the name in any gathering of the boys. The prowess of the team on the diamond is an indirect compliment to Livinson's the men's wear store, and much desirable business has steadily resulted from Mr. Livinson's outlay in connection with this ball team.



Here's a ball team which plays the game for its own sake, and incidentally does good publicity work for its promoter Mr. D. Livinson, men's wear dealer, Montreal, who stands on the left hand side of the picture.

What the Team Costs

"It costs me only from \$75 to \$100 a year to run the team," said Mr. Livinson. "I supply the outfit all except the balls. The bats don't have to be renewed every year, and the boys very willingly pay for the balls used. They play every season from May till August in public grounds which cost us nothing, and when the big events are pulled off with the teams of the local Y.M.H.A., which is very strong here, we get a crowd of from six to seven hundred all eager 'fans.' The team is entered on Spalding's schedule, and we have no diff-

culty in arranging a series of fixtures. We have sent the team up to Ottawa on occasions, and good live baseball is pulled off whenever they play.

Bulletins at Store

Mr. Livinson called attention to two neat brass bulletin frames fixed to the window frames of his store just at the entrance. At the time these frames were used to announce ties and a special sale of men's garters. But in the baseball season they contain bulletins of the matches, and the result is a steady throng of boys about Livinson's store.

The colors of the ball-team are Olive Green, Old Gold, and Maroon with the name "LIVINSON'S" in green letters across the front as illustrated. These letters are obtained in the usual way, worked on a white ground which can be afterwards cut away when the lettering is attached to the sweater or shirt. Mr. Livinson goes in strongly for the use of the ball team's colors when dressing his windows every once in a while, and gives green great prominence as a rule, even using green lights. At times when excitement is running high over a match the store is a centre of attraction, and good steady business has always resulted in Mr. Livinson's experience from this attention given to sport.

Livinson's also take an interest in ice hockey and in football during the seasons for these, and the boys form teams with the team name and pull off matches on regular schedule as in the case of the baseball.

"I get a whole lot of newspaper publicity through this,"

said Mr. Livinson, "which costs me absolutely nothing, and which is as good as the best advertising amongst the young men who know what Livinson's means in the matter of men's wear."

Sleigh Ride and Dance

"Always during the Winter we have a sleigh ride and dance for the ball team and hockey and football teams," added Mr. Livinson, "and these social events bring a lot of good fellowship which goes well with the spirit of good business. When you get the boys interested in the ladies

and a good time at dance or other social function, it means business in men's wear as everyone can readily understand. But there is much kindly good-will and pleasantness in the whole matter as well as good business. The boys of the ball team have won neat watch fob trophies by their play, and last Winter the teams complimented me with a handsome present at our dance. It is a good hobby for a man in the men's wear business to take an active interest in sport, it enlivens him, and keeps his business in good, live, wholesome favor with the young men about town who are good spenders and good recommenders."

A "SKINNER'S DRESS SUIT" WINDOW

The House of Hobberlin, Toronto, Take Advantage of Opportunity Offered by Showing of Remarkable Film Story Next Door—What Can You Do in Your Locality?

"IT may sound like a far-fetched assertion to say that a motion picture has probably promoted the sales of more evening suits than any other one single agency that can be cited, yet this credit is apparently justly due to "Skinner's Dress Suits."

So says a United States correspondent.

In view of this statement it is interesting to see what advantage will be taken from the display of this film throughout Canada.

The Story Itself

You know the idea of the picture, based on the story?

It was the rapid advancement of a young business man when, through the ambition of his wife, he was induced to buy and wear his first evening suit, and later appeared well dressed and well groomed among his fellow-citizens of a suburb of Greater New York, where he appeared to have acquired strength of character by reason of being well garbed. He quickly realized the advantage of good clothes, and the story then unfolds rapidly his rise in the world, his destruction of the fear of poverty and his final, complete triumph in a big business deal, which gained for him a partnership in the firm for which he had formerly worked. Unerringly he traced each success and the crowning achievement to the purchase of his first evening suit.

A little far-fetched, perhaps, yet there is a great truth in the story. Being well dressed—fittingly dressed—does give poise which is a remarkable aid to success. The story has had a big influence already. It is so vital that

one large clothing firm thought it worth buying a copy for each of its agents—this to the end that they might all get the idea—they and their assistants.

Sales Helped Indirectly

Now the film is being shown in Canada. It made its first stand in Toronto, in the Strand Theatre, and the illustration here given indicates the manner in which Hobberlins hitched their store up to the picture.

Of course this is no great time for dress suit sales. With such contributions for overseas as Canada has made the wearers of dress suits are naturally greatly reduced.

Continued on next page.



The window unit in which "Skinner's Dress Suit" was shown.

NEIGHBOUR MERCHANTS HAVE MOVING PROBLEM

Discontinue Doing Business Under Same Roof—One Merchant Will Not Hand Over His Lease to the Other, Fearing He would Hand Over a Part of His Business Connection With It—The Point Raised by the Window

EVERY merchant appreciates, in a measure at least, the value of a stand. The worth of a window is also understood. As bearing upon these two points, however, the following story will be of interest. No names are mentioned, for obvious reasons, but the details are practically exact.

Two merchants had for some time been doing business under the one roof. Their arrangement had called for a division of the rent, but Merchant A had leased the store, and to Merchant B he sub-let a part of the floor space. This sub-lease also provided for the regular use of one of the stores windows by Merchant B.

Move Decided On

Now, as far as is known, the arrangement worked splendidly. Certain it is that a fine business was done by both firms, and, since the lines handled were allied, but not competitive, it is probable that each store gained somewhat from its close association with the other. However, even when things are going pleasantly, a change may sometime be desirable, and in this case Merchant B became possessed of the idea that he might do a still bigger, and more profitable business, if he located in a different stand, where he could have more room, and where his window space for display would be larger. He looked around, found what seemed to be the right position, and arranged to move.

Of course this decision was not reached in a moment, and undoubtedly word of the coming change reached the ears of Merchant A. From what we understand he appreciated the position of Merchant B—saw that perhaps a move would be in the interests of that dealer. Moreover, Merchant A was perhaps a little glad that he was to have the store all to himself. He felt that he might well add such a line as had been carried by Merchant B. Therefore, he went to the man who had for so long been his so-close neighbour, and said something like this:

Offered Release From Lease

"You'll be moving out in March, but the lease on your part of the store doesn't expire until the first of June. I'll be glad to release you from that lease."

On the surface the offer would appear a generous one. But it was not accepted, and from what is understood, the reasons for its non-acceptance are about as follows:

Reasons For Refusal

Said Merchant B to himself: "Now I've been doing business in that stand for a number of years. Many people have become accustomed to coming there for what they wanted in the line of apparel I specialize in. I want to carry their trade with me to my new stand. I think I can carry most of this trade, too, and believe I can attract much new trade, but there is no use making this harder than necessary. Now, if I give up my lease of the part of this store in which I have been doing business for so long, Merchant A, who has also been doing business under that roof, may add a line similar to that which I have been carrying. He probably would. I wouldn't blame him for so doing. But by adding this he would be in the position to serve the trade which has been entering that door for

the great purpose of buying the line I carried. Why, if he added such a line, some of them would hardly realize that I had moved. No, I won't give up my lease. I'll keep paying rent for the remaining three months it has to run. That means a goodly outlay, but it will mean that for three months I will be able to keep the part of that store which I have occupied, vacant, and will be able to more thoroughly establish the fact that I have moved to a new and larger stand."

So merchant B decided, and so Merchant A had to wait three months before being able to add this new line.

But there is still more to the story.

As has been indicated, Merchant B rented from Merchant A, as well as a certain specified amount of floor space, one window. Now this was rented on the one hand, and given on the other, upon the general understanding that it should be used to play up goods handled by Merchant B—goods, the display of which would not in any way do harm to the business of Merchant A.

But when the change came about in the position of these two merchants, some points of importance arose regarding that window—"nice points" lawyers would call them, meaning knotty points.

Merchant B, who had just moved, put in his window space, a notice announcing this move. To this Merchant A took exception, contending that this notice of a move left in the minds of passers-by the impression that his business—the business of Merchant A—was also moving. Was it proper for Merchant B to insert such a notice of removal? Perhaps, as we have suggested, there was a legal side to the matter, but of that MEN'S WEAR REVIEW is not certain. Neither are we certain as to the outcome of this discussion. It is said that Merchant A paid Merchant B a goodly sum in order to have that offending removal sign taken from the window. Anyway, the sign was removed.

Such is the story—true as here set down at least as regards essential details. It clearly indicates the value set upon a position, the value of continuous occupation, the value of a window. It may raise some points worthy of careful consideration by those who are contemplating a change of business location. There is undoubtedly more to a business move than merely transferring the stock.

SKINNER'S DRESS SUIT WINDOW

Continued from page 44

Still, this Toronto firm believe the "Skinner's Dress Suit" trim helped their business. It drew a lot of attention to the store—brought a great deal of favorable comment. It did not stimulate sales of dress suits, but it had something to do with bringing splendid regular business.

Ask for the Film

If the film comes to your locality, friend reader, it might be well to connect your store in some way with the story. And it might be wise, by the way, to do what you can to have that film shown before your customers and prospective customers. The point it makes will help you in increasing your business; will help you sell better clothing; will help you dispose of that extra suit to a man who already has, in his opinion, enough suits—meaning two, one to wear and one to have pressed.

MEN'S WEAR REVIEW



VOL. 7.

APRIL, 1917

No. 4

A BAR converted into a men's wear store—this is one war-time turn.

* * *

IN THE States they are now making corsets for rotund males. Who said, "Nobody loves a fat man?"

* * *

THE gospel of good dress is no mean gospel. "As a man thinketh in his heart, so is he," said the greatest of all, and the thoughts of a man are assuredly influenced by his clothes.

* * *

"SKINNER'S DRESS SUIT," that bright story which recently appeared in the *Saturday Evening Post*, and which told of the poise, the self belief, the success, which Skinner gained as a result of being fittingly attired, has now been made into a Movie by the Essanay people. That story has proved a splendid clothing salesman, and undoubtedly so will the pictures. Readers would benefit by arranging to have the film shown in their town.

THE IMPOSSIBLE PRICE

"PEOPLE have been accustomed to buy odd pants, at such and such a figure. If the price goes above that they won't buy."

"Such and such a sum is the price of a pair of overalls. Putting the price above that means no sales."

So, most of us have spoken. So we have regarded not only these lines, but others.

And had the great rise in price taken place in one line only we would have been correct. Then, had overalls advanced greatly, it would have been possible to buy odd pants, perhaps, to better advantage. But with all lines advancing pretty well in the same proportion what is the consumer to do? He shies, say, at the higher quotation on overalls. He looks at odd trousers, and there he encounters a similar advance.

If we are all to keep going there really isn't any way out. When cloth, thread, labor, all cost more. When travelers cost more, and can do less by reason of the curtailed railway service, the manufacturer must advance his prices.

When the manufacturer advances his prices, only one thing remains for the retailer. He must advance his.

And the consumer? Well the consumer must

pay. Probably he is one of those who are getting higher wages from some manufacturer, so the wheel has swung around. Any way the consumer must pay—though he should not be asked to pay more than necessary—neither, in the case of wearing apparel, is he.

DESERTING REGULAR CUSTOMERS FOR M. O. HOUSES

A PECULIAR form of temptation has been set in the path of many manufacturers and jobbers in Canada during the past two years as a result of the universal scarcity of goods in many lines by the cutting off of European supplies. The Mail Order houses and the big department store buyers have been given carte blanche to stock up in the staple lines with little limit on the cost. They had to have the goods for their regular trade and an extra amount for the increase in trade that was inevitable through the curtailed stocks in the smaller stores throughout the country. These "big" buyers swooped down upon many mills and wholesalers who had never received an order from them before, and who thought the new step was a move that would guarantee them steady orders in future from these houses. Many were flattered at the new-found discrimination displayed by the department stores, and could not fill the "test" order too quickly.

This evidence of "friendliness" on the part of these big buying houses has been in evidence ever since. Not that the first order was repeated, or ever will be. Having cleaned out the first firm the buyer proceeded after any other that might accommodate him. And often the manufacturer "fell" for it. In the months that followed, his regular customers, having felt that he would protect their interests, came to him for goods,—his "cupboard was bare." The manufacturer had the pleasure,—and feeling of pride it may be,—with the one or two large orders that may never come back from the same M. O. houses, and his regular customers, on whom he must depend for the bulk of his business in future, went away disappointed and "sore." And rightly so.

We would like to urge on those manufacturers and wholesalers who have succumbed to this rather subtle temptation that on two accounts it is unwise to be lured in this way. They owe it to the merchants who stood by them when the bigger houses bought elsewhere, to protect these smaller merchants, and, apart from the moral obligation, it will be to their permanent interest to hold stocks for their old customers. In the mind of many a merchant in Canada there is a "blacklist" stowed away, comprising the names of those supply houses who failed them in the hour of need. And all the "jollyng" that has been attempted in some cases will not avail them in the after days when the tide will have changed and they will have to go after the buyer. Where he was "short" on stocks he will be "long" on memory.

PROBLEMS CONFRONTING AMBITIOUS CLERKS

How are They to Secure Advancement?—Their Aims Outlined — A Word on Getting Started in Business—Schemes Which Offer the Clerk a Big Future Without Necessitating His Leaving the Store—The Bonus System—The System of Letting him Manage a Part of the Store, Taking a Percentage of the Net Profits

THE problem of the clerk is a mighty big problem—big from the standpoint of the Merchant, from the standpoint of the manufacturer whose goods the merchant carries or could carry; big especially from the standpoint of the clerk himself.

What is going to happen to the men's wear clerks? Where will they be, what will they be doing, five years hence? It is a question which deserves a little discussion here. We don't expect to settle anything definitely, but as a result of conversations with dealers, clerks and manufacturers—conversations which have given us the points of view of these men to a fairly full extent—we do hope to be able to set down some phases of this problem in a way which will cause all to think the matter over more carefully, and perhaps in many cases to work out something by way of solution.

AIMS SIMILAR

To begin with it is necessary to remember that Clerk, Merchant, Wholesaler and Manufacturer, primarily are working to achieve one end—the advancement of number one. Oh yes, the worth-while men in every class are eager to help the others. But each is primarily interested in himself. It would seem, then, that what is needed is an arrangement, whereby each helps the other while helping himself. How can this be achieved?

Well, we are looking at this largely from the clerk's standpoint, though bearing the others' points of view in mind. Now the ambitious clerk, for the most part, at present aspires to become one of two things, a dealer himself, or a traveler for some wholesale or manufacturing house, gaining thus opportunities for further advancement.

Are such aspirations all that can be held? They are all right as far as they go, for they tend to advance the interests of all, which, as has been stated, is the thing most desirable. The clerk who aims to become a traveler for some line, say clothing, is a keen student of clothing. He knows the only way he can get a start is to convince some head traveler—or some head of a clothing house, for, of course, heads of clothing houses are frequently on the road themselves in these days of intelligent merchandising—that he has a knowledge of clothing, of the merchants' clothing problems, and of selling methods, which would make him fit material for the manufacturers' selling force. So he works overtime selling clothing, and he helps build up a big business, for the man with whom he works. He helps the manufacturer secure a good turnover in that town—helps the manufacturer introduce his goods to the clothing buyers of that town or city.

AMBITIOUS CLERK BEST FOR DEALER

Then the clerk who has the idea of starting in business for himself is always a mighty good man for any dealer to have around. He is the keen student of goods. He is the one who talks with the

travelers, whenever he gets the opportunity. He is the one who reads the trade papers. He is the one who suggests purchases of new lines to his superior—who advances selling ideas, who works out advertising schemes and window displays. It is true he may be looking out for his chance, but he'll give the best service to a merchant while he is with him.

How does such a clerk get started as a dealer?

An interesting subject this, one upon which much could be written for many are the ideas advanced, and various are the true experiences which could be quoted. Here, however, this can only be dealt with hurriedly, and in a general way it may be said the clerk either has to get the money, or get the backer. If he has a little money, and a backer, he is in a pretty satisfactory position providing he keeps his head, and starts reasonably. Many a clerk has tried to pay \$300 a month rent when starting on a \$2,000 capital. Many a clerk has consequently failed.

Where is a clerk to get the money? Well a good plan is to start saving out of salary. The results will be slow, but with each succeeding year they become faster. Perhaps outside work can be undertaken—giving lessons in card writing or some such scheme. This question of getting the money, however, is one for each person to settle individually.

SECURING A BACKER

As to securing the backer, the old and tried method is to keep in close touch with the worth-while travelers—the travelers who are not merely salesmen, but who are their firms' advisers as to credits, as to promising fields, and promising men. Keeping in touch with such travelers means that a clerk will hear of good opportunities opening up, and it means that he will have a friend at court if, some day, he goes to the manufacturer, and asks his backing to start in some place.

This practice of manufacturers and wholesalers getting behind a dealer was more common some years ago than it is at the present time. But it is still done, and the right man—that is the man with the necessary character, knowledge, and a little money,—can unquestionably get much backing if he goes about it in the right way.

A CASE IN POINT

We know of one man, who, years ago, bought in a \$10,000 stock. He got the \$5,600 necessary as a cash payment from a big clothing house. Since then this man has moved from the town in which he made his start. He has now been eight years in another town. He is rated at \$10,000, credit good, doesn't have to buy from any one firm, but is still buying largely from the firm which gave him his chance. He says he buys their clothes because these are as honest and fair as the treatment he received from the concern.

Other cases might be quoted, and yet, and yet? Is it wise for men to become dealers on a shoe string,

the shoe string so often becomes the noose with which they hang themselves.

There are other ways of getting along for the clerk to consider, and, of course, for the dealer and the wholesaler and manufacturers to consider as well. First, there is the bonus plan—and then the scheme, which is suitable for large stores, of enabling a clerk to be in reality a dealer for himself as well as for some one else—a development of the profit sharing plan this.

Bonusing is sometimes objected to because, as applied, it may make a scramble for customers. The bonus is given upon volume of sales. The clerk, therefore, is naturally anxious to sell all he possibly can. But wiser merchants are giving bonuses not upon each clerk's sales, but upon the store's sales, or the sales in the department to which the clerk is limited. The percentage given, as a bonus, is, of course, smaller, but the clerk gets this percentage on his own sales, and on those of his fellows. Thus, he does not rush to take a customer from another. The advancement of the total sales is his aim. It is a case of all for each, and each for all.

The advancement of this plan, which makes a clerk, or department manager, practically a dealer doing business within someone else's store, is one which offers much to the young men in the men's wear business, and which, too, means a great deal for merchants. It works out, of course, something after this fashion.

How It Works Out

A man has a large store. He wants to have a general supervision over it and that is all. He wants to unload the details. So, he says to a man who perhaps has been in his clothing department for some years, and whose ability he knows: "You take over this clothing department, and manage it practically as though it were your own store. You will have say \$3,000 to invest in stock. You'll pay me interest on that sum at 7 per cent. You'll pay me \$50.00 a month rent for the space you use. You'll have one window all the time, and will pay an additional sum for that—what this sum should be would depend altogether on the locality of the store, but with it charged as a separate item, the rent of the store floor can be approximated. You'll do the buying, only consulting me on big matters, such as changing the firms from whom you buy. You'll look after your assistants, and their salaries will be charged against your department. Then you'll be entitled, not only to your salary, but to a substantial slice of the profits made. In short, you'll have a chance to use all the knowledge and ingenuity which you possess. You'll help yourself and help me.

It is true that this system is only possible in fairly large stores. It, however, offers a chance to clerks. It gives them a way up, without taking the risk of starting in business for themselves, when inadequately equipped in some particular.

Solves Help Problem

The system unquestionably helps the dealer who adopts it. His store becomes a Mecca for ambitious clerks who want to get in line for this chance. So, in a degree do the stores where a percentage is paid on sales, in addition to salary.

As said at the start, this article does not attempt to solve the problem of the clerk. It has, however, aimed to set forth his point of view, and to correlate with that of dealer and manufacturer. It has attempted to set forth some of the dangers of too hurriedly starting in business, and to indicate how the dealers can offset this tendency, which unquestionably makes their work harder and loses them some trade. The viewpoints are not MEN'S WEAR REVIEW'S. We are here, as so often, merely acting as a clearing house for the opinions of others. There is food, here, we believe, for thought—for thinking to a conclusion.

HOW A COBOURG STORE STIMULATED SUMMER BUSINESS

Continued from page 36

after a life time spent in the men's wear trade. Mr. Kennedy stated his belief that there was business to be secured, and that hot weather or not, apparel of one sort or another was required.

Mohammed Goes After the Mountain

The mountain in the shape of buyers would not come to the store in any great numbers, so Mohammed, in the modern form of Mr. Kennedy, determined to make a round trip of the various mountains, whose trade was missing. He started out one afternoon with some samples of men's and women's hosiery, and the results were so good that the practice was kept up most of the Summer.

To give an idea of the results of this selling campaign we had better quote some figures as Mr. Kennedy mentioned them to a MEN'S WEAR REVIEW representative. One afternoon he sold \$27.00 of hosiery and kindred lines. In three weeks the hosiery sales, coming directly from this method, totalled \$250.00.

But there were other features worth noting. The store was advertised, and business for other departments than hosiery was secured. For instance one lady, when speaking with Mr. Kennedy, said: "No, I don't want any hosiery, but Willie there," pointing to her 12-year-old son, "needs a suit." Willie had his suit next day.

Always Well Received

Though feeling that he should go out after business, Mr. Kennedy did not entirely like the idea of doing this. He felt decidedly hesitant about it, in fact, wondering what his reception would be. After spending some time at this work, however, this feeling of diffidence entirely passed away. People were glad to have the store's goods brought to their attention. Of course we may imagine, though this Mr. Kennedy does not say, that a great deal of tact was employed in presenting the goods. That, of course, would be absolutely necessary in order to achieve the splendid results.

Far from objecting to the presentation of the goods, many expressed pleasure at the selling methods adopted. One customer, for instance, said: "If your prices weren't any better than others, I'd buy from you. You're out after business because business is quiet and does not come to you. I figure the same methods must mean that you can on the whole give the right goods, at the right price, and give also the right service."

Briefly, such was the experience of this firm. Mr. Kennedy, though working outside only from 2 o'clock until 5:30 o'clock, was enabled to get these splendid direct results and to do a lot of advertising for the store at the same time.

The moral is so obvious that little need be said about it. MEN'S WEAR REVIEW knows that what is a splendid scheme in one place may be out of place in another locality. Yet, as has been said, this is becoming more and more an age of outside salesmanship. No goods are so good that they do not require selling. It is true that Emerson wrote something to the effect that if a man wrote a better book, preached a better sermon, or made a better mouse trap, the world would wear a path to his door, though he lived in the centre of a dense wood. But facts don't exactly bear out the clever remark. Automobiles give real service, and are in real demand, but they are sold aggressively. No one, hardly, doubts the value of insurance, yet insurance sales are secured by hard driving canvasses. Incidentally we don't note any deep paths being worn to the book stores by those eager to place their orders for Emerson's works—and this in face of the fact that Emerson wrote much which rings truer than the above quoted remark.

WHAT IS BEING SHOWN IN MONTREAL

MEN'S WEAR WINDOWS and show rooms in Montreal, during the days of waning Winter and warm winds of Spring's approach, have become attractive and interesting in manner more than ever bargain sale could make them. There have been attractive bargain sales too, nearly every store having done something special, and successful in the way of moving Winter goods rapidly across the counters. J. J. Hannan's on Peel street featured a big inventory sale which brought forth a bounteous display of that firm's many excellent imported lines, and attractions of Canadian character. Another store, Scott Bros., on St. Catherine street, exhibited a special Pyjama Sale, regular \$2.50 and \$3.00 pyjamas selling at \$1.65 or three for \$4.75, attractive prices for attractive goods. There were in various dainty shades of buff, blue, pink and saffron colored flannelette, flannel, and cotton weaves of the light Summer weights, patterned prettily in small designs. A goodly range was offered suiting all tastes, and all high class goods. Besides this very special pyjama show there was in Scott Bros.' window a fine display of new silk foulard ties, with remarkable and quite fascinating "wiggly" patterns carried out in blues, yellows, buffs, browns, violets, greens, greys, whites, and black. The green ties shown were flowered daintily at St. Patrick's Day. Spring suits in the newest styles, overcoats, caps, and two white silk scarves of exceptional purity and richness of weave occupied another window, the association of the scarves and the stronger material of the suits and overcoats being effective.

Wearin' of the Green.

Reid's Ltd., on St. Catherine St. and Bleury, showed an out and out 'Irish' window for St. Patrick's Day getting into the game early and effectively with many fancy ties adorned with tiny green harps, 'dudeen's', hats, and shamrocks. Winter sweaters lingered in this store's display as they did at reduced prices in the sporting goods dealer's stores. Some neat lines of English caps were shown also.

Pyjamas in light tints showed prominently in Brennan's and here ties in black and white effects were shown at 50 cents, also some more expensive ties in delicate greys which are noticeable rather frequently now in Montreal men's wear stores. Colored ties, however showed up also, some in violet and black, and some with a vivid red stripe on a blue ground. A display of shaggy English tweed caps in dark green shades was well placed low in the window.

Regarding the tendencies in ties D. Livinson of St. Catherine St. West, centrally located in the heart of a populous district of Montreal, found that there is still a certain reluctance on the part of purchasers to go in for the very vivid in ties. He displayed various lines of vividly colored ties, but showed also a strong line of the quiter toned neckwear, the greys and neat black and neatly flowered effects before mentioned, also dark solid colors which are going very well. There appears to be a future for Japanese designs, and novelty crepes this season according to Mr. Livinson, and a little selling point he discovered by experiment lately is that though some men's wear stores rather avoid displaying braces, the mere showing of neat lines of these within the precincts of the store leads to direct business from dozens of customers who never seem to think they need new suspenders until they see them. Neckwear in the new season's styles was being shown in Livinson's windows at 75 cents a tie, the new popular price for a first rate article.

Clothing Displays

Leaving neckwear for a time and looking at the Spring displays of suits and overcoats, the prospective customer

must have found Saxe & Sons' store on St. Catherine St., uptown, with its deep glass-lined entrance, extremely interesting. Here were being shown in fine assortment overcoats, light and dark grey at \$18 to \$20 in the newest Spring styles. One very neat overcoat in a light grey "Donegal" tweed was priced at \$15 and occupied a front place in the window. This was a slip-on coat with three-button single-breasted effect. The buttons were brown-centred with a black circle. The material had a subtle suggestion of yellow in it, visible only in certain lights, and was in the main a pure refreshing grey.

To follow up the showings of light grey Spring overcoats on St. Catherine street, Montreal, this month was interesting for a choice little selection of such garments was available. The one in Saxe & Sons was as described, and had a half turn back cuff with a button. Other light grey slip-ons did not show this feature, but a neat one in Fit Reform's retail store at 444 St. Catherine St. W. did, and is technically described as a Slip On overcoat, deep arm holes, loose box back, split sleeves and cuffs, patch pockets and flaps, button through. The buttons, by the way show a tiny speck of white in the centre.

Slip-on Coats Shown

Fashion Craft, not far away on the other side of the street showed a light grey overcoat of the slip on style in a warm shade of grey, with a mottled button. This coat was shown, dressed on a form and with a particularly daring tie in broad black and old gold stripes in proper position, the white collar showing well and the whole effect striking. A warm sock in cashmere—dark grey accompanied the display, the suggestion being apt for cold Spring days, and very purse tempting.

Riley Hearn, in R. J. Tooke, Ltd.'s store had on display a light grey Spring slip-on overcoat with plain dark buttons (the variation in buttons being quite noticeable in all the showings of light grey overcoats). Riley Hearn showed pinchback overcoats but not any preponderance of them. His slip-ons are built very racyly yet with reserve. One of the darkest greys of the Spring style slip-ons was shown by Case in the window over which the writer "waxed poetical" last month. This dark grey slip-on was one of those richly conservative overcoats of the Case store range, quiet and dignified in every line yet up to the minute in style as may be imagined.

Reverting to cravats, Case was showing London silk cravats in various charming grey designs on black, at \$1.00, and with some neat Spring suits in the windows showed also several shepherd's plaid and black and white check English caps. The more brilliant ties of the season are not far to the front as a rule in Case's window displays so far, but a color window may occur here later on. It would seem, however, that customers are going easy as regards the violent color effects in cravats until the sunshine is a little stronger.

The Coin Spot Popular

Fashion Craft's windows showed dark ties with large 'coin-spots' in various strong, bright colors. Some very delicate "Dresden" effects were visible in cravats also in a special showing. The ground in these cases was slate blue and slate grey. One or two neat knitted silk ties in strong color contrasts also appeared here. Two pairs of fine socks shown are worth mention. They were in dark silk with a fiery underglow through the weave of red and orange in each case. These should prove attractive socks subdued in color, yet with enough color to satisfy the purchaser tired

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SPRING DAYS ARE JUST AROUND THE CORNER

Preparations for Their Reception—Even the Park Elephant is Being Scoured—The Time of Spring Clothes Draws Near

THERE is a drenching wind-blown look about the streets, there is a tendency to make frenzied grabs for one's hat, as the wind rushes playfully from an unexpected corner. There is a general feeling too that one is a dun-colored mortal and that reforms are in order in this direction.

All this is a sign that Spring is in the air. Early Spring be it remembered, not quite yet the days when one longs for the open. One glimpse into the sodden muckiness of Central Park would cure one of that. Still the Park attendants are beginning to house-clean the elephants and camels, and the foolish first robin has probably died peacefully of pneumonia, and the days are getting on.

There was a good old English poet who poetized about the effect of Spring on a young man's fancy. He got away with the idea too because it rhymed. We have a hunch, however, that the young man's fancy sometimes strays away to more mundane things, such as the cut of a new coat, for instance, or a talkative thing in shirts.

All this innocent babbling is by the way of being a preface to the thought that Spring, real Spring is just around the corner, and that the Winter of our discontent is as dead as a salt Norwegian herring.

Yes, Spring is the great time. Winter! O, we make the best of it, we decorate ourselves as best we may, but it is not until the first dandelion begins to catch the eye that we really ponder seriously the matter of clothes. Spring and Summer, they are the gay months, for the remainder of the year we might as well be Esquimaux.

Just take a look about you as you amble up and down the Avenue there are a thousand things in the way of apparel to catch the eye, bright cheerful things, too, that would make Solomon in all his glory look like a belated English sparrow. For there is a feeling for color this year, yes, more than ever, friends. You will be pardoned if you stray a little into the realms of brighter things. Your tailor will look with favor on your choice in suiting that would have cut him to the heart only a few short months ago.

In the matter of the style of cloth, there is some change from former years also. Of course there is a vast array to choose from, but the tendency is for cloth of a soft texture, soft worsteds are very much the thing, with a tendency for grey mixtures. Your tailor will tell you that these are for town wear, as the New Yorker's world stops with the borders of Manhattan why it doesn't much matter what you wear outside these bounds, but in town the coat must be patterned after this model, rather long, and close-fitting with just the proper shade of closeness. A shade too much of closeness would advertise the fact that it was purchased on Broadway rather than Fifth Avenue, a matter, of course, decidedly not to be desired. It must be medium waisted too. Three buttons and the soft roll collar complete the exhibit. These are the little points that mark the difference between the clothing of the upper ten and that of the upper tenement.

There are other styles of cloth too, that are expected by the dealers who have stocked them to be fairly popular, and as these dealers share with our best families the onus of setting the styles, they are probably correct.

Lovat tweeds, a cloth somewhat lighter than the popular homespuns are expected to have quite a run. These come in pastel shades, that ought to suit the taste of those who hanker for something just a little brighter.

Then there is the stickinette cloth, somewhat of a novelty that came to the fore last year, and received enough attention to warrant its reappearance. But homespuns are unquestionably going to be the best seller. Browns, greys and greens in solid colors probably will have the preference, though there is also quite a feeling for these cloths with an over check of a more or less chastened pattern.

If you can look far enough ahead to picture yourself in mid July there are a couple of novelties that were noted the other day that should catch your fancy. One was a coat in white silk and wool, and trousers of white shetland homespun to match. The other was a suit of cream colored silk. This silk has been so finished that it is entirely devoid of the sheen usually associated with that material. If you are what is technically described as being hard on your clothes it would not be wise to set your heart on this latter novelty. The no sheen part of it is, of course, its great beauty. But just figure to yourself where that virtue would be when it had passed beneath the iron at the pressing club.

Spring overcoats are being made mostly without belts, the material most often seen is a rough mixed homespun, with the straight Chesterfield cut hanging easily at the back, and of medium length. The very short coat is the "abomination of desolation" that one of the old prophets was once wont to speak about.



DUN COLORED WINTER GARB IS DEAD

Bright Colors and Soft Fabrics Will Be the Mode — Some Suggestions of the Correct Thing and the Near Correct—A Brief Word on Collars.

But all this prattle about the very most correct thing has a dispiriting sound. After all most men like to inject into their clothes some suggestion of their own little wayward fancies. Nine times out of ten they are distinctly not the thing, as the thing is exemplified by the old families. But when the new families are so very much in the predominance, why pay so much attention to the preference of the few.

Now, for instance here is something new that would keep the old families gasping for a week. It's a lounge suit, hugs the figure around the chest and waist after that it rather loses interest in the figure and becomes quite decidedly fuller. Not enough as to drape into folds. The skirt is inclined to length too. Pockets are vertical instead of horizontal. Once one gets on to this plan it may work out all right. The designer claims that they are neater. Maybe that is only the pardonable pride of the man who thought of it first, that remains to be seen. It is claimed too that they don't gape open after the fashion of other pockets. There is a vent in the back that continues the seam so that there is no overlapping. The trousers vary too from the correct thing being fairly full at the top but tapering a little toward the shoe, and this in the season when the ultra correct are declaring in favor of the English fashion of a uniform width from top to bottom.

If you think of blossoming out into sport clothes? Of course this question always brings up the disturbing question as to when and where you can wear these attractive novelties—Well they are mostly made for wear with knickers. There is a certain little hint there. You'll have to forswear them for church anyway. In the main it's largely a matter of a man's personal preference, and courage. These sport coats are mostly made with patch pockets, belts in the back too are still the thing. They are mostly made in homespun in light greens and biscuit colors. The knickers are mainly of the same material though in somewhat different colors. If you are fortunate enough to be young you can still wear these sporting styles for almost any occasion, with ordinary trousers in place of knickers. It is one way of letting young blood have its course.

Of recent years there hasn't been the ghost of a reason for mentioning collars. The best the collar makers could do was to manipulate the front exposure of the collar, square them up a little in front, or chip a little off the corners, but there has been a change dawning in this regard. No more stewing behind a two-inch wall in the red hot days of Summer. The day of the low collar has dawned. There surely ought to be a fat man's convention to celebrate this momentous fact. Yes, there is a decided tendency to favor the English fashion of a semi-disappearing collar. Now who would have ever dreamed that such a day could dawn in old New York.

There being less to tie the tie to, the size of the latter has not unnaturally decreased and a much smaller knot is demanded. Soft collars are still worn by the young folk, almost always with a bow tie.

Now if we might venture a forecast in hats. Here is the very most correct thing in Boaters. Small brim, high crown, fairly deep band. Why, say you, that is the direct opposite of the style being most widely shown. Exactly, friend. That is the idea, being different. The effect could be attained just as well by wearing a hat of the 1913 vintage.

Set your heart at rest then, there will only be a few wearing the style, were there more this few would not wear it. There are always two classes of people, those who wear a thing because it is the fashion, and those who believe it is the fashion because they wear it. As most of us lack the necessary mixture of backbone and brass to belong to the second class we will probably be happier wearing our broad brimmed boater because there will be such a vast assembly of us doing the same thing.

If you are one of those who fancy yourself in a cap, and don't happen to want to set a fashion for yourself, you had better look to it that the crown projects well over the peak, for thus will our best dressers be capped.

The low brimmed stiff hat is coming to its own again in New York. There is expected to be quite a sale of this variety, but you can always continue to wear the soft hat if you so prefer.

These are a few rambling thoughts of the possibilities of this season, gained, mostly, from the store and the store window. The winds that blow from the river where the German and American mercantile marine moulder together, have still a hint of Winter in them. We can not wear the things our hearts hanker for, but we can dream of wearing them. Consider these ramblings then as waking dreams. Perhaps next month it will be possible to speak of the actual coming of Spring.



WHAT THEY ARE SHOWING IN TORONTO

THE Toronto men's wear dealer gives every assurance that there are no radical changes on the horizon of men's fashion. However, the youth, both fashionable and wise, need have no visions of his bank roll exceeding its normal proportions on this account, for in the same breath the dealer discusses a few mere suggestions that Spring Fashion Vogue has had up her sleeve, and from all appearances it is more than likely that the youth will be able to shine forth in all the glory of new toggerly when Old Sol becomes a little more accommodating.

Return to Norfolk Suits

In the young men's suits, there is a striking sameness about the cloths and very few new designs are in evidence. An almost unprecedented demand for the pinch-back suit, with a plain and inverted pleat, and also for the "golfing" style, seems to indicate very popular favor. Something new in this line is the addition of a belt around the waist. Some very attractive models of this style are to be seen, and the tendency seems to be led back to the Norfolk style which is enjoying considerable popularity in the States.

Spring Overcoats

The question of Spring overcoats is a very ticklish one, and one which as yet appears to be evasive, owing no doubt to the continuance of chilly weather. This latter circumstance is causing the dealers no sleepless nights though, owing to their inability to get sufficient stock along this line as yet. The biggest demand for Spring coats has been restricted to the loose-fitting coats, though a very noticeable demand for the form-fitting coats is apparent.

The Trench Coat

As yet only talked of in subdued tones, the famous Trench coat, which won favor in New York, bids fair to win favor in Toronto. After considerable encouragement, the information is gleaned that there are some models of this coat to be on exhibition, and several sales have already been recorded. Whether this expected popularity is thought to be due to the ambition of the youth to dress as inconspicuously as possible when the recruiting sergeant hoves in sight, is only guessed at, but it is a fact that the style of the new coat is on exactly similar lines to the officer's trench coat which is now becoming a common sight. The coat is double-breasted and in some models a wide belt around the waist replaces the use of buttons.

Even though the coat is not extensively worn this Spring, it is expected its introduction will do much to popularize it when it makes its appearance in the form of a heavy Winter coat next season.

The Popular Silk Shirt

The silk shirt says "it's great to be popular," as it begins a new run which bids fair to ending it up in the "permanent fixture" class. Of course this will only last as long as the price comes within the range of the pocket-book. The silk shirt trade now seems to be largely restricted to the glaring colored stripe, which soon will be able to announce its own arrival. Some plain models are popular, however, for the most sedate customers.

Loud Colors in Ties Also

A very strong tendency for colors is also demanded in the four-in-hand ties, that they may make an equitable showing with a strikingly colored shirting for a background.

There is an insistent demand for the bow tie, and its continued popularity seems to be guaranteed.

While some new styles in stiff collars have recently made their appearance, the soft collar appears to have got a stronghold, and by the introduction of some new novelties, it is likely to "be in at the finish." Plain white silk collars are the chief attraction, though some tastes are satisfied with a pique collar which almost reminds one of the neck ruffles of the Elizabethan age. And in addition, this collar has the distinction of bearing the first novelty which has been introduced in some time. The word novelty might just as well have been dropped from the English language recently, say those who know, but this one consists of an invisible fastener for the soft collar, being merely a small piece of elastic with a hook on each end which fits into two perforations of the under side of the collar. We submit it is not a very apparent novelty, but it is all the more appreciated for that very same reason.

WHAT IS BEING SHOWN IN MONTREAL

Continued from page 49

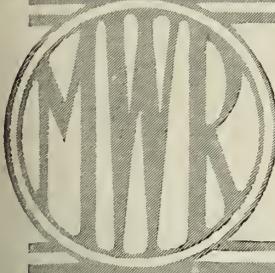
of the dreary "drab" hues of the Winter landscape now passing away.

R. J. Tooke's ties with the big primrose flowered pattern in all shades, blue grey, yellow, violet, red, green, are worth noting, also a line of ties with a big ivy leaf pattern the veins on the leaf picked out in bright colors usually red. Another attractive tie was of claret ground very dark, with little brilliances in diamond shapes and vivid reds, blues, and greens scattered in groups on the ground color. The same idea was carried out also on a dark blue ground. Some pure silk ties at 50 cents were shown by Tooke's, the pattern, fine close diagonals black and red and blue and white, also a larger stripe diagonally placed white on each side of black with a dark ground of blue intervening.

Before leaving Tooke's windows many a passerby glanced with admiration at a neat brown overcoat of Riley Hern idea, almost a khaki shade but warmer in tone, and lined with a delicate creamy weave showing a check in red, green and brown lines very light and widely spaced. This overcoat was priced \$30.

Shirt showings have been various this month. Livinson's has been doing good business in made-to-measure shirts in the newest silks with wide line designs in rather vivid color effects. These have been selling at from \$5.00 to \$7.50, and flannels at \$3.00 to \$5.00 have also gone well until Winter's wane. Goodwin's Ltd., showed this month a great range of "The Accessories of Good Dress" in which shirts featured very refreshingly in the new light stripes. Rod Sangster Jr. St. James street, had a very attractive single shirt in softest saffron yellow silk prominently displayed in his window, and varied the display with other lovely silk shirts from time to time making "a window of one note" with marked success. R. J. Tooke's showed two lines of shirts, a Percalle line at \$1.00 in neat designs and Anderson's Scotch Zephyrs with woven stripes at \$1.75. No very startling shirt designs were displayed, the Rod Sangster silk shirts being probably the most outstandingly pleasing to the eye of the average passerby.

Military windows have again vanished to a great extent, and a notably neat display of officers' uniforms, equipment, British Warm overcoat, Sam Brown belt shown in position, spurs and straps, etc., was made in a portion of a main window by Fit Reform, St. Catherines street. Spring hats were showing also in most of the store windows, and all the stores showed gloves in various shades of chamois, buckskin, doeskin, a number of the new shade "putty" being visible. Easter is in the offing, and the demand for nice gloves is developing rapidly.



MARKET REPORTS



THE MARKETS AT A GLANCE

There have been a number of advances in men's wear lines during the month and others seem in a fair way of realization in the near future.

Some clothing manufacturers report the sorting trade in their line has been considerably better than during the Spring of last year.

Manufacturers of cloths in Great Britain have announced that they will book orders only at open prices as they are unable to protect themselves on the supply of yarns for weaving because of the tight compass in which the British Government is holding the supplies of wool.

On the lower-priced shirts there will be an advance of from 10 to 15 per cent. for lines to be delivered in the Fall. Samples of these lines will soon be placed before the trade.

American lines of felt hats are all higher in price and slight advances have been made in some English lines owing to the high prices for leather bands and silk bindings.

Glove prices have held steady during the month. Travelers are now on the road selling for Fall delivery. Manufacturers are unable to get supplies of leather in sufficient quantities to insure their needs for the future.

Advice as to whether or not it will be necessary for the Swiss silk mills to close through the operation of the prohibitive measures adopted by Great Britain is awaited with interest in this country.

Overalls have again advanced with the intimation that further advances are pending.

Shoes for Fall delivery will be higher in price but it will come as a welcome relief to know that rubber goods will be slightly lower than the prices recently prevailing.

Business in men's wear lines has been satisfactory during the month.

10 PER CENT. ADVANCE ON SOME FALL SHIRT LINES

Lower-Priced Shirts For Fall Lines Have Made General Advance — Shirts That Retail From \$2 Up Not Affected — Expected to Be General Advance for Spring 1918

SHIRTS.—Owing to the fact that manufacturers have anticipated their needs some time in the past for cloths for their better classes of shirts, some at any rate, have not been compelled to advance their prices on their new Fall lines which will be shown to the trade in the near future. On the lines that range in price from \$1.25 retail up to \$2 for the present Spring and Summer trade there will be an advance of approximately 10 to 15 per cent. On the lines that sold for \$2 up for the present Spring and Summer trade there will not be any material advance. This has been made possible, it is stated by the representatives of the manufacturers in question, through the fact that their supplies of cloths for this class of shirts had been contracted for some time ago. In the case of the material for the lower-priced shirts they have been compelled to go into the market and purchase their stock at higher prices.

The samples for the Fall trade have been completed and travelers will be started on the road about April 1. It is stated by representatives of the manufacturers that the colorings will be brighter and with more dash to them than styles within recent years. Stripes will be popular.

Business for Spring and Summer has been most satisfactory and the manufacturers are looking forward to a good trade for the Fall. It is of course too early yet to speak with any degree of certainty on this score until the travelers have made a preliminary canvas of the situation.

AMERICAN LINES OF HATS ARE MARKED HIGHER

Advance in One Instance Amounts to \$7 Per Dozen Which Will Effectually Shut Line Out of Canadian Market—Shipment Being Made by Express

HATS AND CAPS.—American manufacturers quite generally have announced to the Canadian wholesale hat trade that the prices of their various lines have been advanced from 10 to 20 per cent. The advance ranges from \$1 to \$4 per dozen, and in one instance it even amounts to \$7 per dozen, when the extra duty and freight charges are considered. This is stated by wholesalers to be sufficient to put this particular line of hats out of the market so far as the Canadian trade is concerned as the selling price to the retail trade would need to be \$39 per dozen. The Canadian makes of hats have held steady in price during the month at the advances recorded in last issue. English felts have not yet been advanced in price although the market is in firm position. Travelers for wholesale houses have been started on the road and prospects so far are encouraging for a good Fall trade. At the time of writing the full staff of representatives had not yet been started on the road, but it was expected the retail

trade would be covered quite generally by the middle of April. In the English lines of felt hats a slight advance has been announced for the hats for the Spring of 1918 owing to the higher cost of leather and silk bands. For the present Fall trade there has been a steady condition for the English goods. For the new Fall lines some of the wholesalers are showing the rough effects in wool velour. From the preliminary canvas of the market, reports would seem to indicate that there will be a fair sale for these goods for the Fall trade.

Fur Stock Piling Up.

The recent embargo list of the British Government included rabbit skins and in consequence there has been no fur going into Great Britain. For this reason some of the dealers anticipate that stocks of rabbit skins are accumulating in Australia. With their accumulation in that country there is a possibility that the fur may work to lower levels. It is still possible for the fur to come by way of the United States, but there is a shortage of tonnage to bring any considerable quantities.

In the cap trade wholesalers are now filling Spring orders which were placed last Fall, while the travelers are on the road taking orders for the Fall trade. Business for the Fall is reported quite satisfactory. Customers of wholesale houses have shown a little nervousness over the possibility of their deliveries being held up through freight congestion. They have accordingly been giving some sorting-up orders with instructions to ship by express. There has been difficulty in getting goods to the retailers in time for the Spring trade and in consequence many of the orders are going forward by express shipments. It is anticipated by some of the wholesalers that the probable enforcement of the Militia Act in Canada, and the calling out of some additional 50,000 troops would have an influence on the hat trade. While the actual number would not be a serious factor still the effect might tend to make buyers a little more tardy in placing their orders. As the details have been announced that the plan is to call for volunteers for the militia rather than enforce enlistment in the militia this should naturally have a tendency to allay any uneasiness.

**LEATHER UNCERTAIN;
GLOVE PRICES HELD STEADY**

Glove Manufacturers Do Not Know Whether Leather Coming By Way of England Will Reach Them Owing to Operation of Embargo.

GLOVES.—There is an uncertainty in the glove trade on the part of some manufacturers due to the fact of the recent embargo placed on leather by Great Britain. One large manufacturer is in an uncertain frame of mind as to whether supplies of leather purchased abroad and which are to come by way of England will reach them or not. They are dubious about the operation of the embargo placed on leather by the Imperial authorities. They are hoping that the supplies will be permitted to come forward but in this they can speak with no degree of assurance. The mitt and glove trade has been good and orders that have been already placed by retailers for delivery are fairly well provided for by leather supplies. For future bookings, if leather stocks come through that have already been purchased, there will be ample provision for the needs of the future. Considerable supplies of leather have been coming in from the United States but the freight situation and embargoes that have prevailed from time to time have operated to make deliveries of raw materials slow. Wholesalers now have their travelers on the road booking orders for delivery next Fall. About the cheapest line that is being quoted is \$18 per dozen,

which line formerly sold at \$9. In a retail way these gloves will sell from \$2 to \$2.50 per pair. Wholesalers are unable to place orders with the manufacturers in sufficient quantities to meet their needs and consequently they have to limit the amount of their sales to their customers. Quotations on the various lines have held steady during the month and are as follows:—

Split cowhide working gloves, dozen.....	\$ 13.50
Buckskin gauntlets, dozen	27.00
Buckskin moccasins, dozen	36.00
Horsehide teamsters' mitts, dozen	27.00
Grey suede gloves, dozen	21.00
Grey suede gloves, dozen	24.00
Ivory capes, dozen	27.00
Tan capes, dozen	27.00
Automobile gauntlets, dozen	44.00

**SORTING CLOTHING TRADE
BETTER THAN LAST YEAR**

Strike in Montreal Among Operators Reported to Have Been Fixed on Basis of Return to Work Pending Arbitration—Mills Will Accept Cloth Orders For Delivery Only December-January

CLOTHING.—One large clothing manufacturer reports that their sorting business in clothing for Spring and Summer lines during the first part of March was fully 30 per cent. better than the corresponding period in March of last year. And it was fully 10 per cent. better than the same length of time in March of 1914. This increase is not in the volume of business done, but in the actual number of suits that were made for this sorting trade. This fact indicated to the manufacturers in question, that the goods had been going into consumption quite freely for the Easter clothing trade. Furthermore, it indicates to them that stocks in retailers hands have been turning over quite readily and that in all probability no large stocks are held by them. This increase has been made in the face of a decline during February and March of the number of military uniforms required. It is presumed that officers are pretty well fitted out now and that the numbers of officers are not being augmented rapidly. Toronto clothing manufacturers assert that while there has been a strike among the clothing operators in Montreal and that production has been held up for some six or seven weeks, while the strike was in progress, still the sorting demand was not occasioned through the customers of the Montreal clothing houses. Clothing men in this city anticipate that one of the drawbacks of the strike in that city will probably be in later deliveries of goods. The strike was recently settled on the basis of the operators returning to work, pending settlement of the difficulty by arbitration. The operators have been asking for recognition of the union. Manufacturers now have their travelers on the road with their Fall lines. As stated last month, these lines will for the most part be about 10 per cent. higher than the Spring and Summer lines.

Advances in Cloths

Clothing manufacturers have been advised that a further advance has been made in the price of the popular weight cloths for the Spring and Summer clothing trade. A 12-oz. cloth that recently cost \$2.38 per yard must now be sold for \$3.32. This would represent an additional cost in the price of a suit of \$3.29 for the cloth alone. And this is not taking into consideration any additional cost for linings, padding and other goods that enter into a suit. This will mean that goods purchased from this cloth for

the Spring and Summer trade of 1918 will be greatly in advance of the prices quoted for this present Spring and Summer. There have been steady advances in various lines of cloths during the month. Homespun of Canadian manufacture has been advanced considerably. This is one of the few lines that Canadian manufacturers have been able to supply to the Canadian trade, so far as additional orders are concerned. Most of the American mills are full up with orders for cloths that will keep them running for the greater part of the present year.

Cannot Deliver Until December

Some of the Canadian clothing manufacturers have been making inquiries of the English manufacturers of cloth as to the prospects for deliveries for Spring 1918. They have been desirous of knowing where they stood with respect to repeat orders on cloth they secured for the Spring trade of this year. They have sent forward samples, but will not name prices and the delivery of the goods cannot be made before December or January next. The manufacturers in England have to contend with the uncertain supply of wool. The market for wool is very unsettled as the Government has commandeered nearly all the home and colonial wools. The British Government is reserving most of the wools for military cloths. What they do not require, however, they are selling again in the open market, but at prices which are considered very uncertain. Under such a condition the manufacturers in England are unable to know whether they will be able to get any wool at all for ordinary business. Wool merchants who have any free wools will dispose of them only at exorbitant prices. Under these conditions the manufacturers in the Old Land state that while they are able to give prices at the moment for any cloths they may have, yet they cannot guarantee that the prices would be the same for even so long as a week or two.

While the manufacturers abroad have sent samples to the Canadian trade for styles which they will make if they are able to get the wool they will not promise delivery earlier than December or January next, and the prices must be left open. It is expected the prices can be named some time between now and September next. This is the condition that the spinners of the yarns have given to the clothing manufacturers and the latter were forced to pass it on to their customers. They reserve their machinery for the cloth manufacturers but cannot fix the price on the yarns until the Government has sold them the wool. The British Government has been moving slowly in this connection and in many instances has refused to sell certain classes of wool in the open market at all. The stipulation that the cloth manufacturers make is that for any orders sent to them they would charge a corresponding advance upon the prices which have been tentatively named if the wool market goes up. If the wool market goes down they state they will give any benefit in price which they may receive. Certain large merchants in England whose trade is largely an export one have placed orders on the above conditions.

NO ADVICE AS TO CLOSING OF SWISS SILK MILLS

If Swiss Silks Are Shut Out of British Market Through Embargo a Serious Condition Will Develop for Silk Manufacturers

NECKWEAR.—Representatives of Swiss silk manufacturers in this country are awaiting with a great deal of interest some announcement as to whether the embargo recently announced by the British Government on silks will be complete and absolute or whether a certain per-

centage of previous shipments of silk will be allowed to go into that market. If the British market is shut off entirely it will probably mean that many of the mills in Switzerland will have to close up, as the British market was the biggest one for the Swiss silk products. This will be a serious condition for the people of Switzerland as it is estimated by one authority that the number of people engaged in this industry alone is between 20,000 and 30,000. In one of the large mills that has Canadian as well as British connections there are over 2,000 employees. If the imports of silk into Great Britain are restricted by 50 per cent. it is doubtful what effect this would have on the Swiss industry as representatives in this country were not prepared to say whether the manufacture could be carried on on an economic basis in the face of the necessity of decreased production. This is one of the problems that manufacturers in Switzerland will be called upon to decide if such a restriction is made effective. Swiss mills are pretty well booked up for the Fall neckwear silk and are unable to accept more business for delivery at that time. Just what effect the embargo will have on the Canadian trade still remains to be seen. If the mills are compelled to close it will, of course, mean that further supplies will not come into this market after goods on hand with the manufacturers and to be made before closing actually takes place have been delivered here. In that event the Canadian trade will have to depend largely on their supply from the United States. Conditions as they exist at the present writing are in a very uncertain condition. Orders from the Swiss silk manufacturers for delivery in 1917 have been fully as heavy as they were in 1916, which was much greater than in normal times. By far the largest percentage of the neckwear in the Canadian market is now made from the Swiss silk. There has been no notification of further advances in prices during the month. In the Japanese raw silk market there has been a firmer tone recently with an advance of 5c to 7½c per pound recorded.

OVERALLS MOVED HIGHER; ADVANCE PENDING

One Manufacturer Increased Price \$1 While Another Announces a Further Increase Will Probably Take Place in April

OVERALLS.—A further advance has been recorded by one manufacturer in their line of overalls. Where the quotations were last month at \$16.50 and \$18 per dozen the selling price has now been advanced to \$17.50 and \$19. One of the large manufacturers had previously advanced their price to \$19 per dozen as announced in MEN'S WEAR REVIEW last month. In the case of the manufacturer first cited the delivery time is specified as not later than the end of September. With the manufacturer who led the way in the price movement the orders are restricted to March and April delivery. This latter concern announces that they will in all probability advance their price to \$19.50 per dozen by April 15 and extend the time of delivery to June. Still another manufacturer of a grey line of overalls that has been sold at \$16.50 per dozen anticipates that it will be necessary to increase their price in the near future because of the higher-priced material which they will soon be working on. Forward booking of overalls has been good. Demand has also been very good but there is anticipation in certain quarters that higher prices may cause slight diminution of demand temporarily at least. While the trade has been good it is not quite up to that of last year when an exceptionally heavy trade developed owing to the big expansion of the munition business at that time. Everything points to a continuation of good trade conditions in the overall business.

HOSIERY WORKING TOWARD STILL HIGHER PRICE LEVELS

Recent Advance on Cashmere—Canadian and American
Mills Filled Up with Orders—English
Mills Accepting Orders

HOSIERY.—There is a firm situation with respect to hosiery of all kinds. A recent advance of 25c per dozen was made effective in one of the popular priced qualities of woolen hosiery which makes the selling price \$5.50 per dozen. This price is getting dangerously near double that which prevailed in pre-war times when the price was \$3.50 per dozen. Wholesalers state there seems to be plenty of woolen hosiery to be had if the prices are paid. One of the big selling lines is the 75c all-wool grade which formerly sold at 50c. Wholesalers, however, must buy without engagement for hard prices from the manufacturers. The latter will accept orders subject only to the market at the time they are able to deliver. White woolen socks have been a popular line in recent months owing to the difficulty that has been attached to the dye situation. Silk hosiery will in all probability be in good demand for the coming Spring and Summer, the popular priced article being around 75c, with some lines to retail as low as 50c. Deliveries of hosiery have been slow from Great Britain and embargoes on the American and Canadian railways have interfered with the deliveries of American and Canadian goods. There is some sorting business going on at present and it is anticipated travelers of wholesale houses will be on the road in the near future with the Fall lines of hosiery. One line of woolen hosiery that could be sold for 35c retail on the basis of last Fall prices will have to be sold for 50c this coming Fall. There has been a good sale for this quality of goods. Retailers in many instances are getting old prices for their lines. That is there is no hard and fast rule that there shall be only a 25c line, 35c line and 50c line. They may be priced now at any of the figures intervening. Retail stocks are stated to be in a fairly good condition to meet the needs of the trade for some little time. An advance in the price of English yarns recently has caused a firmness in the market for all woolen hosiery.

DELIVERIES OF UNDERWEAR ARE SHORT IN SOME LINES

Doubt Exists in Minds of Some Wholesalers as to Whether
Supplies Will Be Sufficient—No Sorting
Business

UNDERWEAR, SWEATERS, MUFFLERS, BELTS.—Wholesalers are now making deliveries on underwear that had previously been ordered for the Spring trade and they are having their difficulties as there are some lines that they have been unable to get from the manufacturers. Deliveries from the manufacturers have been short and they in turn are unable to give their customers all they would like. Wholesalers have practically no stocks of underwear for the sorting trade and none are going into those channels at present. They state they do not know whether they will be able to get sufficient supplies to meet the demands of the trade. Bathing suits is another line in which there are very light stocks in the hands of wholesalers. Last Summer was an extra good Summer for bathing and there was a heavy demand in consequence.

Some manufacturers report the demand for sweaters and all knit goods to be increasing and that already it gives promise of being much better than last year. One manufacturer reported that they are unable to take all the orders that are seeking placement. Their output is re-

stricted through their inability to get a plentiful supply of labor.

The trade in mufflers is reported very good for the Fall delivery. Travelers have been on the roads since the first of the present year with these goods and orders placed were stated to be ahead of those placed for last season's trade. Some wholesalers have been fortunate in having a good connection in the Old Land and have been able to get sufficient stocks to supply their trade. Prices for the Fall delivery will, however, be 15 to 20 per cent. higher than those delivered last Fall. A shipment of these goods is expected to reach the local market in the near future. Delivery to retailers will be made early next Fall.

The belt trade at present is largely of a sorting-up nature. Shipment of goods for Spring and Summer trade has been going on since the first part of February. On the sorting orders there has been an advance ranging from 10 per cent. to 20 per cent. over those prevailing last Fall. There is still the same priced belt to be had that was formerly on the market but the curtailment has come in the quality of the goods.

SHOES FOR FALL DELIVERY WILL BE HIGHER IN PRICE

Slight Decrease in Rubber Goods for Fall Trade—Travelers
Will Start on Road With Fall Lines During
First Part of April

SHOES.—Some shoe manufacturers will start their travelers on the road with their Fall lines about the first week in April. They state there will be advances in these goods that will be approximately 10 per cent. over the December prices on shoes. And they will sell shoes only against the leather on which they are covered. They have not been able to protect themselves very well as they have been unable to buy sufficient supplies of leather. The shoe business at present is largely a sorting business. Wholesalers report the trade in rubbers and overshoes has been good this Spring for delivery next Fall. Travelers who are now on the road in connection with this business are quoting at slightly lower prices than prevailed during the first part of the year. Advances were recorded in November, then in December and again in January. The price for Fall shipment is about 2 per cent. lower than the previous quotation.

Leather prices have held steady during the month. That is where supplies have been obtainable. The Canadian Government during the month awarded the contract for 35,000 pairs of tap soles and 25,000 pairs of top lifts for use of the military forces.

CURRENT NEWS

R. B. MacLennan, men's furnishings dealer, of Hamilton, advertises giving up his business.

W. H. Howey, Brandon, Manitoba, is discontinuing his clothing and men's furnishing business.

T. A. Hazel, of the well-known firm of F. G. Clayton, men's outfitters, Detroit, has taken the position of manager of the special tailoring department with W. J. McCance, St. Thomas.

Three floors of the Tip-Top Tailors' Building, 245 Yonge Street, Toronto, were deluged with water on March 13, when a small fire caused one of the sprinkler heads to break.

F. J. Holman & Co., Charlottetown, P.E.I., are adding dry goods and gents' furnishings. Carpenters have been busy for some time tearing down the red building and putting in new plate glass windows, etc.



COLLARS & SHIRTS



HIGH PRICES SEEM LIKELY TO FORCE BETTER QUALITIES

Manufacturers Have to Ask Stiff Prices for Fall Lines in Which They Have None Too Great Confidence—As a Result They Turn to Really High-Priced Goods Which They Know Do Give Value in Appearance and Wear

What's going to happen to cotton?

With samples of Fall, 1917, shirtings only commencing to go out, this question seems premature. Yet one season crowds on another and manufacturers are already preparing for Spring, 1918, business. The question, therefore, is a big one to them, and one which is worth careful consideration by all men's wear dealers, for, according as cotton is likely to remain steady, drop or fall, will prices for Spring, 1918, hold, drop or fall, and of course the likelihood of prices in 1918 will affect the purchases for the coming Autumn and Winter season.

But unfortunately it is not known what will happen to cotton. Some say: "The States is likely to get into the war. When the States had its great war, back in the sixties, cotton went away up."

Yes, but this was largely because the South wouldn't ship cotton to help their enemies, the North. Cotton was cheap enough where it was grown.

And so now—even if the States comes in—it isn't at all certain cotton will climb. There will be an increased world demand, but the scarcity of bottoms to take the cotton to England and France may offset this to some extent.

High Prices For Inferior Goods

But even so, it seems sure prices for next Spring will be very high. The shirt man states that he can't see anything but a \$12 or perhaps a \$13.50 range as his lowest. He adds, moreover, that for quality this will not be much better, far as cloth goes, than the \$6.50 range of before war days. The workmanship, naturally, will be superior.

Things are turned upside down. A few years ago dealers wanted the very newest in patterns and cloths. Now they want the oldest. One large buyer made an appointment this last week to look over the old stock of a certain shirt manufacturer. Shirts which had come back for one reason or another. Travelers samples—everything available was inspected. Then the buyer said: "I'll take it all at \$—, mentioning a figure a little below that asked for similar goods to-day.

"No," said the manufacturer. "This is a little old I know, but its better value than what I'm forced to sell at higher prices, and I'll give the opportunity here to my old customers.

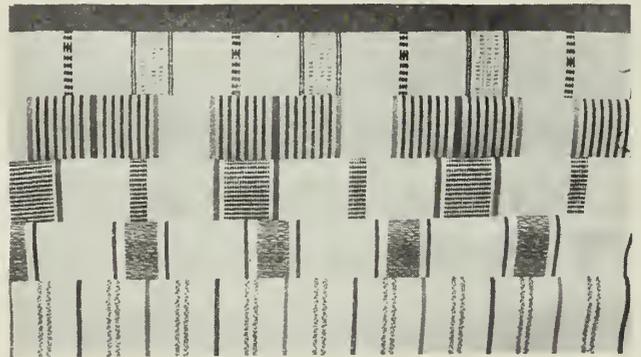
For Fall, things are not quite as bad as they threaten to be for Spring, 1918, yet there is no great enthusiasm about some of the ranges being shown. The cheapest we have seen is a \$10.50 shirt—that is in other than working-

shirt lines. The great majority of ranges, however, will be quoted at \$13.50 to \$15.00 and higher, and at this, color guarantees will be largely withdrawn. Manufacturers are stating fairly what they know about the goods. They're going further, stating that they hope, certain things, but can't be certain under existing conditions.

Turning to High-Priced Lines

One result of the present situation is likely to be more and more of a turning toward the higher priced shirt—the really high-priced and high-class shirt.

Said one manufacturer: "Look at that \$13.50 range. Not bad under the circumstances. I don't think there's anything better being shown at the figure. Yet I know the value really isn't there. We'll sell a lot, but we're going to



Some of the Fall patterns shown in the percale range of the Lang Shirt Company. The bright colors which will prevail are clearly indicated here.

push the sale of the really expensive shirts—the silks, for instance—every time we can. The price for these will, of course, be high, but the value—well, there's real value, real appearance, real wear in those lines."

From what retailers tell us the man in the street, too, is becoming aware of the merit of the really high-priced lines. It seems likely, therefore, that the demand for this class of goods is going to be unusually heavy.

Fall Samples Not All Ready Yet

By the way, only a limited range will be shown by most

manufacturers during the early days of April. They have not yet got many of the sample cloths from which the swatches must be cut. Cloth manufacturers have been exceedingly slow in sending these forward. This, some say, is because the mills will not run the various sample cloths through at one time, but run sample cloth, and cloth for later delivery at the same time—this to save waste of die and of time which results from making one short-length pattern for the shirt manufacturers samples, and then turning to another. Whether this be the explanation or not, the fact undoubtedly is that sample cloths are

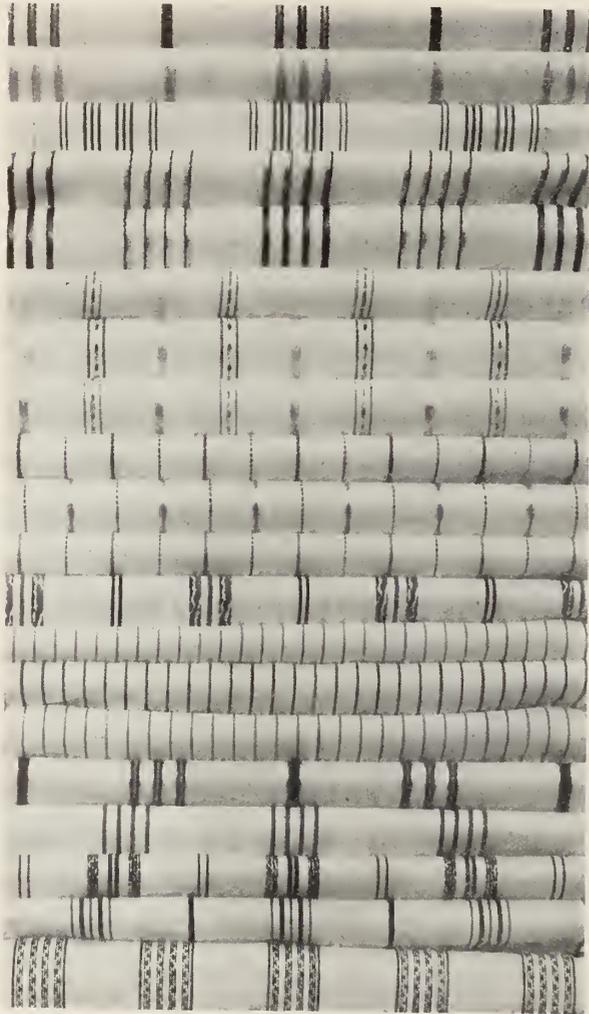
liveries, and still further increase prices, has to be considered.

A Cheaper Range

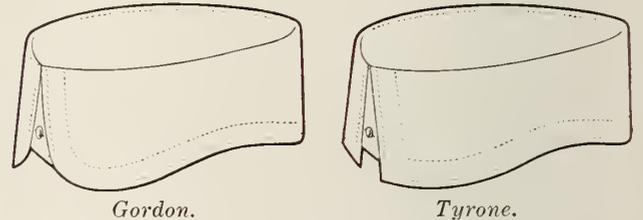
One further word on shirt prices. We don't wish to retreat from the position of having indicated the coming of generally higher figures for this Fall. Yet one qualifying statement is necessary. From what we hear there will be a shirt put on the market to sell at \$9.00. It will be, for the most part, white, having expensively dyed cloth used only in certain parts. This shirt is not yet being shown, but is in contemplation by one manufacturer, and may be expected.

NEW COLLARS POPULAR.

THE form-fit feature in Arrow Collars has had phenomenal success in the United States, and also in Canada, and two new styles, Gordon 2¼" and Tyrone 2⅜", are being delivered to the trade this month. The bookings on these two styles have been very heavy and



Some of the Fall shirtings—indicating the style of patterns being shown by Tooke Bros.



they are sure to prove to be amongst the "popular sellers" during the Summer. Stocks are carried at the salesrooms of Cluett, Peabody & Co., Inc., in Montreal, Toronto, Winnipeg and Vancouver. They will be fully advertised in newspapers, street cars, etc.

"WOLSEY" AND "RAMESES" GO TO RETAILER

The well-known makers of Wolsey all-wool underwear, R. Walker & Sons, of Leicester, England, have decided to deal direct with the trade in Canada instead of through the jobber. With this in view, they sent a representative last month to Canada, E. H. Floate, who called on some of the largest dry goods stores. Many were surprised to learn that the British mills were in a position to make large shipments to Canada. In view of the heavy cost of all-wool garments this firm have made arrangements to deal in percentage lines as well, under the trade mark, Rameses. An office for Canada is likely soon to be established in Toronto.

The Palmer-McLellan Shoepack Company of Fredericton, N.B., is appealing against an order of Chief Justice McLeod restraining them from using certain designs and trade-marks which it was said infringed upon those in use by the John Palmer Co., Ltd. Plaintiff company contends that the use of the name "Palmer" as it is used in the catalogues of the appellants is designed to deceive.

May Commandeer Canadian Wool

Sheep men in the Lethbridge district consider it likely that the British Government will commandeer the wool clip of Canada and the other British colonies this season.

W. E. Vandusen, Toronto, has sold his men's furnishing store.

J. H. Mix, Port Colborne, has assigned to N. L. Martin & Co., of Toronto.

J. H. Mix, Port Colborne, Ont., has sold the stock of his men's furnishing store.

T. J. Reid, Almonte, Ont., has been succeeded by H. Conn in his men's furnishings store.

mightily late, and dealers will see imperfect ranges during April.

Labor Difficulties

There is some fear of strikes in the United States mills. In many of these the contracts between workers and employers end June 1st. Then new contracts will have to be arranged, and a demand for increased wages is practically certain. It may not be a moderate demand either, as the case of one silk mill indicates. The employees asked a ten per cent. increase. It was promptly granted. Very shortly after they demanded a further increase of 25¢. Arbitration took place and this second increase was reduced to 12½¢. It is an almost invariable rule that with the coming of "good times" in a business sense, there come labor upheavals. The possibility of trouble in the mills, therefore, which would still further complicate de-



NECKWEAR



INDICATIONS IN FALL NECKWEAR POINT TO LARGE PATTERNS

Nevertheless There Will Be Abundant Choice of Rich, Quiet Designs for the Conservative Dresser, Especially in the Higher Priced Goods — Batwings Will Be Worn Above Beautiful Shirts

WHILE big patterns and fairly bright colors will be very evident in the latest lines of neckwear for the Fall of 1917, there is still going to be a tendency towards some of the neatest and quietest lines in neckwear. Just as Springtime brings forth the brightest possible in color, and tempts mankind to go in for color in dress as far as may be fashionably permissible, so in the Fall there comes a touch of the sombre with all the brilliance that belongs to leaf and landscape. Infallibly mankind responds to nature, and there will be a considerable proportion of quiet toned ties on the market, and purchasers for them too.

But Big Patterns Will Rule

Large, bold designs, it seems will be the predominant feature of the neckwear shown for Fall trade this year, and in color the taste of the purchaser and the selling instincts of the trade will have abundance of range and



A new model, made 48 inches long, with short even point, lining coming down close to the point, the tie being held closed by a pin—this to enable flaring where desirable for window trims. Shown by William Milne.



One of the latest pattern Ties. Shown by Tooke Bros.

satisfaction. Various shades of the well-known and ever popular greens, violets, mauves, purples, and the whole cheerful range of the reds and crimsons will appear in small designs and larger patterns shaded and varied by the intricacy of the Oriental and Paisley or floral work of the fabrics. Here and there designs will take the form of large leaves, large bold petalled conventional flowers, and simple square and rectangular objects with a variety of deviations from the ordinary. To avoid the ordinary is the whole art of the designer working with the familiar types of pattern units, and very wonderfully it is being done for Fall neckwear.

Large But Not Too Extreme

Those who have been watching the tendencies of design during the present year will have noted the prevalence in fabrics for women's wear of larger, bolder patterns. Now in neckwear the same tendency is present, but it must be noted that the tendency cannot in neckwear be present to quite the same extent. Neckwear does not lend itself to the use of huge designs although quite a large leaf or flower may take its place in the fabric of a tie, and such a design may acquire new distinction through the variation introduced in its outlines by the process of tying the knot. But the big, bold squares and spots so much to the fore in dress fabrics during the present season will not be even approximately duplicated in neckwear fabrics. Rather these bolder designs will influence the designs in neckwear, and the extreme will be avoided. The larger designs in ties will be done in quieter tones. The very vivid colors will not be found in very large spaces that is not as a rule. Some quite brilliant color-splashes



New Printed Faille, cluster spots, shown by Tooke Bros.

will be flung in the neckwear fabrics here and there, and there will be buyers for that gay class of goods. But the plain man with modest taste in neckwear will be able to avert his dazzled eyes from those color spots, and satisfy his longing with a wealth of rich variety in the simpler patterns and the milder-toned fabrics.

Printed Goods Going Well

All kinds of printed goods are going well in the world of neckwear, both for Summer and Fall business as far as can be seen from present indications. Printed silk fabrics foulards and failles are almost certain to have a wide popularity. They are in fact going well in advance styles for Spring, and the strength of the demand for them in its earliest stages shows more to follow. The curious fact about this feature of the situation is that these printed fabrics are now exceedingly difficult to obtain in the quantities desired. Always when an article grows popular supply seems to go short.

Broche failles are gathering momentum for a good Fall season it is felt. These are coming in large patterns, and stronger colorings. The tendency towards larger patterns cannot it seems, be avoided though in the wealth of neckwear variety there will be plenty of even quite tiny designs especially in the higher class neckwear. But double-shuttle Jacquard patterns with large designs, and good bright colors are going to have their fling on the markets this Fall, and fashionable folk will fancy them. The fabric known as "pic and pic" is going to partake of the general demand in this line of goods.

Black Warp and Color

Black warp Jacquard patterns with one color worked in the shute, and both large and small patterns are growing in popularity, some of the new colorings being used in these with delicate effect. These fabrics come in with the quieter styles of neckwear though with brilliances here and there in the pattern idea according to the amount of strength allowed the color areas. Black warp and two colors are also being brought out in increasing quantity for Fall trade. Here are some of the ideas as regards color in these goods. Black warp with light royal and new green, black warp with emerald and magenta; black warp with purple and orange; black warp with gold, brown and turquoise; black warp with scarlet and purple; and black warp with Navy and light cherry. Taffeta ground is found with black warp effects in the new Fall lines, and Lance Patterns are coming forward, big bold patterns in color being worked into the shute, plain rectangular color spaces, diamonds, and other Lance forms.

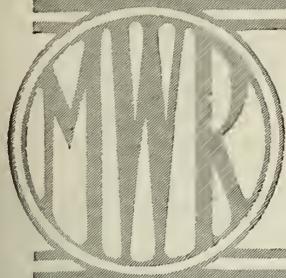
More Rich Colors

Pekin repp with stripes is going to be amongst the prominent goods appearing in Fall showings. Some of the shute colors are cornflower, navy, scarlet, emerald, violets, and browns. Pekin faconne picnic in two colors with Paisley patterns will be found amongst the showings for Fall, and should prove popular. There is still a very strong tendency favoring Paisley patterns and Oriental effects in foulards and the very richest effects are realized in these lines, with evident popularity. Ombres are certain to be well to the front in the general range of good selling neckwear in Fall as well as for the Summer. All varieties and developments of ombres will be shown very largely.

Bengalines and poplins are popular as ever, and these steady selling staples will not fail the men's wear dealer for this Fall. There has even been noted a reviving taste for poplins in self colors, and even stripes. They have been selling better of late than in the past two years, according to reports from fashion centres. Neat, plain staple stuff will always be found in steady demand, no matter what fashion may do in fanciful directions. It will be found also that the higher priced goods, neckwear to retail at \$2 and up, will have the quieter trend apparent, though where the more elaborate colorings and patterns have their sway extends even to some very good quality neckwear, and the quieter colored high-priced neckwear will be found exceedingly rich in pattern when the fabric is closely examined.

The Batwing and Why

Batwings will be 'it' for a while yet, and may have a very much more pronounced sway as the Summer and Fall proceed. They are being shown in all possible varieties, with the tendency towards color and originality of pattern leaning as in the case of the four-in-hands. Bandanna and foulards printed and woven in rich and varied patterns will be found prominent this Spring in both four-in-hand and batwing styles, and the Fall will in all probability be showing still further departures along these lines.



HATS *and* CAPS



WILL THE BRITISH IMPORT EMBARGO ON FUR AFFECT HAT PRICES?

General Opinion That Conditions are Too Far-Reaching for Any Such Action to Have a Pronounced Effect—Prices Likely to Continue High, If Not Higher—The Mississippi Planters' Headgear Comes Into Its Own—Some Remarks on Prevailing Styles and Novelty Colors

IN the hat trade, as well as practically every other line of business activity, the British import embargo is giving food for an abundance of thought. Among the articles enumerated in the embargo list were raw furs. Now, as everyone knows, furs form the basis of all felt hat-making, and up to the present London has been the largest distributing market for this product.

These are the facts that are giving ground for much speculation, and the opinions on the matter are about as varied as the number of persons spoken to on the subject. Felt fur must be obtained, that goes without saying. The bulk of this comes from Australia, and is processed in England and France. Belgium, too, before the war was a great fur market, and the very best quality came from that source. Now the Belgium market is, of course, closed. It appears from early reports that the English market is also closed for the time being.

Will the British Embargo Affect Hat Prices

The question presents itself as to what effect this is going to have on prices. One idea is that it will tend to force a decline, owing to the lessened demand. This suggestion would seem plausible enough on the face of things. For, despite the fact that there has been an embargo in Australia against the export of this fur, it is generally felt that there is a stock on hand there far and above the actual demands of the Australian hat maker.

On the other hand, it is argued that there is the lack of tonnage to be reckoned with, and that for that reason there is very little likelihood of heavy shipments of this commodity being permitted. There is also the fact that, while there are some facilities for processing fur in the United States, these facilities are of a very limited character, and this fact, in combination with the great scarcity of labor, would have a tendency to maintain a high price even if the actual raw material could be obtained.

The Trade Does Not Expect Decline

There is no question that the trade at large does not look for any such loophole. This fact is evidenced by the eagerness with which hat manufacturers in this country are picking up every parcel of furs offering, even at the enormously increased market price that prevails at present.

No, the general feeling is that there is no possibility of price decline anywhere upon the horizon; that there

is a very strong likelihood of still further advances, unless some very exceptional world events should arise to set at naught the present trade conditions.

Well, waiting for exceptional events is a dreary and profitless business; so the dealer will be best advised to prepare for a continuance of the conditions existent to-day.

Conditions Far From Desperate

These conditions may not be perhaps as rosy as the dealer might wish, yet they are not hopeless. There is a very fair supply of hats of all grades available, and that at least is a fact on which the dealer may well congratulate himself. Of course, the price is a serious affair. The best jobbing price obtainable to-day on hats of good quality is \$16.50, which everyone will realize is a tremendous increase over before the war figures. Other grades



NEW OUTING HAT.

Palm Beach style, made of straw and silk combination, with silk underbrim. Made in four shades by Boston Cap Co., Montreal.

run to \$27 and higher. On the other hand, Canadian manufacturers are well within the figures set by American manufacturers.

Good-bye to the Two-dollar Hat

The meaning of this is that there can be no more \$2 hats, unless the dealer is of an exceptionally philanthropic nature. For anything like a fair quality hat a price lower than \$2.50 cannot possibly be thought of, while the better grades must, of course, reach a much better figure.

Split straw, or rather the lack of it, is an item that is

becoming a very decided factor in the straw hat business. The scarcity in this line of raw materials, due entirely to difficulties of transportation, is playing a dirge over the cheap straw hat. The minimum figure now suggested is \$15 per dozen. That means \$2 and \$2.50 hats as a minimum.

Well, these are cheerless thoughts; so let us turn to the more cheerful question of style.

Mississippi Planter Hat Revived

The present vogue is for a hat that in general appearance follows the good old-fashioned style made popular by the Mississippi planter—a fairly large crown, with a large flat set brim. This sounds fairly imposing. One calls to mind the hat of Simon Legree, who terrorized our young hearts in the days when Uncle Tom's Cabin had not been wished off the boards by the attractions of the brothers Farnum and other screen heroes. But while it has the general appearance of this style of headgear, it is not by any means unattractive; indeed, it is quite the reverse, and is a not unpleasant change from the more conservative styles of the past few years. There is a strong tendency in these hats to favor the narrow band



Two of the Fall hats shown by the Wolhausen Hat Corporation, Brockville.

about 1½ inch; many of these are of the puggaree style, and even of ribbon with a fancy cord introduced.

Some Novelties in Colors

There is some little novelty, too, in the matter of color. Of course, the steel, pearl and green shades are maintaining their popularity, but some novelty shades, too, are coming somewhat to the fore. Among these is what is known as lizard green, something of a light olive shade, usually set off with a binding of a slightly darker color. Another novelty color is known as chamois; this has a yellowish tone, somewhat lighter than any shades that have achieved popularity up to the present moment. The general tendency at least among the younger men is to favor somewhat brighter colors. This follows the general tendency of the year in all clothing lines.

Despite the popularity of this style, there is still a very strong demand for the regulation fedora style, especially among older men. In this line there is a tendency to favor the more quiet colors.

A Feeling for the Return of Narrower Brims and Rough Finish

The prevailing brim sizes range from 2¼, 2½, to 2¾. There is a feeling noted, however, among the trade in

favor of the more moderate size, and it is expected that the coming year's style will return practically entirely to the 2½-inch size.

There is also another tendency noted by the trade—that is a growing demand for the scratch and brush finish hats. These rough finished styles were quite popular some little while ago, and are showing a revival of favor. Whether this feeling will become widespread enough to induce manufacturers to bring them to the fore again is a matter that has yet to be seen.

In Canada, despite the example of the American vogue of the stiff hat, there is no tendency shown toward a revival here. The trade, however, is not worrying greatly over this point, as these are very difficult to obtain in anything but the more expensive grades. Consequently the dealer has no incentive to foster their sale.

Cap Prices Also Soar

In the matter of cap deliveries, importers are anything but satisfied. Through scarcity of material, manufacturers in the Old Country are unable to supply goods according to the samples. Despite this fact, however, dealers are generally accepting everything that arrives, on the principle that a cap is a cap, no matter what its appearance may be. This condition, of course, is particularly associated with the cheaper caps. In fact, the cheap cap has practically ceased to exist. A retail price of a dollar is about the best figure possible for good quality stock, while the usual price for first quality stock will range from \$1.25 to \$1.50. The patterns are mostly checks, with a strong feeling for plain shades. There are some attractive showings, however, of striped effects.

In straw hats the boater is the generally accepted model, though it is expected that the Panama is going to have an exceptionally strong run this year. With the increasing price of the boater variety, there is not so much of a gap between the two in price, and it is expected that this will make an effective selling argument in favor of the Panama.

The prevailing style in boaters is for a medium brim, 3¼ crown and 2¼ brim, and 3½ crown and 2¾ brim.

There is a very pronounced feeling throughout the trade that there is going to be a very decided scarcity of stock for the Fall trade, and that dealers will be well advised to be timely in their ordering.

Elmer E. Wilson, Stoney Creek, has sold his men's furnishings store.

Graham Bros., London, Ont., have sold the stock of their men's furnishings store to Jno. Graham & Co.

Lethbridge Clothing House, Lethbridge Alta., have sold their men's furnishing business.

P. L. Beach, Morse, Sask., has been succeeded by T. R. Saigeon, in his men's furnishing store.

Pickard & Tuck, Calgary, Alta, clothiers and men's furnishings, are discontinuing their Strathmore branch.

Major G. Herbert Maxwell, proprietor of Maxwell's, Ltd., merchant tailors, Granville St., Halifax, died in a hospital in France, from pneumonia.

The store of McKenzie Brothers, Thamesville, Ont., was broken into twice in two weeks, recently, and men's wearing apparel to the value of several hundred dollars stolen. It is believed that both robberies were committed by the same persons.

Begg & Co., Hamilton, have secured the sole and exclusive representation in that city of Semi-Ready tailoring. The Semi-Ready Co. is following out its announced policy of a few years ago, to retire altogether from the retail business and to devote its entire energies to tailoring for the best firm it can find in each town or city.



KNITTED GOODS



EMBARGO LIFTED ON AUSTRALASIAN WOOL

GOOD news for the knit goods manufacturers of Canada: the embargo laid by the British Government upon the export of Australian and New Zealand wool has been lifted, so far as this country is concerned, and thus a condition has been averted that threatened to cripple seriously the knit goods industry of this country, as well as spinning mills and all others that were dependent upon a supply of wools from these two countries, the chief sources of the raw material for the whole Empire.

For several months since the embargo was fixed by Great Britain, which bought up all the balance of the unsold clip in these two countries, not a bale of this stock has left Australia, and the knit goods manufacturers had been forced to cut down on the orders they could accept for next Fall, and were uncertain whether they could fill even those that were accepted. This condition applies also to woolen and worsted mills.

Cablegram From England

In answer to urgent appeals a cablegram has been received at Ottawa by the Deputy Minister of the Department of Trade and Commerce, Mr. O'Hara, from the Right Honorable the Secretary of State for the Colonies, which reads as follows:

"With reference to your telegram of 16th February, please inform the Minister of Trade and Commerce that Government of Commonwealth of Australia and Government of New Zealand have been asked to facilitate shipment of wool bought before embargo. As regards further purchases wool, His Majesty's Government prepared to guarantee exportation from New Zealand and Australia of 7,500 bales New Zealand crossbreds and 16,300 bales Australian wools.

"For present, no objection to wool being bought f.o.b. Australasia and shipped direct to Canada, but later it may be desirable that part should be shipped via United Kingdom."

The quantity of wool which will be released does not cover the full requirements of Canadian mills, but will go far to present a serious shortage.

This gratifying action on the part of the Imperial authorities followed upon the receipt of definite figures of Canada's needs that had been secured by Mr. Percy White, a wool broker, 52 Bay St., Toronto, who acted for the Department at Ottawa. The arrangement was facilitated by Mr. White's association with R. Hal. Sheppard, of Melbourne, one of the leading brokers in wool, skins and hides in Australia and New Zealand.

With some of their anxiety thus removed as to the handicap that Canadian industry would be subjected to as a result, Canadians can afford to some extent to sit back now and admire the comprehensive and statesman-like coup that has been carried out by the Imperial authorities.

An Unprecedented Move

The scheme of the British Government in taking over

the balance of the clip was something unprecedented. The basis on which this was done was by ascertaining, as Mr. White explained to MEN'S WEAR REVIEW, that "the average of pre-war prices extending over several years was slightly below 10d. per pound for the markets of the Commonwealth, and it was decided that an advance of about 50 per cent. on 10d. should be a fair and acceptable price to both buyer and seller. The price was then fixed at 15½d. Returns of actual sales in the various selling centres during the month of October to November 10, 1916, were obtained, and it was ascertained that the average of the whole of the wool sold during that period, which happened to be the highest market of the season, and which realized over 5½ millions of money, and comprised every class of wool, was under 15½d. per lb.

"The most intricate part of the scheme is the fixing of values, not for every clip, but for every description of which each clip is comprised," said Mr. White. "So that their task could be accomplished in a manner that would admit of large and small growers receiving exactly the same treatment and a fair and just price for their wool, a committee of wool experts was selected from the ranks of the regular buyers on the various markets, including our Allies, the French and Japanese buyers, and also the regular experts employed by the selling brokers, to arrange a basis of values that would be applicable to every description of wool that would be placed on the market.

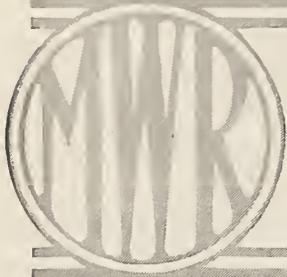
Compiling a Costing Table

"This committee has grappled with the enormous task of compiling a bareme or costing table. No such comprehensive table of quotations, yields and values has ever before been compiled in the wool trade, and it is doubtful whether such disinterested and highly valuable information could have been procurable and tabulated had not the exigencies of war stirred the patriotic sentiment of buyers and sellers and prompted them to give their best to ensure the just and equitable apportionment of the proceeds of the largest transaction in wool on record."

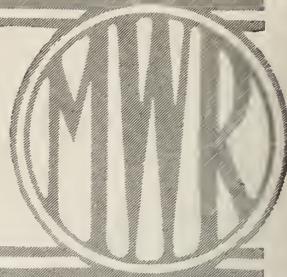
What is the object of the Imperial Government, it has been asked, in taking control of this enormous quantity of wool? One of the leading knit goods manufacturers in gave England practically a monopoly in the finer wools that would offset the control of the United States over the raw cotton supplies of the world, and tend to keep exchange more favorable.

The act also ensures sufficient raw material for the manufacture of khaki, underwear, hosiery and other goods not only for her own soldiers, but also for the Allies, and modifies the cost of these to a certain extent.

Mr. White is ready to give particulars to any Canadian manufacturer on a method of dealing direct with the Government. He explained the immense importance of the Australasian wool clip to the world trade, the total clip in the past year being 767,141,914 lbs., against 121,200,043 of the United Kingdom.



SUITS & OVERCOATS



SOME NEW OVERCOAT MODELS DESCRIBED

The Fur Collar On An Ulsterette a New Arrival—The Trench-Coat Seems the Thing —
Something About the Boys' Suits

DELAYS in delivery of cloth, labor difficulties, and other problems with which the clothing manufacturers are face to face, have made it impossible for Fall samples to be rounded into shape as early as in other years. As a result, travellers are now going out with somewhat incomplete ranges. There are exceptions, of course, but on the whole dealers will see only a partial line during April—other models being taken to them during the later Spring months.

Yet the designers have got enough in shape to give a splendid idea of what can be stocked by the dealer. MEN'S WEAR REVIEW has seen a number of the new models, and a word on some of these will doubtless be of interest and of value—there's nothing like knowing what is coming a little before it arrives.

Some of the Trenchers

A good deal has been said about the Trench coat. Let



One of the new overcoats with fur collar which seems sure to have a good run. This model shown by J. Elkin & Son.

a little more be told of this style of overcoat, however, for beyond all question it will be a big feature for Fall.

Now, as some firms are making this coat, it is little more than an ulster, with an encircling belt to tighten it at the waist. It is a fine, rough weather covering—very suitable to the Canadian Winter, and for this reason, as well as for the fact of its newness, it is considered certain to have a big year.

One model seen has a big buckle in front, which enables the wearer to gather the coat in tight at the waist, or to let it hang freely.

Another model is more like a pinchback—pleats at the back, both below and above the belt—and this belt, held by straps in front as well as at the back, being provided with buttons. On the cuffs of this model are straps, adjustable with buckle and eyelet holes. The pockets are of the patch variety, slanting. This is a single-breasted coat, with semi-convertible collar, 3½ in. in width. It is made either quarter or full-lined.

Still another Trench coat model is single-breasted, buttoned through; belted all round, with buttons to fasten the belt. It is cut on box lines, and is vented high at the back—to within 3 inches of the belt line, in fact. This model, too, has adjusting straps on the cuffs. The pockets are patch.

A similar coat has vertical pockets, and is not pleated to fit so snugly at the waist.

A Rival for Favor

But the Trench coat will not reign alone—not by any means. Ulsterettes seem sure to be strong, these tending to more form fitting lines than formerly.

A novelty will be an ulsterette, with fur collar. The models we have seen have pinches, both below and above the belt, which is sewn down at the back, and does not show under the arms in front. The collar is of seal—real or artificial, as is desired. It will be obtainable as low as \$15 wholesale, going up to \$25, and, of course, much higher for the better furs.

A striking model this. In the States such a coat proved a winner last year. It will probably find many friends in Canada during the coming Winter season.

A convertible boys' double-breasted model, presenting interesting points, has patch pockets, is cut on close-fitting lines, and below the half belt is an inverted box pleat. Here, too, are seen the straps on the cuff, which are evidently going to be popular.

Another boys' model in the ulsterette style has a box pleat running up from the sewn-down belt—this to the end of giving complete freedom of movement. The model is to be secured at prices ranging from \$7 up, wholesale.

Inside Bellows Pockets

Getting back to men's coats, mention should be made of the inside bellows pockets shown in some models. One possessing this feature is in single-breasted style, having peak lapel and either self or velvet collar. At the back there is a centre box pleat up from the waist-line belt, two side full depth pleats, and two pinches below the belt. The inside bellows pockets are believed to safeguard against any sagging, as is the danger with the patch style, no matter how careful the designing.



A conservative three-button model, with soft roll front. Shown by E. G. Hachborn & Co.

Still another men's model is in double-breasted, semi-convertible style, finished with a little tab of the same goods on the collar end, to enable snug buttoning. The belt is three-quarter, and at the back an inverted box pleat runs to the bottom of the skirt. This model has the French form back.

A Trim Walking Coat

A model which will be a foil for the Trench coats is a double-breasted walking length, 39 in. to be exact. It has narrow, rather peaked lapels. The coat seen was of grey

Oxford, with velvet collar. A close-fitting coat it is, with double gores at the front, inside bellows pockets, is finished with single-stitched edges, having raised seams to correspond. An exceedingly neat model this.

So much for overcoats. It is rather difficult to make the distinctive features stand out by mere description, but perhaps the general tendencies have at least been made clear.

A word about boys' suits.

One of the Newsboys' Styles

One model, which is expected by its designer to meet with great favor, is cut with a pleated back—this pleat running from the yoke down to the belt, being 4 3/4 inches wide at the yoke and an inch narrower where it joins the belt. There are slight pinches running down from the yoke on either side of the pleat, also up from the belt. Below this belt, and directly under the pinch above the belt, is an inverted box pleat of 1 1/2 inches, extending to the bottom of the skirt. There is a half-cuff finish. The belt is in three pieces, the back part stitched down and the sides loose, fastening in front with button, just closing fairly. The model has three outside patch pockets.

Generally, it appears, there is a tendency to narrower lapels in boys' models.

BRITISH KEEN FOR EXPORT

Well-known Knitting Firm Sends Representative to Canada—War Orders and Regulations

A REPRESENTATIVE of R. Walker & Sons, Leicester, England, makers of Wolsey underwear, passed through Canada recently and left to report to the British Council at New York—under the strict regulations governing all who leave that country now.

Mr. Floate had an interesting story to tell MEN'S WEAR REVIEW of industrial conditions in England, but nowhere is there a sign—however heavy the obligations on the mills to provide sinews of war—to default a tithe of their hold upon the markets of the world.

Where male help is all-important, as in the spinning industry, conditions of output are bad; in knit goods manufacture, however, it is mainly female help that is required, and his own mills, Mr. Floate said, had increased their output from 4,000 to 6,000 dozen garments a week.

"There has been a great increase in the demand for underwear and hosiery since the war, owing to the heavy purchases made by relatives for the soldiers."

So far as war work is concerned, there is no alternative: every mill is compelled to take its share, at a price determined, practically, by the Government, for each new contract, and the mills are even told where they must buy wool or yarn, and the price now fixed for this.

An inspector, or as he is called in England, a "viewer," is in charge at each factory, and a severe test is made, so that not more than two ounces of underweight is allowed in a dozen garments.

Mr. Floate was amazed at the big stores in Canada, strung across the country. He visited St. John, Montreal, Toronto, Ottawa, Hamilton, London, Winnipeg, Calgary, Edmonton and Vancouver.

U. S. Cotton Direct From Egypt

The prohibition of the export of raw cotton from the United Kingdom will reduce all American imports of Egyptian cotton. Much of the \$28,000,000 worth of the Egyptian staple bought by American purchasers last year came through Liverpool. Officials expect shipments will soon be started direct from Egypt. If necessary, Sea Island cotton may replace the Egyptian product in the manufacture of automobile tires, thread, tape and underwear in the United States.

Cardwriting Made Easy

by R.T.D. Edwards

EDITOR'S NOTE.—With this article, Mr. Edwards enters upon another phase of show card writing. The Edwards series started in MEN'S WEAR REVIEW a little over a year ago. To state that it has been a success is putting it mildly. It is quite safe to say that of the many series which have appeared in MEN'S WEAR REVIEW, the Edwards series is undoubtedly the best. It has created a wider degree of interest than any other series ever prepared for a Canadian trade paper. Not a few of the best card writers who have developed during the past year, and who now hold good positions, owe much of their success to the Edwards course in this paper.

SOMETHING NEW FOR THE CARDWRITER

WHEN starting this new series of show card writing articles, it was decided to endeavor to give a new style of lettering for show card purposes, in each lesson. The alphabets will all be good, practical styles of alphabets and though formed speedily, such as can be used by the most exclusive stores.

In order that the pupil may have an opportunity to practise with both pen and brush, the lessons will alternate in using pen and brush lettering. Last month the style of lettering was an upright brush stroke, this month the lesson is executed with a round-writing pen. The use of the pen has been demonstrated and thoroughly explained in previous lessons, but for the sake of recent beginners of these lessons, a few words as to their description and method of their letter formation is quite in order.

These pens are made of steel and have a very broad point. Eleven different widths are made, but all that a cardwriter needs is about two or three sizes. 1½, 2 and 2½ are the most popular widths. Ink retainers made of brass are sometimes used on these pens to regulate the flow of ink. On account of the war these are not obtainable; however, the pen can be worked successfully without them. These nibs can be obtained for fifteen or twenty cents a dozen.

The pen has a broad point. The heavy stroke of the letter is made by using the pen with its full width and the narrow stroke is obtained by using it sideways with the narrow side of the pen. The principle of the letter formation is more easily understood from practical work.

The pen must be cleaned after work is done, or it will become clogged and recut in an uneven flow of ink.

Use a good black carbon ink for this pen

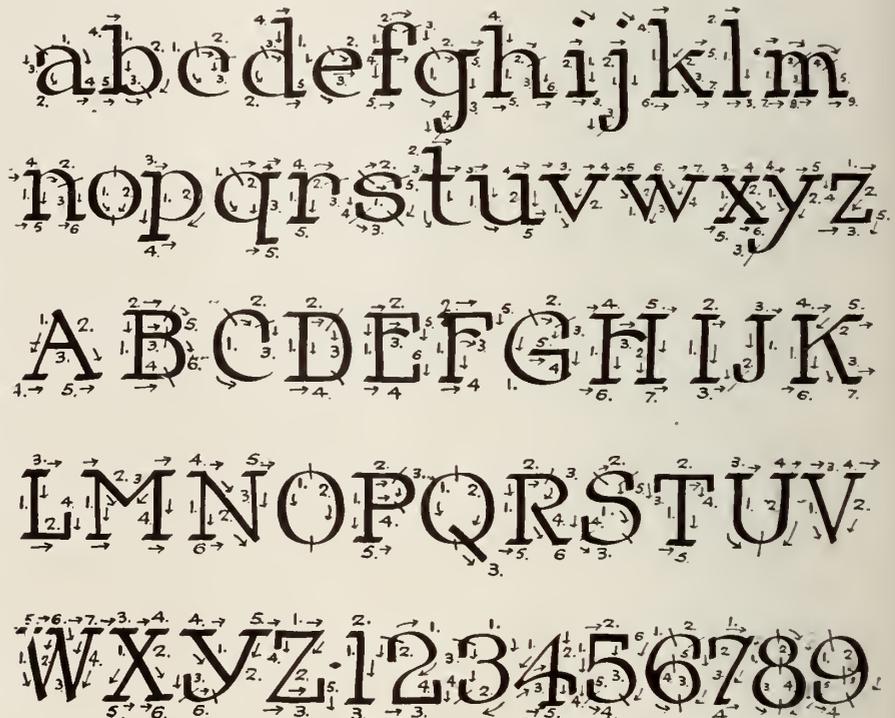
work, not the kind of show card color used for brush work, but the kind usually used for engrossing. This ink may seem expensive, but it goes a long way and does a great deal more work than the same quantity of brush color.

The alphabet taken up this month cannot be called a Roman letter or an Egyptian style. We will call it a "heavy spurred round-writing pen alphabet." This is an excellent style for all classes of show card work, because it can be formed with a brush, as well as with the pen.

Spatter Work

As has been stated before in these columns it is not necessary to have an elaborate and expensive outfit to become a proficient cardwriter. There are many little devices which, when executed carefully, are most effective and cost next to nothing.

This month we are giving you an insight into one of these which will enable you to make exceptionally attractive show cards with tools you already have at your hand. This work is called "spatter work," and the main tool used is an ordinary tooth-brush. This is not a new idea, by any means, but it is, nevertheless, a good one because the ideas which can be worked out with it are very effective, almost unlimited. The method is very simple. The idea is to make a stippled or speckled effect on the show card. This is accomplished by dipping a small square-faced stick,



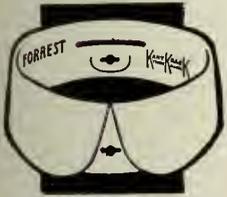
Heavy Spurred Round Writing Pen Alphabet

R.T.D. Edwards.

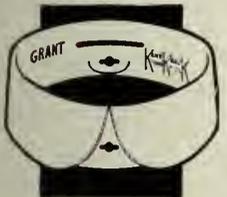


KANTKRACK

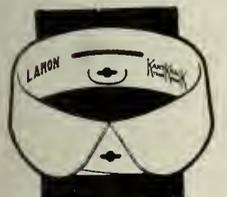
Collar sales prove that they give satisfaction



Forrest
13 to 17



Grant
12 to 18½



Lamon
14 to 19

The bed-rock quality of KANTKRACK Collars has never changed. But in style, in fit, and in finish they have always exceeded what is generally thought possible in a composition collar. Linen collars have no advantage over the KANTKRACK. All modern styles are obtainable.

KANTKRACK Collars leave nothing to be desired. They are made to be worn by all. The dull appearance is almost unbelievable—it cannot be distinguished from a linen collar, yet it combines comfort and service together with this feature making it the necessary “complete transaction.”

Show him KANTKRACK Collars made in

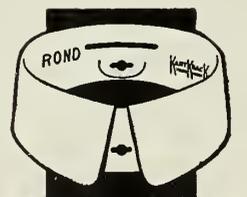
“ONE GRADE ONLY AND THAT THE BEST.”



Hamilton
12 to 18½



Arad
12 to 19



Rond
13 to 18

Remember the Three K K K When Ordering Composition Collars

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANTKRACK composition collars

HAMILTON, CANADA



We feature
the Latest
Styles from
the World's
Fashion Centres

Excellent
Value
 in
Women's
Neckwear
for Spring

Values and
Good Service
 are our
Leading Features

about six inches in length, into the ink and rubbing it across the ends of the bristles of the brush, thus causing the ink to be thrown in small drops. Various colored ink can be used in order to work out different color combinations. One point to remember in this respect is to use a different brush for each color, as the tooth brush cannot be washed out successfully because the inks used are either waterproof or made from aniline dyes. For black color use the same ink as you used for pen lettering and for colors, get a good waterproof color or colors used for air brush purposes. These can be secured at art supply shops.

The spatter of ink thrown from a tooth brush cannot be guided as easily as an ordinary lettering brush, so a method must be devised to get the spattered effect in the desired place. This is done by means of a mask or stencil

cut out of stiff manilla paper or heavy cover paper. After the stencil is cut it is best to give it a thin coating of shellac. This makes a paper much stiffer.

First select the desired pattern, then draw it on the stencil paper and cut out with sharp knife. The knife must be exceedingly sharp to get the best results. A mat cutter's knife is best and is kept in best condition by the frequent use of an oil or wet stone. When the stencil is cut lay it in the desired place on the card and weight it down with small slugs or by push pins. Make sure that all the edges hug the card closely.

When all is in readiness, dip the stick into the ink and place the end of the brush near the card. Draw the stick gently across ends of the bristles from the front to the back. This will cause a fine spray to be thrown onto the card. Take care to apply the color evenly. The effect thus



Feature these Snappy Boys' Suits

They're the kind you're looking for—the kind that gives unstinted satisfaction to the wearers and to the parents as well. In material, designing and correct tailoring this juvenile line stands absolutely unrivalled. Every model is made with the “fashion-finish” which has made the name “Copley, Noyes & Randall” the synonym of top-notch style and value.

Proper Clothes

—that's the name, and it is an appropriate name—for they are proper, and then some. We know the “essentialities” of satisfactory boys' clothing. We know what the wear and tear, the romp and tussle of healthy Canadian boyhood means, and we tailor accordingly.

The boys' trade is more than usually important now. Prevailing conditions have given the boy increased earning powers and he is going to dress accordingly. Plan to get this trade. Put your boys' clothing department on a bedrock foundation of sales-getting and profit-making by stocking Proper Clothes — the line that makes permanent customers.



MADE BY

Copley, Noyes & Randall, Limited
HAMILTON, ONTARIO

obtained is of a stippled appearance. Various colors can be used, according to the color scheme to be worked out—blue for sky, green for trees, etc.

Fig. 2 gives a few of the various ideas which can be worked out for different show card purposes.

No. 1—For corner pieces on the show card, is excellent. Four of these should be used on the same card with a pen ruled border. Many various ideas can be worked out for corner designs that make very attractive cards. Different colors may be used.

The various styles of fancy capitals which can be formed are almost unlimited. No. 2 shows the letter "Y" worked up with a shadow, all from the one stencil. After

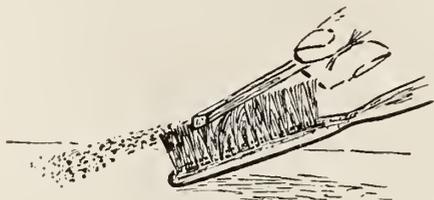


Fig 1

cutting the stencil, place it in desired position and give it a light spatter, then move the stencil a little higher up and to the right and make a heavier spattered impression. Thus you have the letter with a shadow all with the same stencil. The solid black is put on after the spatter work is dry.

No. 3 also shows a simple style of illustrated capital. This stencil is just a plain round cut out, with the E drawn on with pen or brush, in black. Any desired color may be used for the spatter work.

No. 4 is a spatter drawing of a maple leaf. This is excellent for this time of year, and should be worked up with a leaf green shade. In the fall of the year even better effects can be obtained by combining red and yellow. Care must be taken to see that this stencil lies flat on the card, on account of its various points.

You often make long, narrow, upright cards with little wording on them. These sometimes need an extra touch to finish them properly. In No. 6 and 7 we have what is

called end pieces. These should be placed in the centre of the card near the bottom. This gives a finished appearance to the card. Many various designs can be used or color schemes worked out.

No. 8 gives another way in which fancy caps can be made by spatter work with the tooth brush. The long panel is put on first in a light shade. The L is then put on in a darker shade and outlined afterwards.

Spatter work is useful for giving variations in background for mounted cut out illustrations. Any light color can be used as long as it harmonizes with the rest of the card and cut out, No. 9, shows a plain design. Many others can be formed with good effect.

The bull dog illustration is just a sample of effects which can be obtained. If you do not wish to expend the time in making a drawing such as this, obtain an illustration from a magazine and paste in on stiff paper, and when the paste is dry cut out with sharp stencil cutting knife. Many other drawings can be obtained in the same way and in a very short time. There is one point to be remembered in selecting illustrations for spatter work and that is they must have a good outline which shows the features.

No. 11 shows an effect which can be obtained of different building or skylines. This one is a dome of a building showing the flag and flag pole. Two stencils are used for this drawing. One for the sky and one for the darker portion of the drawing. The whole is outlined with a pen stroke in black. Use pale blue for the sky and dark blue, brown or black for the remainder.

No. 5 may look quite difficult, not as far as stencil cutting, it is quite simple. First, draw in the entire silhouette with pen and black ink. When this is dry, cover all the card but that portion you wish to spatter. It does not matter if the black drawing is covered up or not, because the spatter will not be noticed on it. Make a small round stencil to get the sun effect as shown.

These few illustrations serve only to give an idea of the many effects which can be obtained with the help of a tooth brush. These are only the simpler flat stencil work. More complicated work will be taken up in a later lesson.

The finished cards here shown serve to give the reader an idea of how the spatter work looks when ready for use. They also show this month's new styles of lettering put into use.



Spring Display

Featuring
Many
New
Styles

1917

Let Us
Put Your
Lawn Mower
in good
running order

Surprisingly
Good Values
which help to
bring down the
High Cost
of Living





CREPE FAILLES

We believe we are showing the biggest range of Crepe Failles to be offered the trade this season.

We have exclusive right on the patterns herewith shown, and on all our other offerings in this popular line.

You will find what you want in our samples.



WILLIAM MILNE

50 York Street, Toronto

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

For the "regular" man, or the boy in his first "long pants" suit



we have the winning style and value offer of the season.

Let us convince you of this. Don't wind up your new season's buying plans without getting acquainted with what we are offering in real eye-catching, sales-getting suit values. Material, design, tailoring—every essential necessary to create unstinted customer approval is embodied in each and every model. There is nothing doubtful, nothing that would in any way tend to lower the quality reputation of our goods which means so much to retailers stocking them.

In Overcoats

we are featuring some very classy models, combining every correct style attribute without being in the least bit foppish or extreme. The variety is sufficiently graded to enable the dealer to meet the requirements of every taste.

Plan for bigger things in Fall Overcoat selling. Look into our proposition. Our travellers are at your service. A postcard will arrange a call for you, or if you prefer, we'll send you samples.



Imperial Clothing Mfg., Co.
217 Richmond Street West
TORONTO

J

The New Way System



The New Way Revolving Wardrobe

You are losing money without it.

The New Way System takes care of every department with Revolving Wardrobes, for Clothing, Hats and Furs and Unit Fixtures, for all lines of Furnishings.

The new clothing department of Dunfield & Co., Toronto, as described in this issue has just been equipped with the New Way System.

Let us send our representative to explain.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

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

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

OUR LEADER



CHINCHILLA

Navy Grey Brown
 Sizes 3-10 Years (Full Sizes)
 \$2.50, plus Duty

Levinsohn Bros. Co.

4-6 Washington Place, New York

BOYS' *and* JUVENILES' CLOTHING

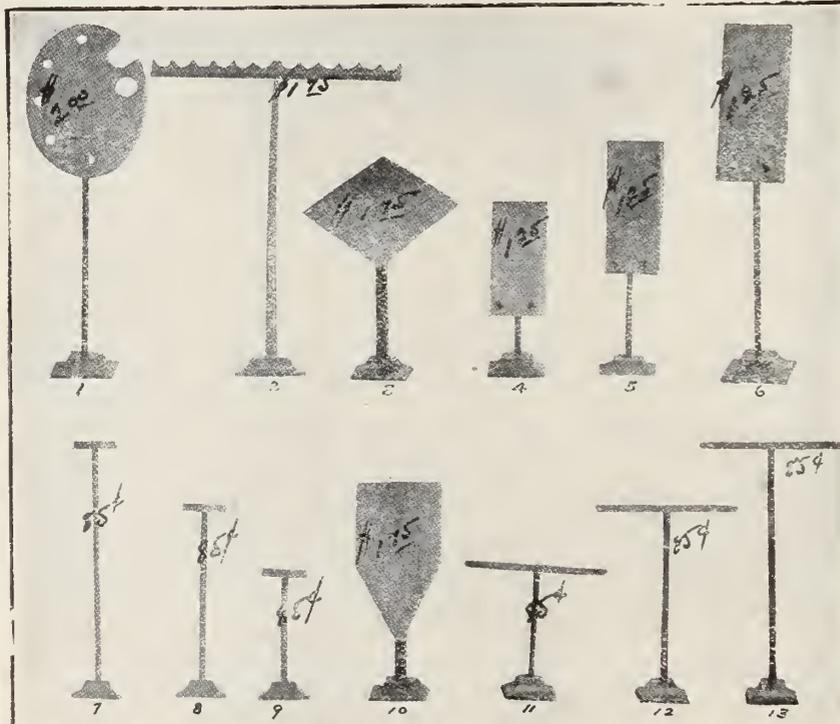
Boys' Suits, 8-17 years - - \$2.25 up
 Boys' Corduroy Suits, 8-17 years, \$2.75 up
 Boys' O'Coats, 9-18 years - - \$4.12½ up
 Juvenile O'Coats, 3-10 years - \$2.25 up
 Juvenile Novelty Suits, 3-9 years, \$1.62½ up

Write for Samples to Canadian Representative:

R. Johnston

35 Wellington Street West, Toronto

Taylor-Made



Taylor Wood Display Fixtures

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

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

It will pay you to get in touch with our values and prepare for bigger Spring and Summer Selling.

The Taylor Mfg. Co.

Hamilton Ontario

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



HAVE YOU SEEN THEM?

The
Wolthausen
New Samples

They represent the acme of desirable merchandise and fully maintain our reputation for stylish headwear.

Wolthausen Hats are always styled right to the minute and sure sellers.

Our travellers are now out.

The Wolthausen Hat Corporation, Ltd.
 BROCKVILLE, CANADA

MONTREAL
 Mappin & Webb Building

TORONTO
 28 Wellington West

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

You'll vote them the smartest Caps on the market

And your customers will quickly perceive the top-notch style, quality and finish that have made

THE BOSTON CAP

a confirmed favorite with the most particular dresser.

We have long set the pace where good cap-making is concerned, and the additional facilities which our new premises at 338 St. Urbain St. afford means still better service and better all round satisfaction to our many patrons.

We want you to get acquainted with the selling certainties of *OUR NEW CAP ASSORTMENT FOR SPRING AND SUMMER*. A card will connect you.

*Children's Hat Samples
also submitted if desired.*

Boston Cap Company

Wholesale and Retail Manufacturers of Hats and Caps
NEW ADDRESS: 338 St. Urbain St., Montreal

New Forms to Stimulate Your Clothing Business



Men's Coat Form at Left.
Sateen Covered, as cut.....\$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch
Weighted Wooden, Mahogany
finish—or Metal, Ox. Copper
if desired.

Vest Form at Right.
Sateen Covered, as cut\$5.50
Black Jersey Covering 4.00
7 in. Base.

*Quick action will get individuality
and quality into your display*

A. S. Richardson & Co.

99 ONTARIO STREET - TORONTO

Herewith we show two recent additions to our stock. The shap- ing is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable you get- ting the effects you want.

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

Make your Boys' Department a source of profit and customer satisfaction by selling



Lion Brand Bloomers

Quality, Fit and Dura- bility unequalled. Pleases the little wear- ers and their parents.

A post card now will connect you with the biggest values obtain- able in boys' bloomers. Send it.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Goderich Exeter Seaforth

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

*One sale of
Imperial Underwear
makes a steady customer*

That's a straight fact. The quickest and surest selling points, the points that appeal to men of particular taste are all at your disposal in the Imperial Line. Just to mention a few—

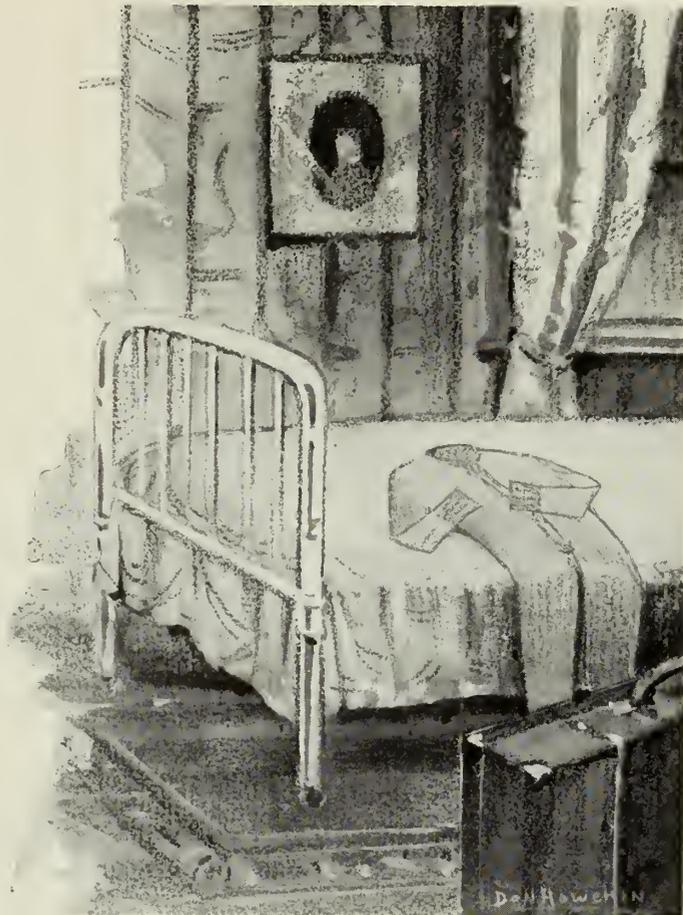
Lap-Seam Shoulder, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

The man who has been fighting the old body-binding discomforts of the ordinary underwear line will find "Imperial" truly delightful.

Suggest Imperial to every Underwear buyer. Made in combination and two-piece suits.

Write to your jobber for sample

Kingston Hosiery Co.
Kingston, Ontario



**We are well stocked for
Spring and Summer**

For Fall have orders for Dressing Gowns, Hosiery and all Knitted Goods well placed at prices under to-day's, and many lines on way made only by the manufacturers we represent.

Young & Rochester's Shirts in Flannels, Taffetas and English Oxfords; Dressing Gowns, House Coats and Vests.

Tress & Co.—Hats and Caps, Military Service Caps and Helmets. The "Tress" Cap for sports is in a class by itself.

Two Steeples', Ltd.—Hosiery, Underwear, Knitted Coats and Suits.

Here are some scarce lines—Gabardine "Aquatite" Coats, Trench Coats Llama Half Hose in Black and Khaki.

MILITARY ACCESSORIES

Get our prices for Fox's Puttees, "Soldiers' Friend" Polish, Kit Bag Handles, Locks, English Spurs, etc.

Khaki Plain and Ribbed Wool Socks, \$4.50. Dark and Midgrey Wool Socks, \$3.50. For these lines of socks we strongly recommend placing orders, as early as possible.

Wreyford & Co.

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

Sell More Shirts

The Dale Half-Bust Form Shirt Displayer will help you. It takes up little space—just the thing to make that bare corner attractive.



The model here illustrated is mounted on a handsome square base with adjustable tube standard allowing many different heights and angles.

OUR COAT FORMS

The natural curve to neck ensures perfect fit.

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

Dale Wax Figure Co., Limited

106 Front St. East, Toronto, Ontario

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

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card*,—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

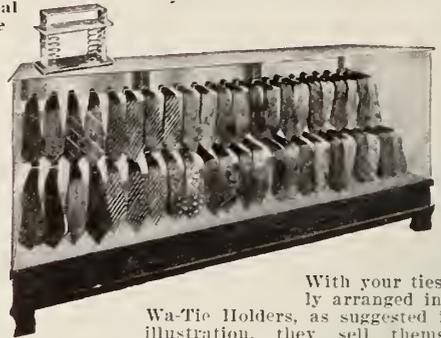
Name.....

Address.....

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

Tie Merchandising Simplified with Onli-Wa-Tie Holders

Actual Size



With your ties neatly arranged in Onli-Wa-Tie Holders, as suggested in the illustration, they sell themselves. This device fairly breathes forth economy, labor saved and the service-first idea.

ECONOMY—because you can buy your ties in bulk and save that extra charge for boxes.

LABOR SAVED—because your salesman will be enabled to make his sale, handling the ties but once.

SERVICE FIRST—because customers can be handled quickly, easily and efficiently.

Surely you cannot afford to overlook this opportunity to add to the appearance of your store and increase the quality of your service. Carry out the Onli-Wa Idea in your store and you will voice the same sentiments of thousands of our satisfied users: "I don't see how I sold ties without them."

Made of brass, nickel finish and highly polished, with a felt-covered base to prevent the scratching of the glass cases.

\$2.50 per dozen f.o.b. Dayton. Satisfaction Guaranteed. Order now.

ONLI-WA-TIE HOLDER CO.
DAYTON, OHIO, U.S.A.

FOR THE MILLIONAIRE

Made in Canada



For Canadians

FOR THE MILLION

Corduroy Pants

In Popular Shades of

Drab, Mid, or Golden, Brown, and Dark Brown.

Made with cuff bottoms in all sizes.

Prices from \$2.75 to \$3.50.

We have a limited quantity of these Corduroys for immediate delivery.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers



The "LONCO"

Here is a very popular style for Spring and Summer. It has "snap and go" that appeals particularly to the young fellows.

Made in Serges, Tweeds, Checks and Plaids in various grades. \$9.00 to \$15.00.

Write for sample of the "Lonco."

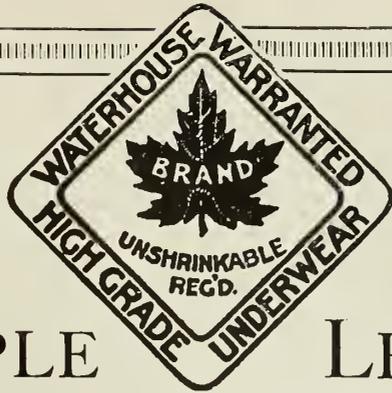
London Hat & Cap Mfg. Co.

324 Notre Dame Street West, MONTREAL

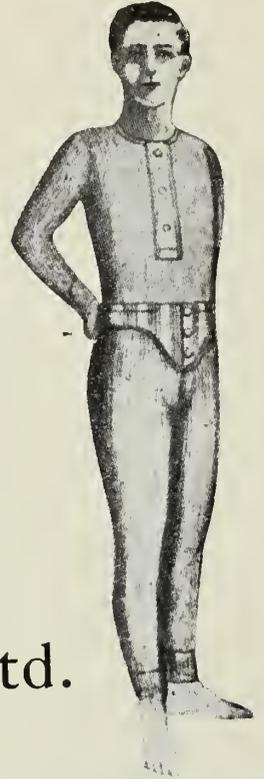
If any advertisement interests you, tear it out now and place with letters to be answered.



High **WATERHOUSE-WARRANTED** *Grade*



MAPLE LEAF UNDERWEAR

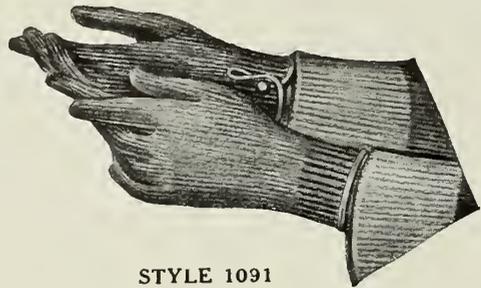


This brand has been a splendid seller for the past few years. It is a good brand for stability in sales and a builder of thriving underwear departments. It gives the acme of comfort, fit and wear.

Order Maple Leaf Brand through Messrs. Woods & Howard, Coristine Building, Montreal; or R. W. Waterhouse, Ingersoll

Thos. Waterhouse & Co., Ltd.
Ingersoll, Ontario

**A Superior Line of
Scotch Knit Gloves**



STYLE 1091

Leather-bound Cuff with Dome. Men's sizes in Heather, Oxford and Khaki.

\$8.00 per dozen.



STYLE 1090

Plain Knit Cuff. Men's sizes in Heather, Oxford and Khaki.

\$7.00 per dozen.

that excel in points of workmanship and finish. Beautiful,

soft finish is obtained by special new process. Send us your order now for Fall, 1917, delivery.

AVON HOISERY, Limited

STRATFORD, CANADA

Selling Agents: RICHARD L BAKER & COMPANY

100 Wellington Street West, Toronto

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

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By **FRANK FARRINGTON**

A Companion book to **Retail Advertising Complete**

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co., TORONTO

READY FOR FALL

Among our splendid ranges we would call your attention to our \$10.50 Shirt in Fast-Colored Percales.

These are made with Soft or Stiff Cuffs—Detachable Collars extra.

Ask to see our Samples.

THE COLONIAL SHIRT CO.
KITCHENER, ONTARIO

SUCCESSFUL MERCHANTS

BALE THEIR WASTE PAPER

Because it eliminates the fire risk—Keeps premises clean and tidy—Turns Waste into Profit.

A SIMPLEX PAPER BALER

Strong Simple Efficient will prove to you in the first month the best investment you have ever made in the way of a fixture.

Combines the essential features—**Efficiency, with ease of operation.**

None as good for less—none better at twice the price. Write and we'll tell you more about it.

GENERAL SALES COMPANY
203 Stair Building - Toronto



The Boy operates it



CONDENSED ADVERTISEMENTS

TRAVELLER NOW CALLING ON HIGH-CLASS MEN'S TRADE in Toronto is desirous of securing a side line. First-class references. Box 292, Men's Wear Review.

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“DOMINION” RAINCOATS

Made in Canada

TWO of the new garments we are showing this season. These are worthy representatives of a range of styles and values that cannot be duplicated within your reach.



BELMONT



WINSTON

For price lists and further information, write our nearest branch.

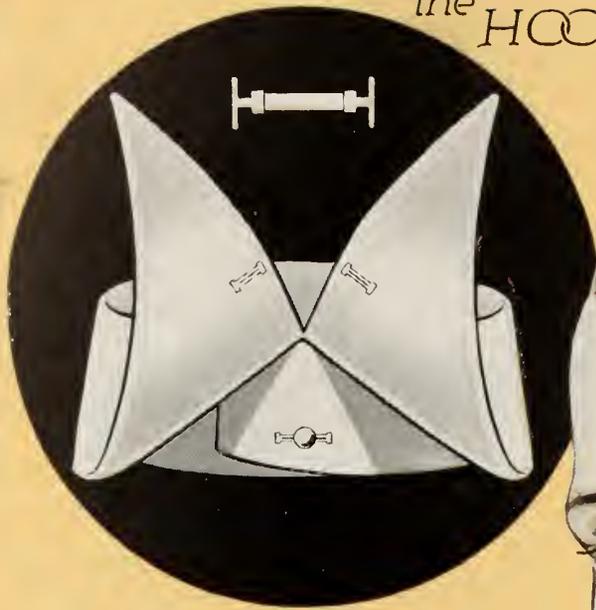
Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria.

the HOOK ready to adjust under tie



NO
WRINKLING
HERE

the
TOOKE
SOFT COLLAR
HOOK

*a new idea that eliminates
unsightly wrinkling,
button-holes & pin-holes,
bringing the collar points
down into their correct
position*

TOOKE BROS. LIMITED

the HOOK adjusted under tie



TOOKE BROS · limited MONTREAL

WRITE FOR SAMPLES

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII.

PUBLICATION OFFICE: TORONTO, MAY, 1917

No. 5



ARROW

form-fit

COLLARS

CLUETT, PEABODY & Co., INC., *Makers, Montreal*

Broadway

Clothes
for exacting men

May, 1917

Big Business

Meeting the demands of the Style-wise

is often a problem. Fashion sets a fast pace these days and dealers must of necessity connect with a house of established leadership in this regard if they would keep abreast of the times.

BROADWAY MODELS

are always a little ahead of prevailing styles. Our experts, past masters in the art of creating and perfecting original clothing ideas, are ever studying the trend of popular fancy, which accounts for Broadway style being the acknowledged standard in the Men's Wear world.

The right stock is half the battle for better clothes sales. We offer you the right stock. Don't decide on your Fall clothing lines until you've seen Broadway values, samples of which our men are now showing. Your own good judgment will show you why Broadway Clothes are recognized as the culmination of style, fit and value.

Randall & Johnston

LIMITED
TORONTO



ENLISTED!

Another powerful ALLY for trade!

“DONEGALS”

The Hit of the Season in

“Paramount Cravats”

Why Donegals”?

Because—

“Dun-nan- G'al”

IRISH for “Fort”—meaning something with which to fortify your business.

“Donne Egal”

FRENCH for “Give Equal”

ENGLISH for “A Good Buy”

CANADIAN for “Fifty-Fifty”

meaning, of course, that they represent the utmost of value for every cent you will invest in them.

Bias Cut Bats
in Sport Colors.
So'd All-Silk Repts.
To Retail at 50c.

Wait for them!

Crescent Manufacturing Company, Ltd.

MONTREAL



We Stock
Men's, Young
Men's, Boys'
and
Juvenile Suits.

SEE OUR SALESMAN

Helleur, Gariepy and Broderick, Limited

16 CRAIG WEST, MONTREAL



The J. R. GAUNT & SON
(Canada Co.) Limited

ARMY and NAVY
Badges, Buttons, Swords,
Caps, Helmets, Belts, Spurs
and
ACCOUTREMENT
MANUFACTURERS

We had during 1916 disappointed customers in common with most manufacturers, owing to the scarcity of metal and labour trouble. We now beg to thank our customers for their patience in regards to deliveries and hope for the coming season that they will have no cause for complaint on their future orders.

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices.

ALSO AT

53 Conduit St., Bond St., London } ENGLAND
Warstone Parade, Birmingham }
Bombay, Melbourne and New York }

Beaver Hall Hill, Montreal

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

—Offering you a marvellous range of values for Fall and Winter, 1917

These are unusual values—absolutely unbeatable values—made possible only by a combination of unusual circumstances.

About eighteen months ago, at the urgent request of the Government, we devoted the greater part of our time to the making of uniforms. Only a very little regular business was carried on during this period with the result that materials began to accumulate and though this caused us some little worry at the time it enables us now to give



Style-Craft

Tailored Clothes

customers the biggest values in the Men's Wear Clothing World.

You can't afford to miss seeing this offering. Prices have advanced in some cases 100% since these materials were purchased. Don't take our word for it. See the lines yourself and be convinced. Our representatives are now out with this big value line. Have one of them call on you at your convenience.

E. G. Hachborn & Co.
50-54 York Street
Toronto

Stifel's Indigo Cloth



Standard
for over
75 years

For
Overalls
Jumpers
Uniforms

is the nearest approach to an indestructible garment cloth.

In a period of over 75 years its strong, firm weave and fast color have never been successfully imitated.

IT'S THE CLOTH IN YOUR GARMENTS THAT GIVES THE WEAR.

Protect your customers and yourself by being sure this little mark  is on the back of the cloth inside the garments before you buy.

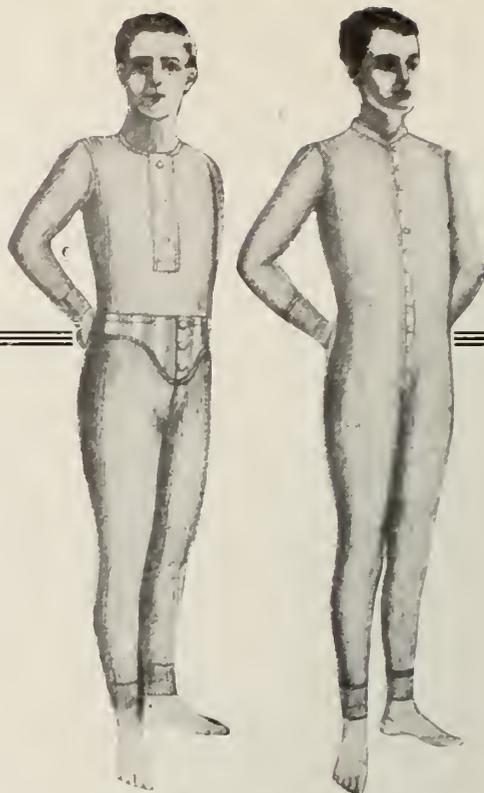
Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

NEW YORK.....260-262 Church Street
PHILADELPHIA.....1033 Chestnut Street
BOSTON.....31 Bedford Street
CHICAGO.....223 W. Jackson Boulevard
SAN FRANCISCO.....Postal Telegraph Building
ST. JOSEPH, MO.....Saxton Bank Building
BALTIMORE.....Coca Cola Building
ST. LOUIS.....928 Victoria Building
ST. PAUL.....238 Endicott Building
TORONTO.....14 Manchester Building
WINNIPEG.....400 Hammond Building
MONTREAL.....Room 508, Read Bldg., 45 Alexander St.
VANCOUVER.....Room 506, Mercantile Building



MAPLE LEAF UNDERWEAR

Makes Permanent Customers

All the necessary qualities that men of discernment look for in underwear are very evident in MAPLE LEAF—the lively, popular and permanent selling line.

If you are looking for underwear that will clinch you the custom of the particular men, you are looking for Maple Leaf. It's a line to specialize on. Try it out.



WOODS & HOWARD—Agents
MONTREAL

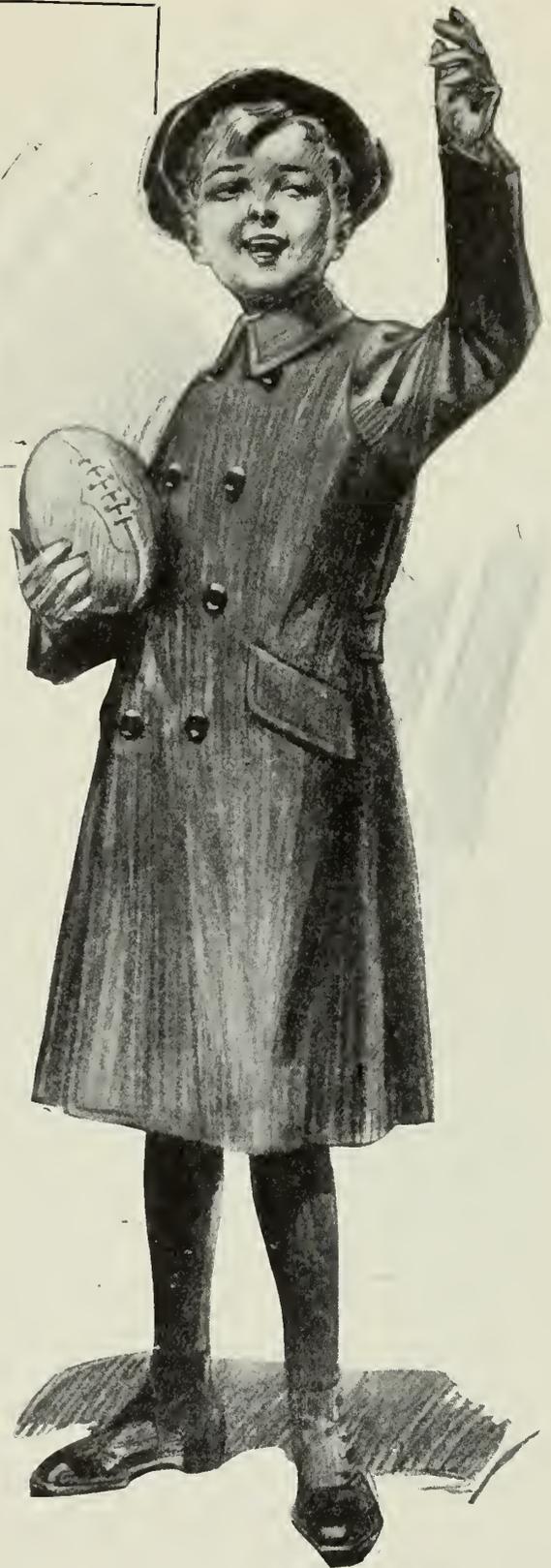
— OR —

Thos. Waterhouse & Co.
LIMITED
Ingersoll, Ontario

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

AVENUE BRAND Boys Suits ^A_{ND} Overcoats

Offer you unusual values for Fall and Winter selling. Style, Wearing Quality, Attractive Patterns and Neat Designing make this line the biggest money's worth on the Boys' Clothing Market.



*Cover your requirements now.
We can make satisfactory deliveries.*

The
W. J. Keens Co., Limited

107 FRONT STREET, TORONTO

Successors to

C. M. GILCHRIST & CO., 107 Front Street, Toronto

Get your share of the Overall demand



—the **unusually** big demand which will soon be very evident as a result of the "Greater Production" campaign.

City people are arranging to spend their holidays on the farm. University and High School boys—and the girls, too—signify their intention of helping in the year's harvest work.

Think of the demand for Overalls arising from such a situation! For these people will need overalls—good serviceable overalls such as Carhartt's—the kind that gives satisfaction always.

Get your share of this profit-making new business. Ask us to submit samples of CARHARTTS FOR MEN and the New LADIES' "ALLOVER." They're sellers.

Hamilton Carhartt Cotton Mills

LIMITED

Toronto

Vancouver

Liverpool

Montreal

Winnipeg

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

Two MILNE Ties



Our Neckwear
Line
is complete.

RANGES AT
\$2.25, \$4.25, \$6.00
and \$9.00

Fine goods are exceedingly scarce, but we have a wide range of *all-silk* Italian patterns. These are wonderful value.

See our range of printed failles, and all other prints. From these you can get exactly what you need in this popular line.

WILLIAM MILNE

50 York Street, Toronto

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



CANADIAN OVERSEAS BADGES



**We are the
Largest Makers**

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, \$8 per 100.
Numbered battalions, \$12 per 100.

Collar Badges—Maple Leaf, \$8 per 100.
Numbered battalions, \$15 per 100.

Shoulder Titles—Plain Canada, \$8 per 100.
Numbered battalions, \$15 per 100.

Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.
Northampton St., Birmingham, Eng.
Telegraphic Address, "Tiptaft, Birmingham"
Cable Code, A.B.C. 5th Edition



See the new Wearbest lines
that our travellers are now
showing

As complete a range as we have ever put before you.
The newest and most attractive models in

Suits and Fall Overcoats

No dealer appreciating quick-selling value can afford to omit these trade-getters from his season's stock.

Notwithstanding unfavorable conditions we are in a position to guarantee prompt, satisfactory deliveries.

Silk-lined suits and overcoats. Just what the younger class like.

Make sure of seeing these big values. Style, Material and Moderate Price—everything to make a hit with your trade is nicely embodied in the Wear-best line.

See it.

The Wearbest Clothing Mfg. Co.

Manufacturers of Stylish Clothes for Men and Boys

149 Notre Dame Street West, Montreal



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



One of Our Spring Models



First and Foremost

Every reform in the bettering of Men's Garments in Canada, has been inaugurated by Fit-Reform.

The introduction of

- a system of sizes
 - specialized tailoring
 - guaranteed values
behind which stands our trade-mark.
 - special measure department
- all go to the credit of Fit-Reform.

This great organization has always been first in foresight and improvements—and to-day is foremost in the esteem of customers and dealers.

Our travellers are showing Fit-Reform styles for Fall and Winter, 1917-1918.

E. A. SMALL CO., LIMITED
MONTREAL

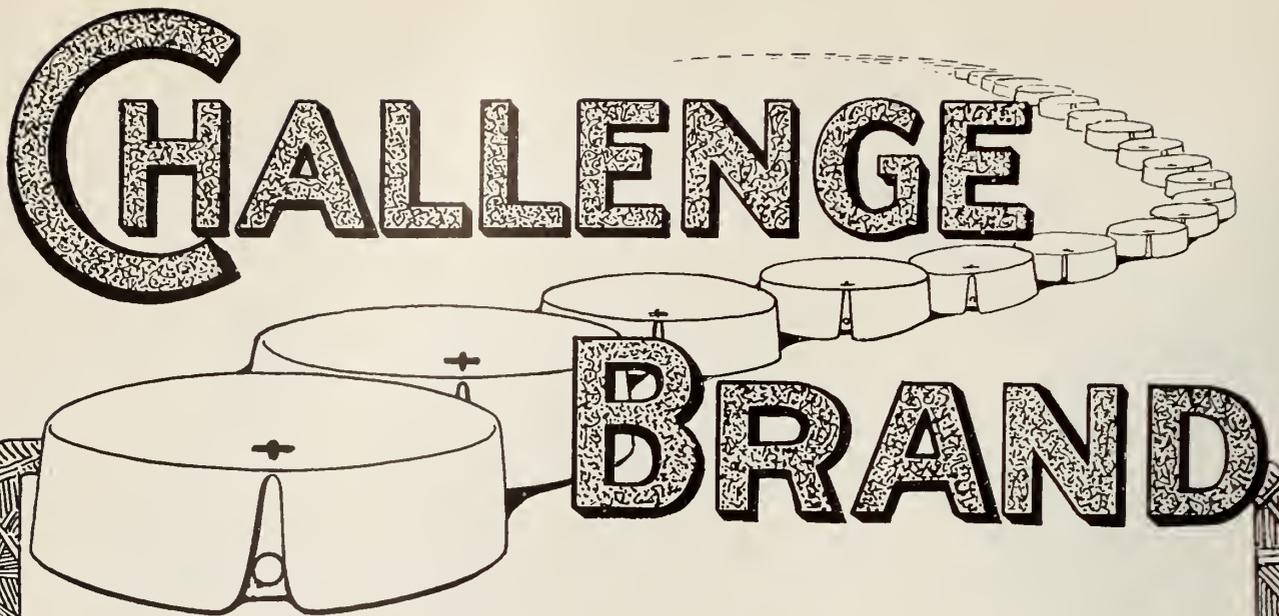
The Popular Pinch Back

1 Button Single Breasted Sack, Pinch Back, Very Narrow Shoulders, Form Fitting, Peak Lapels, Link Buttons on Front, Curved Patch Pockets.



CHALLENGE

BRAND



An outfit like
this, an Arlington
Waterproof Collar
and—good-bye big
laundry bills.



But it's up to you to bring this fact to his attention. The Munion Maker, the mechanic, the clerk, the motorist, the sports-man—to these men and to countless others the *ARLINGTON WATERPROOF COLLAR* is indeed a boon.

They need but be shown the Arlington with its handsome stitched-edge effect and full linen finish to appreciate the wonderful value, the big money-saving proposition that this line offers them.

For no matter how greasy, dirty or dust-covered the Arlington becomes, a bit of soap and a damp cloth will instantly make it spick-and-span and snowy white.

Arlington Waterproof Collars are made in all the better styles—half size.

Order a stock to-day and draw the men's attention to the advantages of this cleanable collar for Summer Wear.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS.

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



HOSIERY



The first duty of the Retail store is to satisfy its customers

Give the people of your community quality and serviceability in their merchandise at a fair price, and you will cement their friendship to your store, because quality guarantees service, and service in the final analysis is the secret of satisfaction for the consumer.

The quality of Hosiery to-day is regarded more important by your customers than ever before. Why? Because most manufacturers to-day, particularly those who do not *trade-mark* their products, are forgetting quality for price. With "MONARCH-KNIT HOSIERY" in stock, the quality problem disappears. Remember, the *service* an article gives creates an impression that remains long after the price is forgotten. Build up your future Hosiery business with "Monarch-Knit," a *trade-marked line* with an undoubted reputation behind it.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's Women's and Children's Worsted Sweater Coats, Fancy Knitted Goods, Hosiery, etc.

Dunnville, Canada

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



Price Only
\$2.50
 Per Dozen

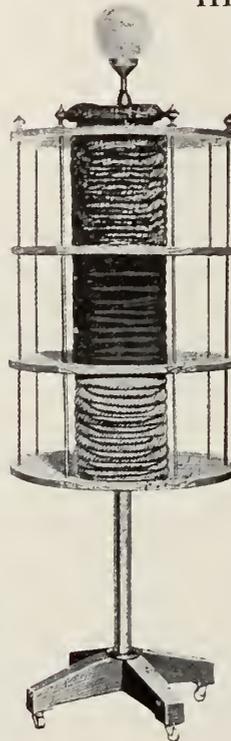
F.O.B. DAYTON, OHIO, U.S.A.
ONLI-WA TIE HOLDERS

BECAUSE— SERVE BEST

- They serve most.
- They require less space.
- They save time.
- They increase display.
- They decrease expense.
- They serve better.
- They decrease odds and ends.
- They prevent theft.
- They eliminate boxes.
- They are durable.
- They are inexpensive.
- They are the greatest fixture made for handling Neckwear.

PROOF—250,000 sold in two years
Guaranteed Satisfaction **ORDER NOW**
ONLI-WA TIE HOLDER COMPANY

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.

Patented Nov. 20, 1916

**MILLER AND
 COMPANY**

Sault Ste. Marie, Ontario



Front view
 Auto suit or
 Union suit

There are Features about the **Brotherhood Lines** that your Customers will want

There is a quality they will appreciate.
 Overalls in six styles.
 Smocks in three styles.
 Auto Suits in one style.
 Brownie Overalls—one style, 3 colors.
 Indigo blue and fast black denims.
 Stifel stripes and khaki drills.

Our Auto Suit is a trade winner.
 Send for price lists. Use the Coupon.
 Newspaper advertising campaign starts in April. Be ready for the demand.
 Brotherhood Overalls.



Mogul
 Apron

**H. S. Peters, Limited,
 Welland, Ontario**

H. S. Peters, Ltd.,
 Welland, Ont.
 Please send price lists and terms.

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

CLOTHING

Peck's
MADE-TO-MEASURE TAILORING

Mr. _____
Date _____

Peck's
MONTREAL

Fit-rite



No. 94.—A single-breasted slip-on overcoat with patch pockets and cuffs.

No. 110.—A single-breasted sack suit, pinched back with belt.

With many styles and fabrics to choose from, the John W. Peck & Co., Limited, line of men's clothes bearing the above labels will bring the business to you from all classes of people in your district.

You can build a big business with these lines.

Write us to-day.

JOHN W. PECK & COMPANY, LIMITED
MONTREAL WINNIPEG VANCOUVER

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

Put your Spring and Summer requirements in our hands

We are fully equipped and because we are in touch with the best buying opportunities you get the best value for your money when dealing with us.

Look over this list.

Young & Rochester's Shirts in Flannels, Taffetas and English Oxfords; Dressing Gowns, House Coats and Vests.

Tress & Co.—Hats and Caps, Military Service Caps and Helmets. The "Tress" Cap for sports is in a class by itself.

Two Steeples', Ltd.—Hosiery, Underwear, Knitted Coats and Suits.

You'll want these scarce lines—Garbardine, "Aquatite" Coats, Trench Coats, Llama Half Hose in Black and Khaki.

Also a full line of military accessories and Khaki Plain and Ribbed Wool Socks \$4.50. Dark and Midgrey Wool Socks \$3.50.

Order Early.

Wreyford & Co.

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

New Forms to Stimulate Your Clothing Business



Men's Coat Form at Left.
Sateen Covered, as cut.....\$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch
Weighted Wooden, Mahogany
finish or Metal, Ox. Copper
if desired.

Vest Form at Right.
Sateen Covered, as cut.....\$5.50
Black Jersey Covering 4.00
7 in. Base.

Quick action will get individuality
and quality into your display

A. S. Richardson & Co.

99 ONTARIO STREET - TORONTO

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 you getting the effects you want.

TATELEC
TRADE MARK

A New Method of Waterproofing Textile Fabrics

We guarantee all fabrics treated by our process unshrinkable, and will improve the dye. This process retains the high finish on all materials treated.

All materials are waterproof, but as porous as before treatment.

The Tatelec process is absolutely non-injurious, in fact improves the finish of any cloth.

Can be used on the most delicate fabrics, such as silk, as well as any heavier material.

Further information and prices on request.

The Tate Electrolytic Processes, Limited

Canadian Plant:

282 St. Catherine Street West
MONTREAL

WATERPROOFS

*Unexcelled
Tailoring
with
Correct Fit*



*Exclusiveness
of
Style
and Quality*



“TRUE-FIT” TRADE MARK MEANS MUCH

OUR Waterproof Coats retain that exclusiveness of style and cut which combined with expert workmanship of design and tailoring makes “TRUE-FIT” the *dependable waterproof*.

There is no regret on the part of any dealer in our Great Dominion who stocks “TRUE-FIT.” They are profitable to the merchant and satisfactory to the most fastidious dresser.

Our travellers are on the road now showing a full range of “TRUE-FIT” winter overcoats. Stipulate “TRUE-FIT” on your next order.

*Drop us a Card if Our Traveller Has Not
Called on You.*

Samuel Wener and Co., Limited
Sommer Building - - Montreal, Quebec

MEN'S WEAR REVIEW
TRADE MARK REG. U.S. PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
COVERED BY THREE GUARANTEES

“Rough Rider Special” Has a special interest for you

“Rough Rider” is one of the Ironclad Specials—it's a stand-up, tough-fibred fabric, made especially for garments that must rub up against hard usage in the field—for chauffeurs, mechanics, surveyors, engineers, etc.

**Rough Rider
Special
is fast sulphur
dyed**

—a requirement Uncle Sam insists upon for clothing for our boys.

“IT WEARS LIKE LEATHER”

Write today for sample and list prices.

Franklin Manufacturing Co.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.



Ironclad Khaki is made in a weight and quality for every purpose.



This label, sewed on garment, guarantees the cloth to be genuine IRONCLAD KHAKI, Fast Sulphur Dyed.

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



MILLER VALUES

will boost your sales of White Ducks, Palm Beach and other Summerweight Lines.

Though forced to make a slight advance to cover increased cost of materials, labor, etc., our prices still mean a saving to our customers of from 15 to 35 per cent. An examination will show this to be a positive fact and we cordially invite every retailer to investigate our claims.

Why pay heavy custom duties on New York and Chicago models when you can get identical Canadian-made garments right here in Toronto? The snap and style of these Palm Beach and Summerweight lines will surprise you; the prices will be a revelation to the Canadian trade.

Don't Take Chances— Stock Now With

White and Khaki Duck Pants,
Summer Clothing, Lustre Coats,
Duck Clothing For Barbers, Butchers, Dentists,
Doctors, Etc.
Boys' Scout Suits and Supplies.

Push Your Military Lines

The new Military Act will stimulate recruiting, thus helping sales. The throwing off of overcoats will cause a big demand for the famous Miller Walking Breeches. Show these prominently. Ask for our New Show Card—reproduced in miniature here. It will help you secure fine returns from your military department.

Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 YORK STREET TORONTO

**MILLER'S
WALKING BREECHES
FOR
SOLDIERS**

All Ranks can wear them in England and at the Front

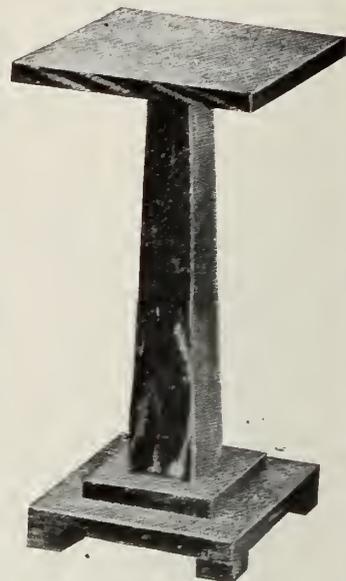
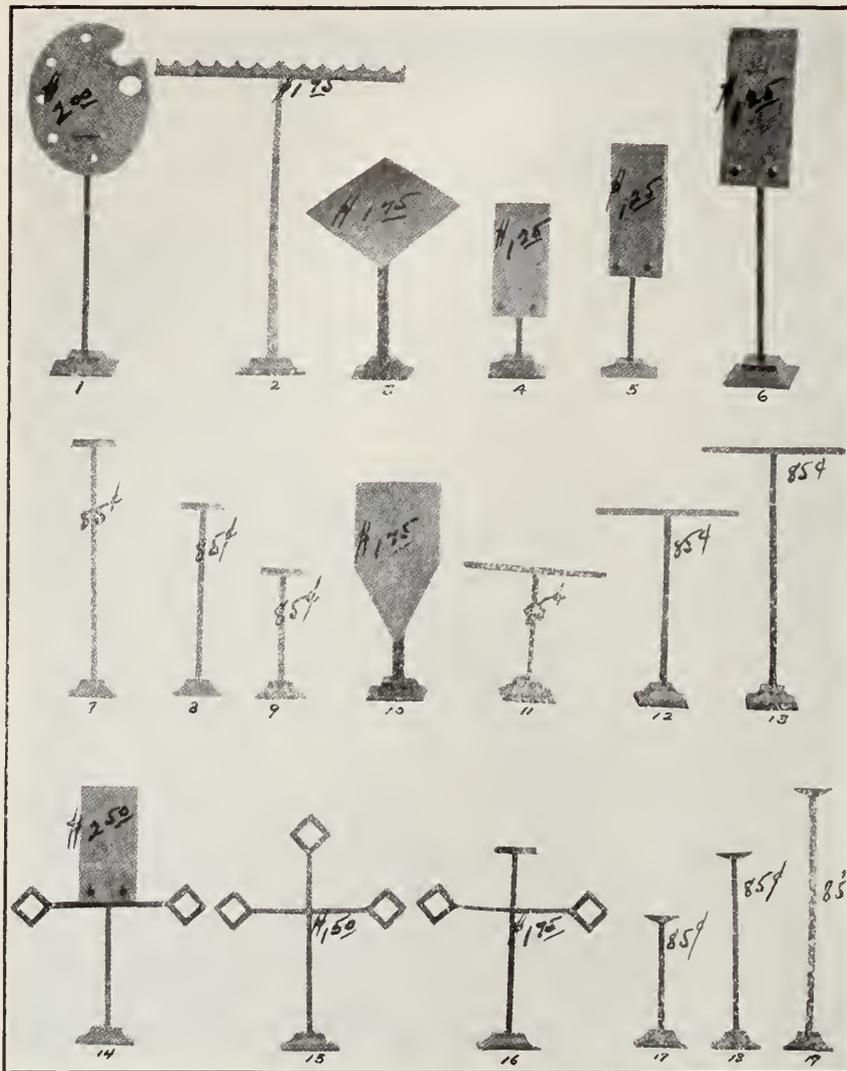
Buy a pair NOW before you leave they will match your Tunic and cost you less

COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

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

Taylor-Made

WOOD DISPLAY FIXTURES MADE IN CANADA



No. 300

TAPERED PEDESTALS

12", \$1.25 18", \$1.50
 24", \$1.75 30", \$2.00

All fixtures finished in the new Fumed Oak. Ready for at-once shipments.

Special finishes made to order.



No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trousers Bar, at

\$7.50 PER HUNDRED

Garment Hangers

No. 74B



\$12.50
per hundred

No. 74B Garment Hanger, concave shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at \$12.50 per hundred. Mail orders shipped promptly.

The Taylor Mfg. Co.

Hamilton Ontario

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

You are not too late

to get guaranteed delivery
of your this year's needs
in our "level best" make of



For This Summer's Shipment—at Last Summer's Prices

You know that many makes of overalls are to-day quoted at from \$18.50 to \$19.50 dozen with promises of higher prices for Fall. Quoted you at about \$17.50 last Summer. Not surprising with increased costs of over 100% in all cloths and from 100 to 300% in trimmings.

But Here is the Bright Side for You; Look It Over

This company, with tremendous resources, has fortunately purchased, and in our warehouses hundreds of thousands of yards of guaranteed indigo and aniline fast color cloths, in "before the war quality and weight" bought months ago for cash.

With an added output we want a limited number of new customers, whom we can help increase profits and sales, and assure of a real, all-round service in a complete range of standardized overalls and work shirts, properly designed garments, with many exclusive features, that will always give your customers full measure of satisfaction.

We therefore offer you, and our regular trade, whatever balance of stock we have to sell at present extreme low prices

At a Clean Saving to You of From \$1.00 to \$2.00 per Dozen Over Other Current Quotations

Why do we do this when we can readily sell our output for more money? We want the trade to understand that in the work goods field our BULL DOG STANDS FOR REAL PROTECTION ALWAYS, IN QUALITY, PRICES AND SERVICE, a trade name that has made good for eleven years.

Remember, our supply is limited at these prices. We have already sold thousands of dozens for summer delivery. It will be quickly taken up. Get out your tape and see how your stock measures up and compares with BULL DOG specifications listed below. If you find BULL DOGS have the advantage, send us in your order for this year's needs by to-day's mail. Get in on this big Spring drive. Be able to sell your trade good overalls for \$1.50, \$1.75 or \$1.90, when the other fellows have to ask \$2.00.

Make up and mail us your trial order before May 1st to ensure these prices, and it will be sent you prepaid for shipment any time you say, from now till July 31st. If you are not well pleased with shipment, return it. We are glad to take all the chances. Terms 2% 30 days 1st foll. 3% 10 days.

Yes, we'll book your order, subject to your approval of prepaid sample garments, which can be sent you at once.

FULL SPECIFICATIONS:

Heavy quality Bib Overalls, Stiffel Blue and White Stripe, 42 yds. doz. Size 38. Weighs, 1½ lbs. Separate sewn, full cut bib. Buttons fastened through 4-ply cloth. Continuous faced back band and pockets. No-rip tab side vent. 7 pockets. Back seam 18½ ins. Side seam 46. Front 26. Knee 24. Hips 53. Price \$18.00 per doz. Same price in plain blue, and in black fine twill. Jackets to match. 8-oz. Black Denim Pant. High back. Sizes 38-32. Weighs 1 lb. 2 ozs. 2 set-in hip and swing front pockets. 5-button fly. Trouser finish. Same style in 9-oz. narrow stripe cottonade. Heavy dark khaki trouser. Cuffs and belt loops, deep self-faced curtain. Price \$16.50 doz.

Medium weight, Bib style, Stiffel stripe. Size 38 x 32. Weighs 1 lb. 3 ozs. Same style bib as best line. Continuous placket no-gape side vent. 7 pockets, including set-in swing front pocket. In blue stripe and black. Price \$14.00 doz. Plain blue, \$15.00. Jackets to Match.

Good medium-priced Pant. Black \$14.00. Cottonade and Stiffel, \$13.50 doz.

Serviceable Iron-clad Khaki, \$12.00 doz. pant style.

Bull Dog Chambray Shirts, plain blue, pin check blue, dark gray, black and white stripe. Size 15. Measures length 35 in., width 44, under sleeve 22. Being generally shown at \$9.00. Up to 10 dozens, \$8.00 doz.

Canada Overall Company, Makers, London, Ontario

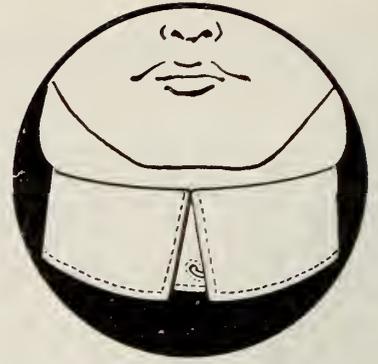
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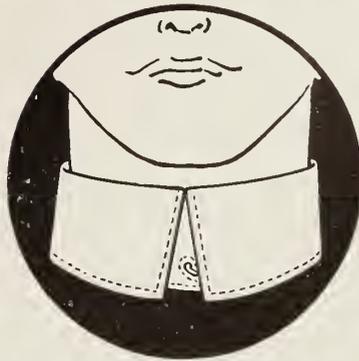
Size 15 on thin neck.



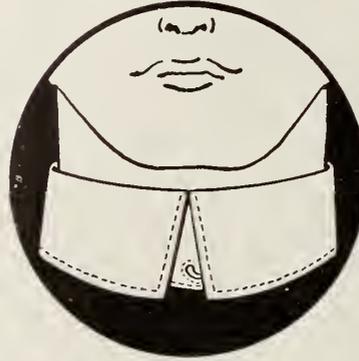
Size 15 on medium neck.



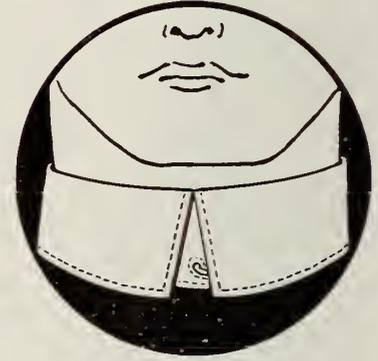
Size 15 on stout neck.



Size 14 3/4 on thin neck.



Size 15 on medium neck.



Size 15 1/4 on stout neck.

The Reasons for the

TRADE
W. G. & R.
 MARK

1/4 Sizes

Of three men, all wearing size 15 shirt, one may have a thin neck, one a medium neck and one a stout neck.

For the thin neck, the size 15 collar shows too much space. You can look right down and almost see the undershirt. This neck requires a 14 3/4 W. G. & R. collar.

For the stout neck, the size 15 collar is too tight for comfort and gives a "choked" effect. This neck requires a 15 1/4 W. G. & R. collar.

Only for medium necks should the same size W. G. & R. collar as the shirt be sold.

Collar clerks can render customers a splendid service by seeing that they get the collar sizes most suitable to their necks. And a still greater service by furnishing them with W. G. & R. collars—every quarter size of which has a brass bound pattern of its own and each collar is therefore absolutely accurate in size.

The Williams, Greene & Rome Co., Limited

*Makers of fine shirts, collars,
 pyjamas and summer underwear*

: KITCHENER
 : CANADA

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



Last Year's Demand Will Be Beaten

From present indications, last year's big demand for the light-weight fabric underwear will be exceeded this year.

Be well prepared for a long, warm summer by putting in a complete stock of



Summer Underwear

We have a big range to retail from \$1.00 up, which we are selling at old prices while our stock of cloth lasts. Sizes, from Boys' 26-inch to Extra Large Men's 52-inch.

Ask our travellers to show you these W. G. & R. garments.

They have several exclusive patented features that make them the fastest kind of sellers.

The Williams, Greene & Rome Co.

Limited

Kitchener, Canada

*Makers of fine shirts, collars, pyjamas,
summer underwear and boys' blouses*

"The excellence of the product has established the brand."

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



W.G. & R.

WE are convinced of our own **PYJAMA VALUES** and we can convince you.

OUR COATS are large and roomy with a good, liberal **LENGTH** of body, and our trousers (where so many makers fail) are **LARGE ENOUGH** in the **SEAT** and **LONG ENOUGH** in the **LEG**.

Our cloths are **SELECTED FOR PYJAMAS**, not just adapted to them.

They are made by operators who know that care is essential in the **W., G. & R. shop**, with "Quality" a slogan.

Williams, Greene & Rome Co.
Limited
 Kitchener, Canada

PAJAMAS

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

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7

TORONTO, MAY, 1917

No. 5

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A "PRESIDENT" TRIM



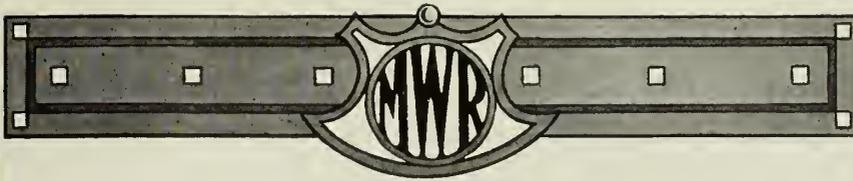
Here is a timely trim designed by Jas. S. Leslie, of Morrin, Thompson & Co., Phoenix, B.C.

It is timely in that it couples up the recent great war developments with the advertising campaign now launched to further establish the supremacy of President Suspenders.

Such trims will attract to your store those who want the best.

The Dominion Suspender Co.
 Niagara Falls, Canada LIMITED

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



Men's Wear Review

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

VOL. VII.

TORONTO, MAY, 1917

NO. 5

MAKING A TARGET OF \$500 MAN IN HIS FLIVER

Outside "Traveler" of Hamilton Firm Comes in for a Buffeting by Neighboring Dealers
—Original Cutter of \$2.99 Trousers Says Scheme Fell Flat 25 Years Ago—
Depends Mainly on "the Man."

A GREAT politician once remarked—no, it was not Sir John A. this time—that he would rather people damned him than kept silent; indifference, he knew, was fatal to his strength as a tribune of the people.

Well, that Grant & Shannon story from Hamilton in last month's MEN'S WEAR REVIEW, on the man who went out in his little Fliver and corralled \$500 per week on ordered clothing, taking the \$5 down far out in the suburbs, or sweeping up before the front entrance (on James St. North) with his prisoner, certainly has not had reason to deplore silence or indifference on the part of MEN'S WEAR REVIEW readers.

They like the idea, or they knock it, often dealing it a right lusty blow. But they talk about it.

Must Be a "Peach"

Perhaps the remark of a well-known men's wear dealer in Toronto expresses the average state of mind upon the story. "He must be a peach of a salesman. If I had him I think I'd keep him—if I could."

"But," he added, and others did the same in talking it over with MEN'S WEAR REVIEW, "what if we couldn't find a man like that; practically the whole success depends on the man you get.

"If you had a poor salesman he would do you more harm than good; he might get a few orders, at big expense to you, and then fall down."

Mr. Walker is peculiarly fitted to discuss a proposition like this. He has been in the clothing (and tailoring) business for some 25 years ("but, I started young," he adds). He was the original cutter of the \$2.99 trousers, and this was sold all over Toronto in much the same way. MEN'S WEAR REVIEW thought at first he meant he "cut" prices on this famous line, but it was the cloth he cut.

Worked on the \$2.99 Trousers.

Well, this \$2.99 trouser proposition swept Toronto in those pre-sky-scraper days. The man who tried it out made money out of it; the cheapest pair previous had been \$4. But soon competitors started in who did not know the game as well as the originator, and people got tired of it; there were too many visits from runners-up for a \$2.99 trouser.

Business fell off; every one went out of it, and when some years later the originator tried it again, it fell flat.

Kills Idea if Many Go In

Mr. Walker argues from this that if a few other stores go into it in Hamilton it will spoil the whole idea.

Still admitting the strength of the Hamilton salesman, he attacks it from another angle: the cost, from overhead and from losses. Others did the same.

Overhead Would be High

"An ordinary salesman couldn't bring in the business this man does, and so the cost of getting it would be fairly large. For myself I would hardly have confidence enough in it to go out and get the business. Then if the customer is brought in to be measured, there is an expense—an inside overhead charge to be added, as well as the 'outside' selling cost for your canvasser.

Losses on Returns

"Now, if on the other hand your 'traveler' measures himself, you must be responsible for a good fit, and there will be losses from suits that are refused. This will force up the overhead costs.

"Then, suppose you land this cracker salesman, he probably would be worth more to you inside your store to deal with the public, than outside. Or, if he was so good and was bringing in so many orders, what would prevent him from starting up for himself upstairs, above your head?"

All Selling From Store Itself

Mr. Walker is against the "outside" selling game on principle. He tells of a man who tried to induce him to have a traveler go to outside places and take orders—coming from Toronto to measure the "natives." But he turned it down, believing that his store should be at once the beginning and the end of his commercial activity.

Objections From Oak Hall

Another doubter is the head of Oak Hall, Toronto, whose name is familiar to MEN'S WEAR REVIEW readers, J. C. Coombes. He would have none of the idea. Getting the man who had the requisite qualities of "mixer" and salesman would be very difficult. Then if he brought the customer in to get measured—and he thought he wouldn't come very far—there would be extra expense, and if he measured

the man himself, there was the risk of having a fair proportion of the goods thrown back on your hands; indeed, on this point, he declared he would insist that such a "traveller" if he did the measuring as well as taking the order did not mention the firm's name at all, but acted entirely on his own responsibility.

"Peddling" Would Hurt Store

And, once again, he disapproved of any form of

"peddling," as he called it, his store's goods; it might injure the standing of the store.

Let us quote one more head of a store that carries furnishings and ready-made and ordered clothing.

"The man? Yes, that's the point; get him! If I went out I wouldn't sell enough to buy ammunition to blow me up." (He's rather thin and tall, but not heavy at that.)

Meanwhile our Hamilton traveler probably has been speeding on with a 500 per to show for his week's work.

UNIT WINDOW TRIMS FOR SPECIAL OCCASIONS

Experience of a Montreal Men's Wear Dealer in Making the Windows Work as Salesmen
—Topical Ideas Used as Attention Getters—the "Stopping-Power" of a Window—A Wee Touch That Won the Women to Buy in a Men's Wear Store

WINDOW TRIMS for special occasions, and unit window trims are good in the men's wear business according to the experience of D. Livinson, of Livinson's men's wear store, 23 St. Catharine St. West, Montreal. But Mr. Livinson has not found that it pays to emphasize over-much the topical idea in window trimming, though a touch of the topical often adds to the attractiveness of a window to the passer-by.

One of the first principles which guide Mr. Livinson in making a window display is the "Stopping power" of the window upon the passer-by. Bullets are gauged by stopping power sometimes: they stop their quarry dead. But a men's wear window must have stopping power which stops men and stops them alive. They must be instantly alive to the attractions and worth of the goods shown. The window must have power to stop them, and make them look with keen interest. Further, the window must have power to persuade a big percentage of passersby to enter the store either positively decided to purchase or at least strongly impelled to know more about the goods shown.

Seasons, But Not Seasons Only

In the very A. B. C. of window trimming science the seasons play a leading part. It is necessary to watch the seasons to make a success of window trimming. But it is not enough to watch the seasons. You must watch the weather too. You may reason rightly that Summer is the season in which to display straw hats, but will a window display of straw hats sell straw hats for you in a wet week in Summer? Weather has a wicked way of working havoc with window trimmers' plans. That is why the umbrella rack is made movable so that it can be rushed to the front entrance of the store when sudden showers destroy the selling power of the straw hat trim. Prompt action with the umbrella stand may bring more buyers into a store than the utmost of window trimming persuasion when the weather is in league with the umbrella stand.

These are elementary principles of window trimming of course, but to forget them, or despise them is to court defeat in the field of display. Further they have a way of influencing the whole matter of a window display campaign for business and when a special trim fails to produce the results in the cash register the reason for the failure may be found in some application of these early principles. Thus Mr. Livinson has found the selling power of a good window negated by a spell of blustery weather, and by being a shade too early with even a seasonable line seasonably displayed results have been less satisfactory. Window

space is worth money: rent is paid for it, and the time of the window dresser counts for something in store book-keeping too. A well trimmed window is worth an extra salesman to the store. If the window is not working for you and producing cash results it might as well have the shutters up.

Can Sell What is Shown

One use of the window which Mr. Livinson has proved many a time is the use to which it can be put to dispose of certain lines which have been reluctant to leave the shelves. "As a rule you can sell what you show," he says, "and goods not shown usually stay on the shelf."

In this particular field of window display the unit window is a strong help in moving lines of goods that have been slow to move of their own accord. When the weather is chilly and sloppy, a warmly lit trim of warm socks with good kindly, comfort-promising price cards will be found to work wonders, and socks which would otherwise have remained unsold will depart over the counter when the sock-buying suggestion of the window exercises its power on the people passing along the street.

Mr. Livinson believes thoroughly in the unit window trim, and will devote a whole window to gloves, socks, hats, garters, shirts or any other single unit, one display at a time devoted to each line. It is always easy to trace results directly to such windows as the request of the customer is generally phrased with the addition "like those you have in the window." Mr. Livinson found this with a garter window he displayed only lately. He noted, however, that it is not easy to guide the taste of purchasers influenced by window displays towards articles of higher price than those on which their gaze has been fixed, and which they have decided to buy before entering the store. This, however, is a matter of salesmanship, the window having done its work when the customer enters the store, but some suggestion work can be done by window dressing which conveys the idea of better values with higher prices, and a wider choice available within the store.

"A beauty-window once in a while," is one of Mr. Livinson's maxims. He holds firmly to the principle that a window should work hard as a selling medium, and should produce results commensurate with the value of the window space, and time occupied in trimming the display, etc., but he is also a believer in "beauty windows." By these he means just finely trimmed windows showing a range of goods, varied, and representative of the scope of the store's resources as distinct from the unit trims. "Beauty-Windows" also are those in which some special effect is sought after, or some special occasion celebrated.



The St. Patrick's window which caused a great deal of comment and drew direct trade.

They may be good selling windows also, and indeed they ought to be as they usually cost a little more in time, trouble, and outlay for fixings.

Seasonable and Beautiful

In the window illustrated, which comes into the class of "beauty-windows," Mr. Livinson was trimming for the occasion of St. Patrick's Day. This window arrested attention right away by the wealth of green color it displayed. Even the gloves shown were green. Mr. Livinson had a few pairs of imported gloves of a dark green shade which came in handy as a novelty for this particular trim. The shamrocks were cut out of green paper and applied to the window glass as shown. All the ties, mufflers, and cravats shown were green hued, or contained green pattern designs. Green club stripe mufflers were shown, and the length of shirting visible in the right hand back corner space embodied a green stripe. It may be noted that this length of shirting draws attention to the fact that Livinson's features made to order shirts very successfully. Centrally in the window low down was shown the green

and grey badge of the Shamrocks Athletic Association, and the St. Patrick's Association colors were also displayed. This touch is due to the fact that Livinson's goes in strongly for the cultivation of the Sporting and Athletic Clubs, and caters to their every need in men's wear. As St. Patrick's Night banquets were being put on by all the clubs more or less, an evening dress suit was shown as the centre piece in the background, and glossy silk hats also featured well.

The Kewpie a Silent Worker

Noting those silk hats especially, and most particularly the one of them placed on its side on the glass shelf to the left below the dress suit look for the little "Kewpie" seated in the hat and wearing around his small pink china anatomy a wide green ribbon bow. This tiny and apparently merely playful touch of dainty humor in the window had a very important part in the success of the display which as a sales getter was very successful. The wee pink Kewpie with his big bow of "Irish" ribbon attracted every colleen that passed that window, and the very first sale

that the window achieved was a sale to a young lady of a St. Patrick's Day tie for her best boy. As a way of getting the women to study a men's wear store window and respond to its wise suggestions for the gifts that please men, anything in the shape of a baby is a direct hit, and a Kewpie is a bull's-eye. This Kewpie in particular earned his cost many times over, and he's still in the ring.

Another point to note in connection with this window is the little bulletin frames of copper attached to the corner metal of the window on the left. In this frame, which has a sister frame on the edge of the window opposite across the doorway, Mr. Livinson displays all kinds of interesting announcements, baseball scores when the season is on, merchandising bulletins, and "snap" specials. As will be seen by close scrutiny of the reproduction there were two dancing colleens pictured in the space for St. Patrick's Day display with an announcement of Smart Neckwear at Popular Prices.

Besides the shamrocks which feature on the window glass, there were roses in this window show, but they were green roses. Mr. Livinson made them himself of pink artificial roses dyed the emerald hue. The lights of the window at night were also green, and the effect proved a powerful "stopping" quality in the display for the occasion. This window cost very little to trim, and earned very well.

One form of feature window which is not directly a selling window, but which inevitably attracts widespread attention to the store and brings business is the window in which an Athletic Trophy, shield or cup, is shown with particulars regarding its winners or the contest in which it is to be won. Mr. Livinson makes windows of this kind a feature of his store occasionally. His athletic connections make it easy for him to do so, and also profitable.

As a rule it is wise to avoid in window displays the use of any topical allusions which have the slightest tendency to depressing people, according to Mr. Livinson's experience. War pictures unless of the stirring patriotic type, or with a specially pointed appeal to purchasing power directed right to something shown in connection with the picture, as for instance, boots or socks, are subject to this objection. But Livinson's showed an old print of "Nelson's Farewell" with success as an attention getter, and also with business results in the early days of the present war.

The Straw Hat Funeral

Suggestions for windows are always snapped up by Mr. Livinson on his visits to other cities. Thus in Brooklyn ten years ago he caught the idea of a "Straw Hat Funeral" window—It sounds depressing but it isn't. It's funny. Also it brings business. With a tombstone made of wood and covered with white felt, and a lot of black crape paper, the material for the window trim is complete. On the tombstone is printed in big black letters an epitaph thus: "HERE LIES THE LAST STRAW HAT OF SUMMER, MAY IT REST IN PEACE (or in pieces)." An old straw hat broken and dejected, is laid at the foot of the tombstone, and all kinds of attention results, while real business can be done if the boys are invited to drop in and discard their old straws at the "funeral" throwing them on an ever-growing pile in the window, and purchasing new hats or caps to replace them. The Brooklyn store offered 25 cents for the old hats. Mr. Livinson got along very well without that, and his window in the end of August last year was a big success for the straw hat funeral idea.

Should Manufacturers Make Prices?

Opinions on a Live Subject—Knowles Bill Being Opposed in Many Quarters—How it Affects the Retailer—Opinions Wanted from Readers.

THE great majority of men in Canada are not able to talk intelligently on the subject of price maintenance—for the good and simple reason that this is a semi-technical subject, and one that has not commonly or acutely come up for study. Among advertising men, especially advertising managers of firms making a standardized, identified product, marketed with the aid of advertising; and among manufacturers of a trade-marked product of high quality, the subject of fixed re-sale prices has for a long time been one of prime concern. But for the general run of men, price maintenance as a name and proposition is without significance.

Because of all this, MEN'S WEAR REVIEW proposes to provide here and now some information and opinion on the matter of price maintenance of the manufacturer's claimed right to fix and enforce the price at which his product shall be retailed.

Some Illustrative Examples

The subject of price maintenance will take on greater clarity for many minds if we make its applications and relations specific. Examples of fixed re-sale prices—fixed, that is, by the manufacturer—are:—

Several brands of collars, two for 30 cents.

Columbia Grafonolas, \$15 to \$350.

Waterman fountain pens, \$2.50.

Belding's silk fabrics, \$1.25 to \$2.50.

Jiffy-Jell, two packages for 25c.

Palmolive specialties, 25c and 50c.

Overland motor cars, \$665.

Pears' Soap, 15c.

And so on, and so on.

The prices indicated in the above examples are advertised prices—prices stated in the makers' advertisements. But it does not follow, in every instance, that these fixed prices are enforced prices.

A familiar example of a fixed and enforced price is the Waterman Fountain Pen, \$2.50. This pen is sold to dealers only on specific agreement that it shall be retailed at the price or prices fixed by the makers. Similarly many other advertised lines are sold to dealers with an agreement by which the dealer contracts to sell at the prices fixed by manufacturers. In many other cases, the price fixed and advertised by the manufacturer is cut by the dealer—not by all dealers, but by some who hope by this price-cutting to attract and divert trade.

The price fixed and advertised by the maker, when not enforced, is intended to assist the retailer to sell the price-fixed article with greater ease, and to obtain a full profit. It is intended to protect the consumer against an exorbitant price—this by making him familiar with a right price. The advertised fixed price is also designed to facilitate the sale of the article universally—by making the price uniform in all parts of the country.

Many advertised trade-marked or identified commodities have no prices fixed by the maker; their re-sale price is left entirely to the dealer. For example, the resale

prices of Old Dutch Cleanser, Sunkist Oranges, Yale Locks and Grape Nuts are not indicated in the public advertising; and the inference is that the dealer may set his own price, being governed always by the commonly prevailing price and by local competition.

In some cases, from the nature of the goods, the retailers of advertised identified goods are in reality the special agents of manufacturers. Thus pianos, phonographs, typewriters, adding machines, motor cars, agricultural implements, are commonly sold through designated dealers or agents, in which case retail price control is comparatively simple, for the relation between agent and maker is a direct one. But in the case of those commodities sold commonly through jobbers—trade-marked grocery specialties, men's wear specialties, drug specialties, and so on—it is obviously much more difficult to enforce or control resale prices.

The Question of Public Interest

The query will have arisen in many minds—is it in the interests of consumers to have re-sale prices fixed and enforced?

The natural quick conclusion is that it is a good thing for the consumer to be able to buy what he wants at the lowest possible price—at prices fixed by competition. Also, many will be inclined to say at the beginning of their thinking on this subject, that for a maker to fix and enforce the re-sale price of his product is a "trust" or "combine" procedure, that it is taking away from the liberty of the dealer, that it is a sort of mug's game by which the maker can set any old price on his product and get away with it.

But one runs up very early in his honest thinking against the price-cutting practice with its long train of evil consequences; and one is compelled in fairness to ask the question: Whether it is better, in the public interest, and in the interest of the consumer, for price-cutting to flourish; or for there to be universal uniformity of price on standard, identified goods? Or to put the question in concrete terms: Whether it is better, in the public interests, and in the interests of the consumer, to have Kodaks sold at maker-fixed or at dealer-made prices? or to have Hoosier Kitchen Cabinets sold at maker-fixed or at dealer-made prices? or to have Ford Motor Cars sold at maker-fixed prices or at dealer-made prices? and so on. When one puts the question in specific terms to the intelligent consumer, the probability is that he will reply—"I prefer a maker-fixed and enforced price to dealer-made prices." And in saying this the consumer says in effect: "I have more faith in the justice and fairness of the price fixed by the maker than in the price any dealer would charge me if the retail price were left entirely to him."

Makers' Versus Dealers' Price

Right here one begins to get at the kernel of the nut; and the whole question of price maintenance begins to take on an added luminosity.

Dealer-made prices are decidedly less trustworthy, taking them by and large, than are maker-fixed prices. In the case of a standardized, identified product, it is difficult for the dealer to get an excessive profit—difficult because of the public's knowledge of the retail value of the advertised, standardized, identified product. Such products, as a rule, have a fairly level maximum retail price. Any variation from this commonly known, recognized, and accepted price, is downward rather than upward. And dealers after big profits prefer, as a rule, to sell unadvertised, unstandardized, unidentified goods—merchandise which the public cannot accurately value or make price comparisons on. On such goods dealers rely on making a generous, if not an excessive, profit.

Just here it may be well to define what is meant by "standardized, identified," as applied to merchandise. By

"standardized" is meant goods that have a known and maintained standard of quality. By "identified" is meant goods branded or trade-marked and maker-acknowledged. The two terms taken together usually imply extensive advertising, and accepted responsibility for the high quality and all-round satisfactoriness of the goods.

The question arises—Is it better for the community at large, and for individuals and families in particular, to be supplied with standardized, identified goods or with goods of no established or declared quality, made by no revealed maker, and for which no responsibility is accepted or redress possible, should the goods prove unsatisfactory? The question carries its own answer.

Where Price-Cutting Occurs

Price-cutting, from the nature of things, takes place commonly on standardized, identified goods. There is little significance or conviction in an advertisement which reads:—

Moirette Petticoats, regular value \$10; special price, Thursday, \$5.

Every woman of common-sense knows that both of these prices are arbitrary—dealer-made. The very gulf between the "regular" price and the special price suggests original and tremendous price-inflation.

But should a dealer advertise:—

Quaker Puffed Wheat, regular 15c, special, 10c, then the consumer knows that a genuine reduction or bargain is offered.

Price-Cutting as it Affects the Retailer

Let us look at price-cutting from the point of view of the retailer of an advertised, standardized, identified commodity—say, Ingersoll Dollar Watch.

This watch is admittedly excellent value and is in great demand. Suppose that some big store in a populous community cuts the price to 79 cents, and advertises this price extensively. The instant local effect will be that smaller dealers—

Will have to meet the cut price;

Or struggle to maintain the regular price;

Or quit selling the Ingersoll watch.

If they meet the cut price they will be selling at a clear loss. If they struggle to maintain the regular price, this in the face of the known fact that the watch can be obtained elsewhere for 79 cents, they run the risk of losing a customer permanently, and they are under the necessity of putting energy and time into the sales process, to overcome the buyer's resistance.

If they cease handling the Ingersoll Watch, their customers who ask for this watch are disappointed, and perhaps offended, affirming that the dealer is a "back number." In any case, the small dealer suffers. There are two points to be noted in connection with the above illustration: one is that it takes a minimum of time and energy on the part of the dealer or his staff to sell a widely-advertised, standardized, identified article whose price is maintained universally, for it is already fully sold in a very real sense to the customer; the other is that it is of advantage to the public to be able to get widely-advertised and desired goods everywhere — without the effort of search.

Also, there is an economic question involved in this illustration; it is in the public interest that the distribution of the merchandise of general consumption shall be widespread and in many hands rather than centralized in a few big stores. Also, it is far better for community growth and prosperity that there shall be many retailers of the commodities of common consumption rather than few retailers. What is wanted is not so much fewer retailers, but more efficient retailers.

Price-Cutting Hurts the Manufacturer

In the Ingersoll Watch illustration, as above, is involved the manufacturer's interest. Is it a good thing for a manufacturer's product to be sold only by a few big dealers? or is it better from his point of view to have a multitude of small dealers distributing his merchandise? Perhaps the answer to this question is to be given by each individual manufacturer concerned. Some manufacturers openly declared that they prefer to have the big distributors—the department stores and big local retailers—as customers rather than multitudes of little shops. They say that their selling expense is greatly reduced when they sell to a few big distributors. This is admitted because it is obvious. But, generally speaking, the makers who prefer to sell to a few big distributors are making unidentified merchandise, and, therefore, unadvertised merchandise—that is, nationally advertised merchandise. As for the makers of nationally advertised merchandise, they, as a rule, seek and desire the greatest possible number of distributors, because thus are maximum sales achieved.

Coming back to the Ingersoll Watch case; if the distribution were confined to a few big stores, the total sales would of a certainty be less than if 10,000 dealers in Canada were selling this watch. As a matter of fact, the Ingersoll Dollar Watch is sold by 100,000 dealers on this continent, and it is an inevitable conclusion to draw that it is this very fact of widespread distribution, joined to extensive and long-maintained advertising, that has built up the vast business of the makers of this watch.

Go one more step in the consideration of this case: suppose that the distribution of the Ingersoll Watch fell into the hands of a few big dealers—the result of price-cutting, there would probably be an eventual inclination to subordinate this line, and perhaps an elimination of it altogether; this for two plain reasons: When they had secured a practical monopoly of sale, the advertising and trade-attracting value of the line offered at a cut price would cease, for there would be no trade-revision; also, the very fact that the watch was being sold at a cut, and presumably non-profit-yielding price, the desire to sell it would decline to the disappearing point; at which time the Ingersoll Watch makers would be without a business.

The economic fact is that cutting the price of a standardized, identified and nationally advertised commodity, while it may temporarily speed up local and individual demand, tends to reduce distribution; and this in time leads to reduced consumption; and in turn leads to the practical ruin of a business, and to the wiping out of the value of the trade-mark built up by years of sedulous effort and extensive advertising.

One asks, therefore: Is price-cutting, in its consequences, good for retailers, manufacturers and consumers? For let it be remembered that consumers are related directly or indirectly to manufacturing prosperity.

Competition of the unfair kind—the competition developed and fostered by price-cutting—is unhealthy, baneful and ruinous.

Price-Cutting and the Consumer

In the last analysis it is the consumer's interest that must be considered in arriving at an answer to the question: Is the principle of price maintenance—the right of the manufacturer to fix and enforce the re-sale price of his goods—good for the consumer, and desired by the consumer?

Some contend that price maintenance raises the cost of living; that it is an effort to obtain higher than fair or reasonable prices from the consumer; that it is an expedient to enrich the manufacturer. But those who argue thus have not, as a rule, given the whole broad matter any serious, deep, wide and prolonged consideration. Their

judgments and conclusions, as a rule, are of the "snap" variety, superficial and feathery. These good people, who may be very honest, see in price maintenance a foe to open competition, and a studied, calculated effort to enhance the final price—the price to be paid by the consumer.

What Happens When Re-Sale Prices Are Too High

It is to be admitted, frankly, that in regard to certain specific articles or products of the identified, standardized kind, the consumer price is excessively high—altogether out of relation to the cost of production. But the articles of this nature are, as a general thing, patented, and so are monopolies.

A well-known product, selling retail at \$5, is a much-quoted example of a standardized, identified product in which the re-sale price is many times its production price. Yet in spite of this fact and knowledge, the article continues to be the most largely consumed of its class. There is no compulsion of the public to make them buy this particular article; it is bought out of free-will, and this in face of the fact that other articles of the same type can be purchased at from 25c up. Incidentally, it may be stated, as a reply to the argument that price maintenance reduces competition, that since this produce was put on the market, at least 40 others of the same general type have appeared; and they have appeared because of the very high price of the original product; which means that any maker who puts a high re-sale price on his product, away above the costs of production and selling; and who, by advertising, creates a great demand for his product and type of product, merely invites competition instead of suppressing it.

Here it may be remarked that the majority of price-fixed, price-enforced, standardized, identified and advertised goods are more or less luxuries; that is, they can be done without or replaced with something very much cheaper. So that price-maintenance, even if it does mean an unreasonably high consumer's price, does not necessarily work any injury to the individual consumer; he or she may always refuse to buy, or may choose some cheaper substitute or equivalent. If consumers elect of their own free-will to buy the high-priced trade-marked and advertised article, when they are free and able to buy a cheaper, even if less satisfactory and acceptable, substitute article, is the blame for the seeming extravagance to be charged up to the manufacturer or to the retailer? The higher cost of living is not to be charged to the makers of advertised, standardized, identified articles of food, dress, convenience, indulgence or luxury; but to the freely-exercised will of the people who choose to buy the highest-priced goods, and to the inexorable laws of supply and demand. Yet there are those who argue that if the right to fix and enforce re-sale prices be taken away from manufacturers, be refused them, or taken from them, the cost of living will fall. It is rather muddy argument and not at all convincing. Probably what the foes of the price-maintenance principle have in mind is combines of makers or producers to corner and control the price of commodities, and they confuse this with the admitted freedom of a maker of an article of which he has no monopoly to sell to the dealer at any price he likes.

The Maker's Right to Fix the Dealer-Price

Please note this carefully: it is granted by the foes of price maintenance that the manufacturer may fix the price to the dealer at what he wills, but they deny him the equal privilege or right to take a further step and fix the re-sale price—the price the consumer must pay; they leave this re-sale price to the dealer to fix, knowing full well that if the dealer has liberty to fix the price to consumers, he

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Workingmen's Goods Well Displayed by a First Class Store



The display shown above was arranged by J. A. Beaudry, of the 2 Macs, Limited, Ottawa, and is an outstanding example of the possibilities that lie in this kind of decoration. Mr. Beaudry is a master at this particular craft, a fact that is generally admitted. He is one of the judges in the monthly window display competition carried on by one of the Ottawa newspapers.

It is easier to make an attractive display of clothing, or bright-colored furnishings, than of working clothes—certainly there is a general feeling that the same possibilities do not exist in the rougher line of apparel. We believe, however, that this illustration will be sufficient to disprove this fallacy.

The window display is one that is sure to catch the eye of the passerby, whether he is personally interested in that line of goods or not. The overall-dressed manikins are a touch of genius. They are absolutely sure to catch the public eye.

Speaking of this trim and the working man's business generally, W. A. Tweedy, manager of the furnishing department of the 2 Macs' store, says:

"A year ago we had not considered showing working apparel in our windows, but as the workingman has rapidly been coming into his own, we felt that his trade should be encouraged, and with that object in view, we put in a stock of Union-made overall suits and gloves, and later the window trim in question. We feel that we have been rewarded for doing so as the increase in demand for working apparel of all kinds has been very marked and in future we purpose giving more prominence to this department. We have found that where the workingman buys his overalls, he also buys his furnishings, etc."

A window piled full of working clothes is not a selling medium, and yet this is, alas, the idea of many as to the possibilities that lie in this class of goods.

This display featured by a well known store might very well prove an incentive to other merchants, to not only make more of a feature of this line of goods, but to give increasing time and attention to the manner of the display so that the full value of the advertising may be obtained.



Artistic Shoe Display



For those men's wear dealers who are extensively handling footwear here is a splendid suggestion for a Spring trim—the work of J. A. Beaudry, of The 2 Macs, Ottawa. There is nothing approaching over-crowding, yet a good range of shoes are shown.

We must confess surprise at the absence of anything even hinting at the price for which the various shoes shown may be purchased. In these days, when the rumor of the excessive price asked for boots has gone abroad, it is, we feel, particularly advisable to mark the prices plainly—otherwise would-be purchasers are almost sure to feel these are more exorbitant than is really the case. A man, having been told that it will cost him \$2 for a new full-sole for an old pair of boots, will be inclined to buy a new pair of shoes at \$7, if he sees these displayed; but if there is no price shown on the shoe presented to him, definite action on the part of the observer is perhaps not so certain.

But this after all is a matter of opinion, and however this may be the trim illustrated is a beauty, and full of suggestions. Of it Mr. Beaudry says:

"This shoe window shows my new Spring backgrounds. My eleven windows are treated in the same manner. Note the new shoe stand, which could be used nicely for glove or hosiery units. This is adjustable."

By the way, this shoe stand is Mr. Beaudry's own idea.



VIEWS ON SELLING WOMEN'S LINE

The Two Mac's, Ottawa, Give Some Ideas Resulting From Their Experience — Women Buy When They Come With Their Boys—Suitors, and Husbands Too, Buy for Their Sweethearts

IT IS an indisputable fact that the trade of women is becoming more and more a factor in the men's wear stores. Many dealers deprecate the changing conditions and do not make any effort to foster them, but the advocates of the changed conditions are at least as numerous as are the opponents.

The Two Macks store in Ottawa is one of the men's stores that stands squarely by the advantages, of catering to some extent to this trade.

Since the war broke out this store can count upwards of 250 customers who have actually left for the front. An exodus such as that makes a ghastly hole in any store's clientele, and might very well prove a disastrous matter. It was this condition which led the management of the store to consider the advantage that the women's trade might be to them. The result of this idea was a woman's tailoring department. True this is kept separate from the men's store but it is nevertheless a part thereof, and has developed into quite an important department. It has helped to take up a good deal of the slack occasioned by the war and has proved a very paying venture.

But, of course, this is more or less aside from the point, because after all when we speak of women buyers in men's stores we refer more particularly to the business carried on in the regular men's department.

Women's Trade Allied to Boys

Well, here too, this firm is strongly of the belief that the woman's trade is a matter that is well worth cultivation.

It is doubtful if any dealer will question the value of the young boy's trade. Well the argument of the Two Macs is that with the boys' trade it is the women that do the buying.

There are ways and means, of course, of capturing the trade of the boy quite aside from any intermediary action on the part of the mother, but even admitting this there is a very great item in this trade that cannot be reached, except through the agency of the mother.

Some dealers object to the presence of women in the store, claiming that it is detrimental to the men's trade. But the men in charge of the Boys' Department in this store will tell you that if you cater for the boys' trade you are going to have the women whether you want to or not. In other words you can't have the one without the other.

Therefore, they argue why not capitalize this fact. If you can interest the woman in some of her own needs, you have pretty well assured yourself of her patronage when she comes to buy a suit of clothes for young Harold. The fact that there are even a few women's requirements on view, that the store is willing to serve her, even if only in a limited extent, saves her from the feeling that she is an intruder when she actually comes to buy.

It seems unquestionable that a store that adopts this principle, of courtesy to the mothers of potential customers, is assuring itself a substantial asset of good will.

Valuable Trade in Itself

That too is leaving out of consideration the element of women's trade as an actual factor, yet even where only a

comparatively small line of women's goods are handled this totals up amazingly.

Ladies' sweaters have proved a very effective line with this store. Many women who have come in for clothing for their boy, have seen something in sweaters that has caught their eye. And as the woman's best friend, and second best friend, and even third best friend will assuredly ask where she got that sweater, that being the way of women, this one sale becomes the start for many more. Moreover they are more than likely to go back for other things, for it is a pretty well established fact that women are not averse to being waited upon by men.

Last, but not least, there is still another reason for stocking women's lines. And perhaps this might be most aptly illustrated with the incident which the head of this department used to point the moral to the writer.

A young man entered to purchase a tie. With him was a young lady who was, if indication spoke truly, shortly to be his wife. Like all young ladies at this particular period, she was filled with surprise that the poor thing could ever have managed to look after himself at all until she stumbled across his path. Therefore she came in to see that a wily salesman shouldn't sell him something that she just knew he couldn't wear.

The Suggestion Given

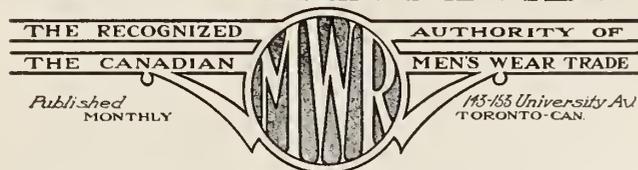
In leaving the store after this important transaction, she stopped to examine a ladies' sweater coat there displayed. She looked at it, felt it, said how attractive it was. Some hours later this same young man stole in stealthily and purchased that sweater for her birthday present, paying ten good dollars for it.

Now here is the sale to a man of women's goods. That, too, is an item to be considered. As the observant head of this department remarked. There were a whole lot of women who wouldn't have such a thing as a sweater, were it not that they saw something they liked when they were in the store with their husband.

This is a phase of things worth considering. Young men buy gloves and sweaters and similar things, as presents for the lady of their heart, at least they would if they were given the faintest shade of encouragement. As a matter of fact they usually squander their money on candies. Which is a pity for they are good spenders under this particular impetus. Then there is the married man with the proclivity for giving useful presents. Chances are if you don't give him some encouragement, he'll buy her a footstool to go with the Morris chair—not because he's a stingy soul, but just because he hasn't schooled himself in buying woman's presents, and that gloves and sweaters and the few things of actual woman's use that do look to him as more or less suitable for presents have to be purchased in a dry goods store, which he wouldn't enter for all the gold of Ophir.

These are one or two of the good reasons advanced by those interested in this phase of the work of this particular men's store—a distinctly men's store be it remembered, the management of which yet believe that there is an opportunity in just such a store for capturing a part of the woman's trade, and believe that this can be done without any danger to their regular trade.

MEN'S WEAR REVIEW



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MAKING SILK IN CANADA

AS THE result of difficulties in getting the silk necessary for the manufacture of neckwear—difficulties, of course, arising out of the war—the possibility of making silk in Canada has been under some consideration. The more the matter is considered, however, the more it seems that the time for the production of this line in Canada has not come. Indeed it appears that the population of the Dominion will have to increase many times before silk manufacturing can profitably be entered upon here.

The Franco-Prussian war, resulting in an interference of shipments of silk from Europe to the States, was the cause of the commencement of silk making across the line. But at that time the States had a population many times larger than Canada's to-day; hence the step was possible. In Canada, however, makers would have to change the patterns so often, in order to insure the required variety to the limited number of manufacturers of ties, that the cost of production would be exceedingly high.

The industry will doubtless come, but not for a number of years. The making of artificial silk fibre, however, does not seem so far in the distance. Canada has the necessary wood in large quantities. The necessary chemicals could undoubtedly be secured, and with the growing demand for this material, as a result of the added uses being found for it, and the added demand for the lines now made of this fibre, it would seem that production might be undertaken at an early date. A mill in connection with the large paper mills would appear a reasonable undertaking.

SILKS TO REMAIN HIGH

SPeAKING of silk, quite naturally brings up the question of prices.

There seems no likelihood of these falling. The silk yarn, from which the cloths are woven, are largely made in Italy, of course, and the industry has been greatly interfered with as a result of the war. Moreover the silkworms themselves are not being cultivated as carefully as was the case before the present conflict.

No, silks seem certain to remain high in price, and the quality finding its way into neckwear will not tend to improve for some time.

GET THIS TRADE

IN February, MEN'S WEAR REVIEW told of Women's Overalls which would shortly be put on the market. Now the style of these has become more varied, and it already seems certain that a brisk demand for this line will grow up—indeed in many localities the demand for this sensible working garment is already established.

More and more women are buying in men's wear stores. Especially are they accustomed to come there for such lines as working clothes. It is for the men's wear dealers to see that they get a fair share—the lion's share—of the trade in these women's overalls.

THE REVOLUTION AND LABOR

IT is a far cry to Russia, yet the world is small in these days of quick travel and almost instantaneous communication, and the situation in Russia is of considerable interest to Canadians, altogether aside from the effect the recent changes may have upon the war.

What will the Revolution mean to the clothing industry, for instance. It is a well known fact that there are in Canada many Russian Jews, and that a big percentage of these are engaged as workers in the clothing industries of the Dominion. Many of these men fled to the United States, or to Canada, in order to escape persecution in their home land. But now, under the conditions which it is hoped will result from the Revolution, such persecution should cease. Will, therefore, some of the Russian Jews now in Canada wish to return?

There has been some talk of this in some clothing factories, MEN'S WEAR REVIEW is informed. Yet it is doubtful if the talk will crystalize into action. Aliens once, these Russian Jews are now at home here. Here they have their friends. Here their children are getting opportunities of education such as can hardly be possible in any but the urban centres in Russia for years to come. The clothing workers will hardly throw such opportunities away.

Yet there is the danger that the added labor wanted by the clothing manufacturers will not be available, because conditions in Russia will not now force workers over here. This, however, will merely be a phase, requiring some re-adjustment—some getting of a different class of labor to take up this work of clothing making in greater numbers than at present. Perhaps the tendency is commencing to show itself, of young men coming to Canada from the States to escape the Military Service which apparently they regard as more likely to be compulsory there than here, will be sufficient to ease the labor situation.

One thing does seem certain however. It is to the interests of all to make the Russians, in this country feel at home. Their manners may be strange, but probably ours would seem strange in some parts of Russia. They have proved good citi-

zens and should be made to feel not only welcome, but part of the family. We believe that more and more this has come to be the attitude held toward these people.

WHO MAKES THE STYLES?

THE thoughtless, many of whom, unfortunately, have ample opportunity for evidencing their lack of thought to fasten the styles upon certain designers. It is the thing, among platform men, to jibe at those who "fix the styles" for women and for men.

But is there really any fixer of styles? We think not. Designers have their part, undoubtedly, but their part is rather that of interpreters, than of creators. They observe tendencies—wishes on the part of man and womankind. They then design to carry out this ideal.

The styles are changing all the time. At the moment, in men's clothing, there is being evidenced a desire for a little freer overcoat. The trench coat looks like a big seller. Was that style determined upon by some designers in session? Was it forced upon the public by designers? Rather has this style grown out of the war, and out of the increasing desire for some freedom.

It is rumored, at the present time, that clothing generally will turn little by little toward more ample styles. If this change does come it will not be the result of any decision reached by designers who

believe such a change is in the interest of mankind, or of business. It will come because public opinion has shaped that way—because the pendulum has swung back from the exceedingly snug styles of recent years.

(EXIT THE SUNDAY SUIT)

TIME was, and not so very long ago either, when the great majority of men had what Barrie refers to in some of his splendid Scotch stories as "Sunday Blacks." But no more. Now there is greater variety. Even in the smaller places—just as much in the smaller places as in the big cities perhaps—men are dressing carefully, and the idea of any old suit for the week day, with a "good" black suit for Sundays, parties, funerals or weddings, has passed. It is a distinct advance.

But this is the kind of advance which must be constantly encouraged. To have a man dress appropriately, and well, every day of the week is in the interests of the man as well as in the interests of the dealer.

Make your shop windows preach this gospel. Establish the Evening dress as the proper dress for dances and evening festivities generally. Drive home the wisdom of changing the style of dress with the seasons, as well as with the days of the week. So good will result to all, and the cash register will sing a happy tune in consequence.

WHAT OF THE COTTON MARKET? CONTINUING HIGH PRICES PREDICTED

H. J. PEABODY, of the Peabody Sales Corporation, Limited, has recently returned from a trip through the South, where he went thoroughly into the crop situation. His opinions, based upon observations, will be of great interest. This must be noted, however, that the advance in raw cotton, mentioned by Mr. Peabody, was followed since he wrote, by a temporary decline of two cents a pound, due to an unexpected favorable report as to the condition of the new crops; and also to the very heavy selling that followed the sharp upward turn in the market. Whatever happens to raw cotton at once, most authorities agree that after perhaps a temporary relapse immediately at the end of the war, cotton will jump back to very high levels, owing to the heavy buying on the part of all the belligerents.

Mr. Peabody says:

Of course you are in touch with the fact that there has been a tremendous advance in cotton prices during the last week, in fact the most sensational that the cotton exchange in New York has ever known. There is no question in my mind, nor did I find a single man on my recent trip that really knew anything about cotton, that did not substantiate this belief that cotton prices are far from the top yet, and are still going up. In fact, most of the people who ought to know the big cotton centres, predict 25c. cotton by the end of the month.

Regardless of this fact, and regardless of the recent advances, the retail merchants who are not in touch with the market seem to have the idea firmly established in their minds that when the war ends that cotton prices will drop. On top of this belief, they figure that the war will end this fall, and of course we all hope it will. I might add, however, that this is entirely contrary to what the cotton people

think and know to be a fact, viz., that at the end of the war there will be another sharp advance in cotton, because of the fact that all the central empires and countries at war are absolutely barren of cotton. They haven't even sheets and pillow-cases, clothing, not even enough cotton bandages and cheese-cloth to take care of the wounded properly, and it is estimated that at the end of the war it will take 200,000 bales of cotton to start the mills going, and mind you, this will only start the mills, it will not keep them running for any length of time.

This being a fact, there is no question but that when the war ends many of the countries now at war will be tremendous purchasers of cotton.

Another very alarming condition of the cotton market is the fact that the future months, the months on which the cotton is being bought and sold purely on a gambling basis, are commanding higher prices. Cotton has been high before, but never before have all of the different future months commanded the prices they are to-day commanding.

We have no hesitancy in saying that we have protected ourselves to the limit. We have contracted for just as much goods as the mills will allow us to buy, and the only trouble is that they will not allow us to book ahead further. All mills are leary these days of booking too far ahead. They prefer to wait and make us pay higher prices later on. The retail merchants, however, are not fully awake to this fact yet, and are not this year, as they did last year, booking large orders ahead to take care of their wants to the end of the year, with the result, in my opinion, that a great many of the retail merchants are going to receive a very severe jolt when they find that Overalls are from \$1.50 to \$2.00 per dozen higher six or eight weeks hence.

WHAT COMING SUMMER WEARS IN NEW YORK

Our Correspondent Finds the Styles a Little Startling—War Not Affecting Trade Adversely Evidently—Bright Colors the Thing.



THE other day I took a stroll through Central Park, where the first dampness is off the ground, despite the cold winds, and there I noticed a dishevelled grey squirrel busily engaged in freshening itself up for the Spring. Going at it too with that serious concentration that all New Yorkers pay to their clothes. We are all Central Park squirrels as far as that goes, in that feeling that after the dismal days of Winter it behooves us to give a little extra flourish to our outward adornments.

Of course we are at war and are doing a lot of hurraing in our spare moments, but that isn't interfering to any extent with the really serious business of clothes. Why even thus early we are being tempted by alluring displays of uniforms, that are faintly reminiscent of a combination of a Fourth of July parade and a Shriners' convention. We have a suspicion that a sober-minded government might not see eye to eye with the optimistic designers of these curiosities, but it just goes to show that round about this time of year even war is more or less entwined with the cheerful prospect of new clothes. Some of the sailor chaps, too, are laying a good deal of store by the fact that this war idea is going to encourage a love of outdoor things, and are preparing joyfully for the fact. They are saying that every one who can beg, borrow or steal anything that will float is going to start out to chase the submarines away from the shores of Coney Island. And, of course, they urge that if you are going to spend your idle moments chasing submarines, why of course you must be properly garbed for the sport. Some of them are even planning special fashions for submarine chasers. This is a kindly attention that the submarine should surely appreciate.

Some Sober Spirits

But after all there are some sober minds left among us who still look upon this matter of Spring clothes in a more sober and serious spirit. We want to make the most of our meagre attractions. Of course no man can hope to equal the attractions of a collar advertisement, but we can do our best.

Easter has come and gone, and it must be confessed sadly that it was a soberer spectacle than usual. Still there were bright spots. The young blades had in many instances indulged their tailor in a way that must have warmed the man's heart, though we have a suspicion that they would have grieved the heart of "Jeeves."

But getting right down to business. It might interest those who live on the edge of the world, which of course commences anywhere twenty miles from Broadway, to consider the vagaries of some of these buoyant innovators.

Let us not, however, cast ourselves headlong into this torrid zone of fashion, but approach it by sober steps, beginning with some of those whose ideal is to be different, with just that right shade of difference that enables you to observe the difference without being stunned by the enormity of the offence.

I have in mind at the moment the figure of a young man in one of the fashionable uptown churches whom I noted blissfully singing the wrong verse in the hymn, in the happy consciousness that correctness could not be correcter than the costume he wore.

One does not go to church to talk in a sophisticated tone of the right and wrong of clothes, so I will no doubt be pardoned if I adopt more the style of the society editor than of the church review.

Church Dress Described

So to return to our young man still unconsciously singing the wrong verse. He was garbed in an unimpeachable morning coat of black; a color by the way that shows signs of ousting the grey Oxford shade from its popularity and relegating the blue black still farther to the background. The coat showed a somewhat broader shoulder design, with close-fitting medium high waist. Long roll lapels and the coat skirts cut sharply backward, gave ample evidence that it had but lately left the hands of the tailor. The waistcoat was black, and bereft of collar coming sufficiently high to show above the coat, and when left negligently open displayed a row of five buttons, and the rather long points of the bottom. A tailor friend to whom I described it, admitted its correctness but expressed a penchant for something a trifle breezier, a shade more cheerful. Now, said he, a touch of white, a black and white mixture, you understand, would give a bolder, brighter impression—equally correct too, he informed me. He considered, too, that the long bottom points could be as well achieved, by leaving the lowest button undone, which gave a careless devil-may-care look, that to his simple mind was extremely desirable.

But leaving the tailor and returning to the man; in the good old aristocratic days, now happily gone, there was a very considerable distinction between the two. The trousers that accompanied the young man and the coat were grey striped. I feel assured that this detail, had I remembered to confide it to my tailor friend, would have elicited

SPORTING SUITS IN BIG DEMAND

Browns, Greens and Greys Predominate—Caps of Same Material—Flannel Shirts Popular—Polka Dot Tie Again a Favorite.

his hearty approval, for he is much given to what he calls "pleasing contrasts." In this connection it might be noted that trousers are a bit looser—nothing of the obnoxious "peg-top," long, straight and loose.

The collar was a wing with diamond pointed tabs. A bit smarter I thought myself than the poke or lap front, though I do not myself claim to be an aesthete on such matters. I have noted though, while we are on the subject of collars, that the round corners seem gradually to be disappearing to the limbo of forgotten things. As going to church on Easter Sunday, would, I suppose, on the authority of those estimable charts that tell you so infallibly what to wear and when, be considered a formal occasion, the pale grey Ascot that he wore would, I am sure, be considered distinctly the thing. Though I have seen the four-in-hand worn and worn with an air, mind you, on occasions almost as formal.

Moving Down Town

But as I would like to drop a few careless words, upon more sprightly topics, let us leave the young man and his hymn book, and saunter down town. The stores of course are closed, but the windows are decked to catch the eye, and may afford food for some vagrant thoughts.

Now, if you have no "Jeeves" to put a solemn curb upon your inclinations, you might be attracted by some of these novelties displayed in this shop. Mind you I am not saying that I don't think you might to be a bit better off if you had a "Jeeves" to mildly censor your clothes, but I don't want to appear a carping critic, and if I personally show an inclination to stick to the more, what we might call more normal styles, you may put it down to my advancing years. It needs youth for the adventurous spirit, and most of all in the matter of clothes.

Now just glance at that novelty cutaway, and ponder soberly as to whether you have the moral courage to wear it. I wot not as friend Shakespeare would say. Note first of all its dark blue tone, with the faint stripe. That is bad enough to a man of sensitive tastes who has been trained to the sober and seemly black, but of course at night time, it might lose some of its conspicuousness. But consider the buttons, square in shape and decreasing in size as they go down the coat. Nothing but absolute dark could make you unconscious of these.

There is a dinner coat, something more modest it is true, but even so the Oxford grey color, the corded pockets and the tapering sleeves, and the front closed with a link, would be apt, I fear, to single you out from among the other diners. Of course this may appeal to you, you may be among those whose delight it is to be singled out, but for the modest violet, such as I, it holds no allurements. Note that dress vest, too. If you are one of those just referred to, it might catch your fancy too. It is double-breasted, and the maker thereof lays his claim to immortality on the fact that both rows of buttons button through. Then there is that double-breasted covert coat—even those of quiet tastes can find little to cavil at in it. It is quite short, it is true, but with that exception it is such a coat as might well be worn by any of us.

In this connection it might be noted that the covert cloth is coming very much into favor for overcoating, though the darker fabrics continue to be very popular. There has been quite a revival, too, of the top coat design.

Bloomers Somewhat Different

Let us have a look at these outing suits. They are, after all, the things that people are losing their hearts to nowadays. Take the jackets, mostly in brown, green and greys, mostly in woolens with a checked pattern formed by red, blue or yellow running through the cloth. Of course the patch pocket is the thing. Now as for the bloomers, the very best dressers, or those who claim this distinction, or who more modestly have it claimed for them, are having these made of the same material and color as the coat, with the exception that the check is lacking, the cloth being a plain color. The Norfolk is still a very popular style for this type of suit.

Of course you will be wearing a cap with this garb. It should be of the pancake variety. If it is your ambition to be a regular fellow the idea is to have the cap of the same stuff as the suit. This type of cap has a long peak and has quite a generous fullness behind.

In the matter of shirts the flannel variety is coming into its own. The soft, low-lying collar is very much to the fore. This is having its effect on the general style, too, and there is a growing tendency to favor the soft collar.

In ties! Why the very most correct of correct things is the polka dot. You can't go wrong with anything of the dot persuasion, after that come the printed or crepes and foulards. Thus is New York garbing itself for the Spring and Summer months.



WOMEN'S OVERALLS SELL LARGELY IN U.S.

Being Made Now in Bloomer Style, and Evidently Are Gaining in Popularity—Will the Demand Continue After the War—Who is To Get the Trade.

SOME months ago MEN'S WEAR REVIEW dealt with the question of Women's Overalls, bringing out the fact that the employment of so many women and girls in munition factories had created a demand for these, and that manufacturers were then busy designing garments which would fill the new need. It now is possible to give some more definite information, and to show some of the latest styles in these new working garments.

To begin with, let it be said, the bloomer is coming to the front. There are manufacturers who contend that something more like the skirts which women usually wear is better suited to this trade, but manufacturers who are making the garment in the bloomer style have the English example to go upon, and have, moreover, the final



One of the new Women's All-Overalls. Shown by Hamilton Carhartt Cotton Mills, Limited

proof—the bloomer overall has sold largely. To represent the case fairly, however, it must also be stated that so has the covering made in something like the conventional skirt shape.

Why of Interest to Men's Wear Dealers?

But some may wonder where this question of women's overalls is of importance to them—dealers in men's wear. To this the only reply we can give is that many men's wear dealers are finding it to their advantage to cater to women. Especially do some feel this will be wise in so far as working clothes are concerned. At the present time many women are buying working lines for their husbands. When they want something along this line for themselves what more natural than that they should go to the same place from which they have been accustomed to get such lines as overalls?

Then there is this other point to remember. Many women are seeking clothing suitable for heavy work now, who, under other conditions, have not needed such gar-

ments. Overalls, or some such line they want. In their mind there is established the idea that the place to buy these is in a men's wear store. It is therefore to such a store that they go for these goods. If they receive them they will tell their friends. If they are unable to secure what is required, then probably the department store will have an inquiry.

It does seem that there is a fine opportunity for men's wear dealers to get nice business in this line. More than ever women will be working in the gardens this summer. Such women will want some protective clothing, as well as will the workers in the munition plant and on the farm.

As to the Future

The question naturally comes to the careful merchant:

"Will the demand for such a line as women's overalls continue, or will it merely be transitory, something from which I can get some profit now, but which may leave as suddenly as it came?"

In answer to this question there is this to say. The United States, despite recent action, is not yet actively at war. True, its industries have been given over to a considerable extent to the making of munitions, with the consequently employment of women. Yet the munition plants over there have been much quieter of late, in spite of this a Detroit store has the following to say about women's overalls.

"We inserted one advertisement in the paper—8 inches, 2 columns wide—on women's overalls. We put in one window. The first day we sold 74 1/2 dozen. Since then, in three weeks and two days, we have sold over 102 dozen, and they are still selling."

Remarkable.

But note what was done.

First, the line was advertised in the papers. Then it was displayed in the store windows. The women read of the overalls. They passed the store and saw them. They evidently appreciated the service which these garments would give. They entered the store and bought.

Can Canadian dealers get similar business?

The answer appears to be yes, because it can be stated that some of them have. There are a number of men's wear dealers who have tried out this new line, and their evidence is that it is a line well worth handling.

Who is to Get the Business

As to the continuance, the permanence of the demand for women's overalls, this one thing should be borne in mind. In Canada many of the workers in munition plants are young ladies of fashion. Whether this is altogether in the interests of the country or not needs no discussion here; but the fact that this class of young lady is employed in the munition plants—is a buyer of these overalls, is an important point. These are the young ladies who have a great deal to do with establishing styles. Their using these working garments will be inclined to establish them on a permanent basis.

The point, from the men's wear dealers' standpoint, seems to reduce itself practically to this. A new line has come on the market to satisfy a formerly unrealized need. It appears there will be business in this line. Who is to get it?

An Easter Window to Sell "Something Different"



In the Easter window trim of Blumenthal's, Montreal, here pictured, the dominating idea is the introduction vigorously of "Something Different" in men's wear. As will be noted from the display cards the window features the styles of a widely advertised line of smart dressy men's wear. Prices range from \$25 to \$32.50 for these suits, and the window possessed a very delicate and yet persuasive color appeal. For instance, the suit priced \$32.50 in the lower right hand of the trim is a particularly rich brown with a triple line effect in blue, red brown, and yellow very daintily introduced in the fabric weave. Browns and greens—very soft greens—feature in this trim, and it is a point of especial interest that the \$25 suit on the left low corner is a style carried out in the modern shade of "bottle green," a very soft dark green almost mistakable for a black at first glance, which was in another form in vogue twenty-five years ago, and which is now again capturing the taste of the well dressed.

Two light overcoats of the very latest styles feature in the back of the trim to right and left. On the left side is a trench coat, double-breasted and with belt fastening with a brass buckle. This trench coat is carried out in a tasteful shade of brown, the material being gabardine, and the coat is wearable either as a raincoat or a Spring overcoat. The high-waisted effect is very neat and attractive. In dressing this coat for the trim Mr. J. D. Berard, window trimmer for Blumenthal's, used a dainty touch in the waistcoat worn below the trench coat. This was a light garment with a neat light check line in green, and a cravat of darker tone was used in the trim. On the other side was shown an "Edgewater" Spring overcoat in a soft light gray-green covert cloth. The coat was in pinch-back style, but not over emphasized, and had the new slanting patch pockets. A single-breasted two-button overcoat, this was given the position nearest to the entrance of the store, the particular trim illustrated being one of a series of some twelve windows comprising the Blumenthal Easter display. Three canes in light yellow and brown tones were used in the trim as will be noted, this style being very strong at present in New York, and washable cape gloves in fawn, putty, and taupe occupied a prominent position in the trim with a view of Easter business. The shirts shown were late

MAKING SUMMER UNDERWEAR

Wide Variety of Fabrics Are Used—Some of These Are Patented—Silks Gaining in Favor—The Processes in Production—Great Skill Required in Cutting.

IT surely has been a late Spring, which has helped the sale of light overcoats, doubtless, yet now warm weather is required to make all feel the need of lighter clothing, and among other things the need of Summer underwear. However this weather will surely come. Even if it comes a little late no great harm will be done. Summer underwear has a good long season. It is not like the straw hat season. All through the late Spring, and the dog-days, this underwear will be moving. The dealer and the clerk will have to explain the different garments. Points will arise which make a knowledge of the system of manufacture desirable. It is the intention, therefore, to briefly tell here how the light Summer underwear is turned out.

Variety of Materials

And first just a word or two about fabrics. Of late the variety of the cloths used in the manufacture of these filmy garments has been greatly increased. There is Nainsook cloth used in many moderate priced lines. There is crepe employed in the manufacture of the moderate and higher priced goods. Then there is silk for the high class—the expensive underwear. Different styles of silk are of course used, glove silk for instance—knitted instead of woven—such silk as is employed in the manufacture of ladies gloves. These silk suits, of course are costly, some selling as high as \$10.00 retail. But you dealers, and you clerks too know that. You know that more and more a certain class of people are coming to the view that a dainty, light, pleasant feeling, and enduring has a very proper place next the skin.

The texture of the cloths also vary, of course. There are porous lines, some goods with porous stripes only, others with cell weave, and still others with closely woven appearance, like the lighter shirtings.

Special Fabrics

There is this also to be remembered. In this article only general tendencies can be noted. These are, however special features peculiar to some manufacturers. One, for instance has special mills to turn out the fabric

used—a fabric which is patented and which is said to have peculiar excellence.

Expensive Lines Gained

By the way, before moving on to the processes of manufacture a word as to the proportion of the expensive, to the medium and cheap lines might be given. One manufacturer states that with them perhaps 25 per cent. of their sales are of silk goods. This is considered a too large percentage to represent the business of other firms. There can be no questioning the fact, however, that the proportion of the expensive to the moderate priced is steadily growing.

But the cloth once on hand the work is only commencing. Then comes the cutting up, the sewing, the examining, the parceling—all of which goes on in much the fashion followed in the manufacture of shirts.

There are in the factories long tables—the length determined more by the length of the room than by any other factor. On this the cloth is spread, four, five, perhaps ten dozen pieces in thickness. Then commences the remarkable work of the cutters, when they size up the cloth spread before them, determining how best can be laid on it the wooden patterns, in order to get from the cloth the greatest number of underwear suits.

Sizing Up the Cloth

Indeed before the cutting commences this sizing of the cloth has to take place, for it will readily be appreciated that there are wanted more 36's and 38's than 50's. The stout man, happily, is still in the minority.

So, at one end of the long table, the cloth will be laid 10 dozen thick, and from that the moderate sized patterns will be cut. Further down the depth perhaps will be only 4 dozen, and from there will come the 50's. A lot of cloth can be wasted in this laying. More still can be wasted in the cutting, if the patterns be not carefully laid out. Here is where a problem presents itself to the cutter. Shall he scheme and plan to get every possible inch of the cloth used, or shall he take a little less time at this, getting the cutting done, even if he does waste an inch



In the cutting room.



The finest work is done by skilled workmen.

or so? It is a nice problem, important in the extreme when it is remembered that if the cloth is only laid 3 dozen thick, and it is often four times that, an inch wasted means a yard of cloth.

Cutting the Cloth

But the planning as to how the most can be secured is finally accomplished. Then the patterns are laid on, and around these the cutters work. They will cut right down through 10 doz. thickness with a hand knife. It is a pretty sharp knife, as may be imagined. Moreover it has to be used in both hands, this in order to get the curves required. Cutters say the work is a little fatiguing. They say it is all in the wrist, though, and that the arm does not tire at all. In some factories electric cutting knives are used. Other cutters will not have these, preferring infinitely the sharp bladed hand-knife. The latter is particularly suited to certain fabrics.

The various parts cut, each size is wrapped up separately and sent to the sewing department, first, however being stamped with the name and size of the garment. This ticket also enables track being kept of the garment as it goes through, so that it can at any time be traced; so that the one responsible for any careless work found in the final examination can be ascertained.

But this office system of checking varies after all and need not be dealt with. It is a very real, a very important, and a very difficult part of the work of manufacture, however.

Complicated Machines

The actual work of sewing the various parts of the garments may vary in different factories. Perhaps the backs of the legs will first be sewn together. Then the facings will be put on the front, where the buttons and the button holes will be. This, operation, like so many others being done by a two needle machine, which holds the strip from which the facing is made, and sews it up both sides in the one operation.

Then perhaps the facings along the back opening are put in, and the arms and legs are hemmed. The neck, in the cheaper makes often has a tape sewn in. In the more expensive styles it is faced—a ticklish operation, the greatest care being necessary to keep the fabric from wrinkling for the two curves of the material are really working against each other which is very apt to cause

a fullness, and this, when the pressing takes place, brings the undesirable wrinkle.

When Machines Cause Trouble

One of the difficulties of this line of manufacturing is due to the difference of materials used. A machine will work finely with a certain fabric. With another, a popular and suitable class of goods, it will not work well at all. The meshy cloths are particularly difficult to handle, yet very appropriate for this class of goods.

And after all these, and many minor operation are performed, off goes the finished garment to the examiners. It has been inspected time and time again on its way through, yet often in this final examination a flaw is found in the goods, or a mistake in workmanship, which requires an entire piece to be taken out of the suit.

So is made the garment which you will be displaying and selling in the next few months. It is the product of many hands—a remarkable bit of work as well as a remarkable comfort bringer.

NOTES

P. J. Kelly, men's and boys' furnishings dealer, of Stratford, has opened a department handling shoes for men.

Fried-Lee Hat Co., which has taken over and reorganized Fried, Grills & Co., of Toronto, have purchased a store in Guelph and will take possession on May 17.

The Wolthausen Hat Corporation, of Brockville, is at present installing new finishing machines, which it is expected will enable the output to be almost doubled this Fall.

C. J. Freeland, former manager of the clothing department of the house of G. B. Ryan, Guelph, is now manager of the clothing department of A. M. Ecclestone, St. Catharines.

F. R. Lanigan, of the Campbell Manufacturing Company, Montreal, has returned from a business trip to the Pacific Coast. He reports business as being considerably brighter in the West.

Supplementary letters patent have been issued increasing the charter powers of the Robert Craig Company, Ltd., of Brockville. Edward Reilly, for twelve years a designer and cutter for the company, has been made a member and elected a director.



SUITS & OVERCOATS



BELTS ON OVERCOATS AND SUIT COATS

This the Great Feature for Fall—The Natural Shoulder Coming Back—Varieties of Pockets Noted.

“BELTS, belts, belts!” Rudyard Kipling has a ballad with a refrain in something of that strain. It's a military refrain. There's something military about a belt anyway, even if it isn't always a Sam Browne. And millions of men in these days are being guided by military regulations in the matter of their wear-

not exactly helped, the trench coat may yet be taken as an example of a good thing born of evil, and for long this style of garment may be found serviceable and suitable for the Canadian climate.

A New Style in Belts.

One of the latest, and cleverest adaptations of the trench coat belt has just been invented by the designer for a Montreal firm in a big way of business. It began with a boy's trench coat, but the idea is being carried out in the grown-up styles as well, for it has very evident merits both for the wearer and for the merchant to notice and appreciate.

The belt is capable of being worn in three distinct ways, giving the coat itself four different modes of wear, and a fourfold appeal as a Fall garment.

Designed for a double-breasted three-button trench coat with pinch-back, the new belt idea involves an entirely separate belt supplied with the coat. Note that the pinch-back is in the first case fitted with a short belt sewn across the back. The coat has one pinch on each side above and below the belt.

Upon the sewn-on pinch-back belt four buttons are placed, but only two are visible outside the coat. The other two are inside, opposite to the visible buttons which show



These pockets are not generally shown.

ing apparel; even civilian fashions for the coming Fall seem very likely to develop the belt idea quite strongly.

It's Here Already.

In the trench coat, of course the belt is here already, and for the coming Fall the trench coat is going to be far and away a leader, unless indications to date is belied. The trench coat is coming in all overcoat materials as well as in these khaki and whipcord textiles with which it made its debut, and which are now associated with it in many centres.

As a result of the use of other materials for this style of overcoat, many men who would ordinarily have regarded the trench coat as something to be avoided because it might seem to ape the military unjustifiably for a civilian wearer, will no doubt see the excellence of this warm and storm resisting wrap.

Whether this aspect of the matter will carry widely felt weight in the merchandising of trench coats or not is a matter to be tested as time goes on, but from the present point of view the popularity of the trench coat for Fall wear is almost beyond question assured. One of the gifts of the war to a trade which the war has—to put it mildly—



One of the popular French coat styles.

on each side of the sewn-on belt. Slits just belt width are left in the side seams at the point where the sewn-on belt on each side ends.

Four Ways of Wearing

First of all, the coat so designed can be worn without the extra belt at all. The pinch-back belt gives it a neat finish anyway.

Second, the separate belt (which is fitted with button holes in the proper places) can be worn right inside the coat, attached to the two *inside buttons* at the back, and buckled around the body in front. The coat buttons over the buckled belt comfortably.

Third, the extra belt can be attached as before to the two inside buttons at the back of the coat, and then passed through the slits at the seams, thus coming out to buckle in front outside the coat in the familiar trench coat style.

Fourth, the extra belt can be worn all outside, passing around the waist, and attaching to the two *outside buttons* at the back, thus giving the true trench-coat effect.

The coat upon which this idea was first carried out is a double-breasted trench coat with storm collar, but the idea is adaptable to other variations of trench coat.

Suits to Have Belts Too

Belts began these notes on the style tendencies, and there is reason for the word. Suits are beginning to show the belt idea this Fall. Sac coats with belts may be seen. Coats with the well known waisty effects, so popular this Spring, will be found with belts, half belts, and belts that will go all the way round. About an inch and a half is the width of the belt, as a rule. Belts on suits will affix in front with buttons, and belt-ends so far are rounded but may be found pointed or square as fancy and fashion dictate. There is a very strong tendency towards belts at present. The belt worn with a waisty effect coat with pinch-back is usually attached at the back, and as far round as to the front "fish" on each side.

The Natural Shoulder Returns.

It is noted by leading designers now that the natural shoulder is showing every indication of a "come-back" into the world of fashion in men's wear, especially for young men's suits. Lapels are neither narrow nor wide this Fall, but a shade wider than last year, and the roll is in every case soft. The "nick" in the lapels varies a little: in some cases high-peaked lapels are designed. In other cases the level line prevails.

Pockets are showing slanting tendencies, and variations as ingenuity and art apply in the creation of men's wear. It is even noted that an absolutely vertical line pocket in a sac coat is on its way to favor, an extreme idea, but one sure to have a share of vogue with smart and ultra-smart dressers.

Buttons show no departure this season. Conditions affecting their manufacture rather compel them to keep conservative in style. Two button, three button, and even



There is a Style that will Suit Every Man in the Semi-ready Tailoring

Each and every man can get a perfect fitting garment, from materials tailored by expert tailors to precise types. The Semi-ready system of tailoring assures you of satisfaction in every detail—price, fit, finish and style.

In the Special Order Department suits are cut and finished to custom-measures within four days at the shops—from \$18 up.



EXCLUSIVE SELLING AGENTS IN HAMILTON FOR SEMI-READY CLOTHES



An exceedingly effective Spring clothing advertisement—sure to catch the eye of men of every age.

four button sacs will be found in the Fall showings. Single and double-breasted coats will hold about the usual proportions of favor in Fall fashions.

Pants show no departures either, and will be worn with cuffs and without, not varying a great deal in width from the accustomed styles of the present, which incline a little towards the English narrow, but not exaggerated designs.

Fur Collars?

For the present, there is diversion of opinion about the fur collar for overcoats among designers. Some favor it. Some don't—perhaps the majority don't. This style may come. Certainly there is a movement afoot amongst the furriers to further it, but meantime it has not been included to any extent amongst Fall showings of some of the larger men's wear houses in the East.

Albert A. Culver, clothing merchant of Simcoe, Ont., is dead.

Robert McGhee is again entering the tailoring business in Madoc, Ont.

DISPLAY FEATURES IN NEW WINDSOR STORE

The Showing and Handling of Goods as an Essential Element of Selling Them Illustrated in Equipment of New Dowler Branch Store—Interesting Arrangement and Co-relation of Departments—Boys' Section By Itself at Rear—Fitting Rooms and Mirrors

AN UNUSUAL measure of success in two men's wear stores, one in London, and another in St. Thomas, has induced the firm of R. H. & J. Dowler to open up in another thriving centre in Western Ontario, at the extreme end, Windsor, now a city of some 20,000.

It is interesting to note the manner of store that experience in two other cities will commend to these enterprising merchants. First of all one notes that the new store will contain a combination of ready-made clothing and of furnishings. Next, perhaps, that the Windsor store will cater to the boy as do the other two, and that, while a section, at the rear, with a certain amount of seclusion, is reserved for him (and incidentally for the mother, who will accompany him in most cases) fully as careful attention has been paid to the equipment that will give the best results from the points of view of the "housing" of the merchandise, its efficient display and its sale.

Layout and Display Features

In this article it will be possible only to present the lay-out of the new store, showing the location of the various divisions of the furnishings and the clothing, and indicating the particular forms of unit displays that have been chosen for each section of goods.

As in the other Dowler stores the element of display stands forth, perhaps, as the most prominent feature. From front to rear, at any point the eye touches in its sweep, is display, display, display. Not that the goods are out "in the open," regardless of the element of dust; there has been secured a happy combination of protection and display.

How Ties, Shirts, Collars and Gloves Are Shown

Ties, for instance, are shown inside glass cases, but the cases are all of glass. Gloves are inside drawers, but a little compartment glassed in, shows a sample of every glove in stock. The collar boxes are inside their own special cabinets, but a little section is reserved in the center of the cabinet for one or more collars on tiny stands, and the electric light gleams brightly on the glistening display. Shirts are inside cases, plain of view, but lie on racks, according to sizes, easy to handle, and to show in a second, in dozens of patterns. Display-handling and the joint product of merchandising are co-existent in the strictly modern equipment of this Windsor store.

Best Merchandising Results

The men's suits are on a double-decked glassed-in cabinet, easy to pull out; easy to reverse, to show a duplicate number in a row on the other side.

And so it goes. From first to last, orderly arrangement, a separation of departments; a maximum of display consistent with the welfare of the stock, ease in handling that will promote a quick and large service to the customer: all inducing to the best results in the merchandising of the stock.

Doubled Depth of Entrance

As the detailed sketch of the plan of the store shows, there is a deep entrance, double the depth of the old store that was transformed. The windows are 15 feet deep, while the width of the whole front is 26 ft. 6 in., and the depth of the store 80 feet.

Two Units for Hats

The first line of goods at the left of the entrance is hats. These are in a glass-covered cabinet, on a rack that draws out, showing each hat on a nickel-plated bracket. There are two units of this character, one for stiff and one for soft; one for straws and one for soft, or any other combination, or all straws.

Four Cabinets for Men's Suits

There follows the clothing department with four units for men's suits, with interior double racks, revolving and adjustable. Between the first three and the fourth is a handsome-looking section, with a triplicate mirror in the center for showing a hat or suit on, and behind this are two trying-on rooms, each fitted with a seat.

Next are carried the men's overcoats in similar cabinets to the suits, but with a single rack only.

Boys' Suits Across the Back

Right across the back of the store is part of the boys' section, with clothing in cabinets with revolving racks, as are the men's suits.

Line of Glass-Topped Cases in Center

Along the other side, starting from the back, it will be seen that there is a series of show cases. All of these are glass topped, and the most have two or three glass shelves, or the shirts, however, there are 12, 23 or 30 wire guards, as the length justifies, each enclosing one size or price of shirt, and enabling the whole pile to be lifted up to the top of the case very readily to show the different patterns. A similar idea, of the draw-out sections, separated by wire guards, is applied to the showing of caps in the case.

Making Shirts and Gloves

Boys' furnishings, ties, collars, etc., adjoin the boys' clothing department at the side. Next these are working shirts, gloves, etc., in glass compartments, where they can be seen readily. Then comes underwear, in pull-out trays, and shirts. Next to these, moving back towards the front, is hosiery. Collars follow, with the little illuminated sample show case let into the various sections.

In the gloves, adjoining, samples are shown on the outside of each drawer.

Umbrellas and caps in suitable fixtures complete the right-hand side.

Oval Show Case in Center

Coming to the center aisle there is a unit for neckwear composed of a wide case with double oval ends, 5 feet wide, and two square showcases at each end, at right angles, leaving the space in the center for selling. All have glass tops and adjustable plate glass shelves, while the bottom of the case is lined with dark green felt. The oval ends give a neater appearance than the square, that looks a little abrupt as one enters the store. In the show cases at right angles, each has a double row of drawers at the bottom for holding stock.

Behind this is a show case for suits, with revolving holders and again a plate glass top.

The Wrapping Station

The wrapping "station" follows. This is not far enough to be inconspicuous, and not clash with the display of goods. There are two wrapping counters, and a shelf under each for paper, etc. A rather unique feature is a series of pockets on each side of the door for the sales books.

Odd Pants and Overalls

One more group of goods is located behind the wrapping station; a set of fixtures, four in number, for men's odd pants, and on the right hand side, two units for overalls, and two for boys' suits. For handling these there are trays that pull out, while the doors disappear.

The woodwork throughout is of quarter-cut oak in a fumed finish.

The front of this store with its art glass transom, is very similar to the new Fisher store in Ottawa, shown recently in MEN'S WEAR REVIEW.

SESSION OF KNIT GOODS MANUFACTURERS

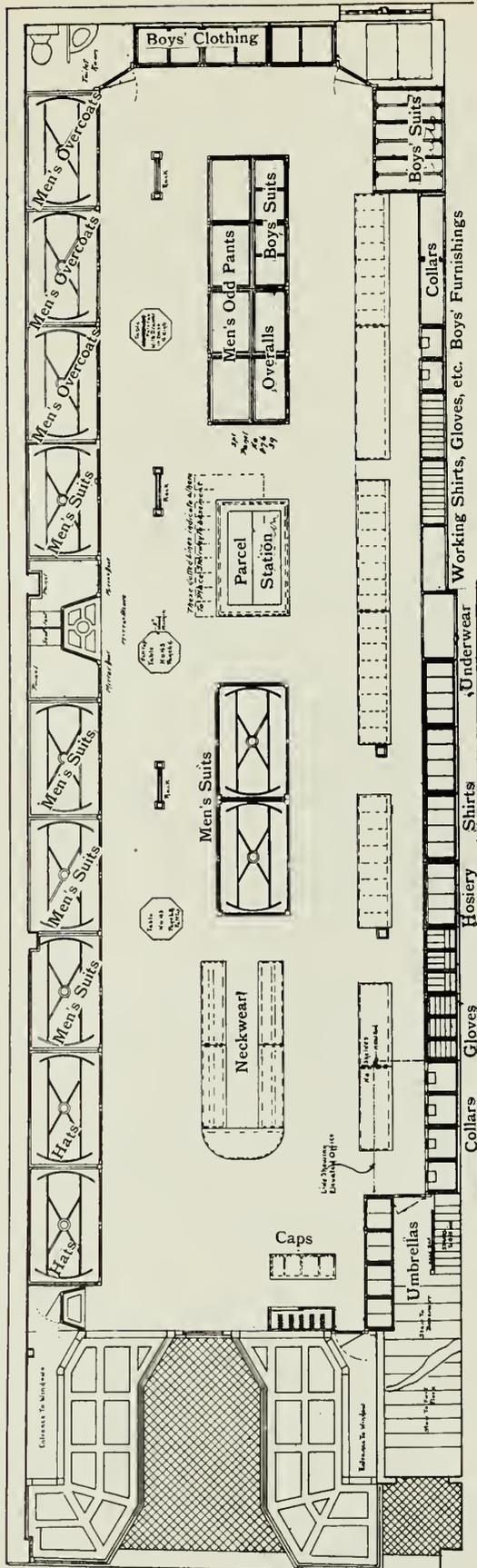
Very Prosperous Year Reported — Female Labor is Scarcer Than Ever—Complaint of Heavier Assessments Under Workmen's Compensation Act—
Mr. Chas. Turnbull Chosen President

THE most prosperous year in the history of their mills was the universal report submitted at the annual meeting of the Canadian Knit Goods Manufacturers' Association held at Hamilton.

There were one or two points, however, that had a tendency to modify the otherwise favorable situation. One of these was the scarcity of labor. It was agreed that the turn had come at last in male labor, and with the coming back of the soldiers in increasing numbers there was an appreciable easing up. Not so with female help, which is by far the more important in the knitting mills. With the demands of the munition works on the increase, and more calls from other factories, the knit goods mills are finding it more and more difficult to keep the looms occupied, even at a constant increase in the wage scale. This element is interfering seriously with the output for the present year and holding down the orders that the mills will accept for Fall.

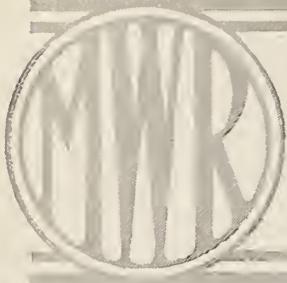
Another complaint, that came before the Association was the heavy increase in the assessment levied by the Workmen's Compensation Board for the Province of Ontario. The levies are based on the pay roll of the various mills on a certain percentage figure that changes for each class of factory, and during the past year the pay rolls have gone up anywhere from ten to twenty-five per cent. for the same number of employees, and that too with a smaller efficiency and often smaller output. While the per cent. of the assessments has not changed the gross assessment has gone up automatically with the wages. An endeavor will be made to have some consideration given this by the Board.

In the election of officers Mr. I. Bonner, General Manager of Penman's who had been president, retired and Mr. Chas. Turnbull, President of the C. Turnbull Co. of Galt, the Vice-President went up. The new Vice-President is Mr. Richard Thompson, President of Hawthorne Mills, of Carleton Place. The secretary since the organization of the Association, Mr. W. J. Westaway, was chosen again, and Hamilton will continue as the head office of the Association.



LOCATION OF DEPARTMENTS.

This is a view of the floor plan of the Dowler store, in Windsor. Note unusually favorable position of neckwear section with oval showcase. Also double fitting room at left side, and parcel station well towards rear. Splendid display is secured by row of showcases along right hand side. The equipment is the "new way" supplied by Jones Bros. & Co.



MARKET REPORTS



THE MARKETS AT A GLANCE

THERE has been a steadily ascending movement in prices of men's wear lines during the month, the majority of lines having recorded higher prices as a result of increased prices in raw materials. Travelers for clothing houses are now on the road with the Fall samples of goods and reports thus far are indicative of a good Fall business. These samples for Fall are in the neighborhood of 10 per cent. higher than Spring lines.

An interesting situation is developing in the Canadian hat trade. Owing, perhaps, to the partial interference with the European sources of supply, Canadian manufacturers are developing the manufacture within Canada and one concern will start into the manufacture of shapes at Guelph by June of this year, while another concern has been organized to import the shapes and finish the hats at Toronto.

Swiss silk manufacturers have announced a further advance of 5 per cent. on neckwear silk. Mills in Switzerland are still in operation, although deliveries of goods are very poor.

Prices on shoes for Fall delivery will be quite generally higher by at least 10 per cent. Wholesalers report one of the heaviest forwarding booking seasons on rubbers that they have yet had.

Waterproof coats have made an advance of 20 per cent. during the month, following an advance announced by English and American manufacturers. Demand for these goods has been heavy.

Overalls have made an additional advance of 50c per dozen in certain instances, and seem headed toward still higher prices. Women's overalls are now in good demand in Canada.

Underwear prices are in very firm market, advances from manufacturers for both cotton and woolen goods having been announced.

Trade conditions have been good during the month, the greatest difficulty being to secure adequate supplies.

SPECIAL SUITINGS HAVING BIG RUN; FALL LINES OUT

**Demand For Overcoating Particularly Good For Fall Trade—Goods Going in Spite of Prices—
Prices For Cloth Continue Firm**

CLOTHING.—Manufacturers of clothing report that the orders for special suitings are much ahead of last year, one manufacturer stating that his trade for this class of clothing was fully 50 per cent. greater than during the same period last year. This is accounted for by the fact that the workers are now making good money and they are ready to spend it for better clothing than they have ever invested in before. They have apparently come to the conclusion that since they are paying a good price for their clothing they might as well have their clothes made to measure. This special trade is of that nature where the dealers have the samples of the cloth, take the man's measure and the manufacturer makes the suit from these specifications. This does not mean that there has been large diminution in the amount or number of ready-to-wear suits manufactured.

There has been a heavy demand for overcoatings for fall, as dealers have had a good season in the selling of overcoats and they are now prepared to stock up again for the fall trade. Travelers for manufacturers have now been on the road for a short time with samples

for fall. Reports made that the trade is shaping up most satisfactorily and that orders so far have been good. These lines which are being shown to the trade are fully 10 per cent. higher in price than were the spring samples. Higher costs of cloth, linings and labor have made it necessary for the manufacturers to ask an increase. There is no prospect of easier prices in cloths in the near future. In some cases deliveries have been coming forward fairly well from England on goods which were ordered last fall. In other instances the wholesale cloth dealers state that deliveries for some few weeks have been very poor and that stocks are dwindling and getting within narrow compass. There is a good demand for clothes coming from sections that hitherto had been only moderate buyers. And the prices which they are paying indicate that there is no hesitancy in taking the dearer goods. Mining sections of the north part of Ontario have been extra good buyers. Wholesalers who a month ago were in a doubting frame of mind as to whether it would be advisable to stock up with high-priced cloth on the present basis of mill prices, are now convinced that wherever there is good value to be had the goods should be taken up. With better wages being paid than ever before in the mining districts and in the industrial centres there has not been a disposition to haggle over price. Anything that seems like good value is taken up. These wholesalers have come to the conclusion that they will take anything available from the mills provided they are of good pat-

tern. There has been a steadily upward trend to all quotations that have been made by mills during the month. The serious factor just at present is the slowness of deliveries. It was intimated some time ago that the British Government intended to speed up the export trade in all lines in order that the exchange problem may be kept on a better basis. This idea has apparently not yet borne fruit as the deliveries in some lines at least have still been very backward. It is pointed out, however, that the trouble in many instances is due to the Canadian railways. One importer has had a shipment of goods lying in the Toronto freight yards for three weeks, but at the time of writing had not been able to secure delivery. There was great congestion which made the delivery difficult. During the first part of the month no less than five steamers arrived in this country from England within two days and dealers anticipated there would be supplies of cloth on these steamers.

SHIRT SITUATION ON FALL LINES REPORTED GOOD

Manufacturers State Travellers Have Been Booking Up Good-sized Orders on New Fall Lines

SHIRTS, COLLARS.—Representatives of shirt manufacturers have now been on the road for some little time and reports so far are very gratifying of the amount of business being booked for fall delivery. The new prices in some of the lower-priced shirts carry an increase of approximately 10 to 15 per cent. over the quotations for spring and summer deliveries. The increase is in the lines that range from \$1.25 to \$2 retail. On lines that retailed for \$2 and upward for the present spring deliveries there has been no increase in price. Manufacturers have been compelled to go into the market to purchase stocks of shirt cloths at higher prices, whereas they have been fairly well protected on the higher-priced goods. By the time the goods for spring delivery of 1918 are reached there will be generally higher prices all along the line. While there will no doubt be shirts to retail for less than \$1.50, still the lowest quotations quite generally will be around that figure, according to the new prices. There will always be a certain demand for lower-priced shirts, but where they are quoted there will of necessity be a lowering of the standard in order to meet this price demand. This is a condition that is perhaps more common in the neckwear trade. Collars have held in steady market during the month, there being no disposition to advance prices. The raw cotton market, however, was in firm position and this will have some bearing on the situation generally if it is long sustained. Cash cotton in New York reached high record levels in the present upward trend during the month, when the highest point touched was 21.15c per pound. The United States at war has had the effect of putting firmness into this market. At the time of writing it was down slightly from high point, but the market was in a strong position. Demand for collars has been good.

CANADIAN MAKES OF HATS MAY GO TO LOWER LEVELS

HATS AND CAPS.—While there has been no immediate decline in the price of soft felt hats for immediate delivery still there is the prospect in view that prices will be lower for Fall delivery from at least one of the Canadian manufacturers. This firm has in the past been bringing their shapes from the United States on

which it is necessary to pay 42½ per cent. duty. Consequently the lowest-priced line of this concern has been \$21 per dozen during recent weeks. With the establishment of their new factory this heavy duty will be escaped, the only duty necessary being on the raw materials, particularly the rabbit fur, on which the 7½ per cent. war tax must be paid. This concern contemplates starting the manufacture of their line about the middle of July and will be making deliveries in August. For the line which is now being quoted at \$21 per dozen it is stated that prices will be \$10.50 per dozen, or \$1.50 below present prices. No less than two new manufacturers of hats are making arrangements to get into the Canadian market in the near future, one of the plants to be established in Toronto and the other at Guelph. The present is considered an opportune time to get into the Canadian market in a manufacturing way as the European source of supply is to some extent shut off and goods from the United States must pay a heavy duty.

Shipment Of English Hats In

A good-sized shipment of English hats arrived in the local market within the past two weeks which was a welcome addition to present stocks. These goods were about two weeks late in arriving and in consequence were not sent out for the Easter trade. But in the face of conditions the wholesalers considered the delivery was made in fairly good time. The hats are reported to be a fine sample. Hats have been going into trade channels freely during the month, especially where prices were announced slightly lower for fall delivery. On one of the Canadian makes of hats there has been an advance of \$3 per dozen, which now makes the lowest selling price of this concern \$21 per dozen. There is an interesting situation developing in the Canadian hat trade owing to the difficulty of getting the European goods and the high tariff that importers must pay on American goods. It is stated on good authority that one of the well known American manufacturers has been selling more hats in Canada than ever before, even in order that they may be better able to look after this growing trade it is stated they contemplate establishing a factory in Toronto. This fact, together with the mention that has already been made of the establishment of a factory at Guelph and the formation of a new company in Toronto to handle the shapes after they are secured from the United States indicates that considerable activity is going on in the Canadian hat trade.

Caps have been going into trade channels well, some wholesalers reporting it hard to get enough to supply the demand. With this good demand some lines are selling as high as \$27.50 per dozen. The situation in straw hats is becoming more difficult and there is a tendency toward firmer prices, in the cheaper grades of hats. From present indications it would seem that all lines of cheap straws for next year will be dearer. There have been no price advances on straws during the month, but one manufacturer is not quoting on cheap straws at all, which condition has been occasioned by the inability to get the straw braid from China.

SWISS NECKWEAR SILKS AGAIN UP 5 PER CENT.

Shipment of Italian Silk Reached Tie Manufacturers Recently—First To Come This Year—Silk Failles Are Up In Price

NECKWEAR.—An advance of 5 per cent. has been announced by Swiss silk manufacturers on neckwear silk during the month. There is welcome news to the effect

that there is no definite possibility that the Swiss manufacturers will have to close their mills through the operation of the British embargo. Goods are still coming forward although deliveries are very poor owing to the shipping situation. There was a feeling of doubt among the silk trade last month as to whether or not the mills in Switzerland would have to close because of the shutting off of their markets through the operation of embargoes. This feeling has been allayed by the announcement that the mills are not contemplating closing and that their markets would still be open. Within the past month a good-sized shipment of Italian silk for neckwear reached the local market, the first to arrive for some months past. This silk is used in the manufacture of the higher-priced ties, those that retail from \$1 up.

One of the lines of neckwear that has advanced during the month is silk failles which are put out for spring and summer wear. This line formerly sold at \$4.25 per dozen but is now being quoted at \$5.50. There has been an increase in the size of the tie, however, and this has accounted for some of the higher cost. The increase in the cost of the materials has accounted for the balance of the increases that the manufacturers have made.

There has been a good demand for neckwear of all kinds and the tendency is toward higher prices, although this advance is not apparent on the surface because of the fact that neckwear is still sold to a large extent according to well-established selling figures. Where these prices are still maintained there must of necessity be a lowering of the quality of the silk or in the amount of silk that was formerly put in a tie.

HIGHER PRICES STILL FOR FUTURE DELIVERY HOSIERY

Prices For All Hosiery Yarns Are Mounting—Next Spring
Prices Will Be Much Higher Than For Fall

HOSIERY.—The situation with respect to hosiery continues to be one of much firmness. There have been advances in many lines during the month, following the announcement of higher prices for yarns by the manufacturers. During the month cotton yarns have advanced from 2c to 3c per pound and woolen yarns have gone up proportionately greater. Deliveries of hosiery are coming forward slowly from the English manufacturers and Canadian manufacturers are working to capacity. With the wholesalers some lines of hosiery are very reasonable in price as compared with the present selling prices of the manufacturers, lines in certain instances being quoted as low as the price which the manufacturers sell to the wholesale trade. Wholesalers will start their travelers on the road with their samples for Spring delivery of 1917 about June, and it is anticipated prices will then be fully 10 per cent. higher than those prevailing for goods to be delivered this coming Fall. The range of hosiery is limited, but there is every prospect that people will still be able to get enough hosiery to go around even though prices may be higher.

OVERALLS ADVANCE 50c AND POINT TO HIGHER PRICES

Recent Advance Announced by Cloth Manufacturers
Amounting to $\frac{3}{4}$ c Per Yard—Women's
Overalls Going Strong

OVERALLS.—A further advance of 50c per dozen has been made effective by one of the large manufacturers of

overalls which now makes the selling price \$19.50 as compared with \$19 at this time last month. The strong probability of this advance was intimated in MEN'S WEAR REVIEW last month. The time for delivery has been extended to June. Another manufacturer of overalls held prices without change during the month and at the time of writing was quoting at \$17.50 and \$19, according to the grade. Still another manufacturer of a grey line of overalls is holding the price steady at \$16.50 per dozen. This latter concern is fairly well protected on supplies of cloth for some 5 or 6 months and it is probable there may not be advances in this line unless other factors enter. As an indication of the firmness which exists in the overall situation an advance of $\frac{1}{2}$ c per yard in the price of blue overall cloths was announced about the middle of April. This would make an increased cost of $\frac{3}{4}$ c per yard to Canadian manufacturers by the time freight and duty is paid from the United States. In other words, there would be an advance of approximately 50c per dozen warranted on the face of this advance in cloth. With the United States in the war there has been a firming in the market for khaki cloth and prices have been advanced considerably during the month. Manufacturers anticipate there will be a steadily upward trend to prices within the next few months as a result of the higher prices occasioned through the United States entering the war. Mills there will not book ahead for a time beyond two or three months. In this way they are holding a tight rein on the cotton market and are protecting themselves against heavy advances that may come in raw cotton. Manufacturers of overalls assert that higher prices are almost certain to materialize within the next three months if the quality of cloth is adhered to. The representative of one concern was of the opinion that the line which they are now selling at \$19.50 per dozen would have to sell for at least \$21 per dozen by August 1. Another large manufacturer expressed his belief in the situation as follows: "We think that by June present prices will look cheap and that by Fall prices on all cotton goods will not only be higher, but much higher than they are to-day. This opinion of ours is based on the opinion of one of the members of our firm who recently completed a long trip through the Southern cotton belt, including Virginia, Tennessee, Georgia, etc., and also a continuance of his trip to all the big cotton centres, such as Baltimore, Philadelphia, New York, Boston, Montreal and Toronto."

Women's Overalls Going Strong

One of the new lines that has been placed on the market is women's overalls. They are made of denims and galateas and range in price from \$18 to \$27 per dozen. The demand for these goods has been heavy and is expected to increase. It has swept over Europe and is now going strong in the United States. In Canada they are taking well because of so many girls and women who are engaged in munition plants. They are being advocated for general use for women in their household duties and can be worn over the skirt or not, as desired.

UNDERWEAR PRICES EXPECTED TO ADVANCE

Advance Will Affect Sorting Orders and Future Deliveries
—Both Wool and Cotton Will Share in
Upward Movement

UNDERWEAR, SWEATERS, MUFFLERS.—There are strong indications that considerably higher prices will prevail for both cotton and woolen underwear as Canadian manufacturers have announced that an advance of from 10 to 15 per cent. will be made on further sorting

orders and future delivery almost immediately. Wholesalers have had nothing to offer for Spring delivery for some little time, the line being all booked up during October, November and December of last year. Stocks of Summer goods in wholesaler's hands are very light and supplies may be short if the mills are unable to make their full deliveries in time. Orders that will be booked for next Spring will consequently be higher, according to the advices with respect to increased prices. With some wholesalers the price has not been advanced during the month, but the announcement of higher prices by the manufacturers may make a difference in the near future. The demand for sweater coats and heavy ribbed underwear has not been as heavy this Spring. Woolen gloves have been a rather scarce commodity in the wholesale market, as orders placed last Fall were cut down by the manufacturers. There has been a good sale of silk mufflers for next Fall. The trade in all these lines is limited by the available supplies. With the United States at war there will be still smaller chance of getting supplies from that quarter, because of the call which the mills will have to clothe their own troops.

**HEAVIEST BOOKING SEASON
ON RUBBERS IS REPORTED**

Wholesalers Have Practically Completed Booking For Fall—Shoe Prices Will Be 10 to 35 Per Cent. Higher—Big Advances in Women's Lines

SHOES, RUBBERS.—Wholesalers in rubber lines report the trade for fall delivery the heaviest they have yet had on orders for future delivery. Travellers have been on the road booking for slightly over a month at a reduction of approximately 2 per cent. over the recent list prices. The announcement was made at that time there would be no guarantee as to how long the booking dates would be held open. It is quite generally anticipated that higher prices will be announced and this advance will affect any sorting orders that may come later. In past years it had been the custom of rubber manufacturers to drop approximately 5 per cent. on spring prices as an inducement to forward booking for fall delivery. This year the inducement was only 2 per cent. and it is confidently expected these quotations will not prevail for an indefinite period.

Manufacturers of shoes have had their travellers on the road with their fall samples of shoes and reports of business are very satisfactory. There will be advances in these lines ranging all the way from 10 to 15 per cent. for men's and up to 35 per cent. for women's. Some manufacturers are cleaning out available lines at prices that were announced during December, but these lines are limited in number and the increase of 10 to 15 per cent. will become effective as soon as these lines are disposed of. In lines of women's shoes there is a big advance announced for fall delivery one manufacturer stating that the increase in his lines would range from 30 to 40 per cent., with the average increase about 35 per cent. One line, his cheapest line of women's shoes, have been increased from \$3 per pair to \$4.15. This is one of the plain but serviceable lines. And it is announced furthermore that this line will be higher by fall as the last shipment of leather for this class of shoe will make it necessary to charge somewhere in the neighborhood of 50c per pair more. This manufacturing concern have had their travelers on the road for some two or three weeks and have had an opportunity to size up the situation and see the trend of the trade. They report that busi-

ness in Ontario is fine but that from some of the Western sections orders have not been quite up to their expectations. Orders this year have of course not been as heavy as last year as the year 1916 was an exceptionally good year because of the attractive values and the almost absolute certainty that prices were going to be higher. Merchants took advantage of this situation and ordered heavily. These goods have apparently gone into consumption as merchants are again ordering in goodly quantities.

U.S. At War To Affect Leather

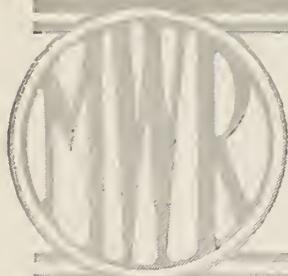
Shoe manufacturers are of the opinion that with the United States at war there will be a much heavier demand for leathers of all kinds and consequent firmer and higher prices. The equipment of shoes, belts, artillery harness and other leather goods required for the army of a half to one million men will be enormous. With the hides of the Argentine sold for the year 1917 to Great Britain there is every prospect that there will be difficulty in getting sufficient quantities. Manufacturers are endeavoring to conserve the supply all that is possible by substitution of cloth uppers in women's shoes wherever that is possible. They point out that it takes from two to three years to produce a hide, while wool and cotton used in cloth uppers come forward with the new crop each year. Production of leather is necessarily slow and it is being used up at an enormous rate.

**LEATHER FOR GLOVES IS
IN VERY STRONG POSITION**

Tanners Will Quote Only Where They Are Covered In Their Supply of Hides—Very Little Being Offered

GLOVES.—The situation in gloves has not shown any improvement during the month. There is practically no leather being offered by the tanners as they will quote only when they have the hides to cover their sales. They are unable to get supplies of hides and the quantity of leather is accordingly very limited. The market for glove leather is in a feeble state at present, there being practically no leather market. One large concern had some supplies of leather coming by way of England and were in doubt as to whether the operation of the British embargo would allow them to get this leather. Up to the present they have received no word that these stocks would come forward. With the United States at war it is anticipated the leather situation will be still more acute owing to the great demand which will be necessitated through the needs of the army. Manufacturers do not look with very much pleasure at the prospect of higher prices but they are forced to think that they must inevitably go higher. One of the lines that has advanced during the month is the automobile gauntlets which are now quoted as high as \$48 per dozen, being an advance of about 5 per cent. One wholesaler is all sold up in his line of gloves as his firm only had some half-dozen numbers to dispose of. Following is the range of prices according to quality:—

	Per Dozen	
Split cowhide working gloves	\$ 9.00	\$13.50
Buckskin gauntlets	15.00	27.00
Buckskin moccasins	\$13.50	19.50
Horsehide teamsters' mitts	12.00	27.00
Grey suede gloves	21.00	27.00
Ivory capes	22.50	27.00
Tan capes	22.50	27.00
Automobile gauntlets	37.00	48.00



HATS *and* CAPS



WELL, this certainly starts like a fine hat season. The men evidently have the money to pay the higher price required to buy good hats. Indeed manufacturers are telling of dealers who have reported lost business by reason of offering hats too low. He doubts if this is a general state of affairs, but certainly some dealers have reported that in advertising \$2.50 hats they did not get the larger trade they expected but rather discovered that some people thought this hat must be cheap, discovered that a number went away saying that they wanted something better.

But while it has started like a good hat season—as reports on Easter business from all parts of Canada, indicate—this is very evidently going to be a hard season for hats. They are unusually difficult to get as well as unusually high in price.

Straw Stocks Low

The straw season is pretty well at hand. About the middle of May the demand may be expected to commence, providing the cold weather of the last week or two does not continue. Only two or three weeks at most before this hat season comes, and yet a good many dealers have not anything like the stock which they expected. This is due to a number of causes. Straws were scarce enough under any consideration and in addition to the ordinary trouble, fire has cut off some sources of supply.

But doubtless the hats will be forthcoming in the long run although it seems certain that there will be more substitutions than under ordinary conditions. Splits, for instance, are evidently going to be very scarce. There are some Italian chips being brought on the market—a low or modern priced hat which will undoubtedly have a bigger sale this year than formerly.

Not only because of the scarcity of straw, but also because of the high cost of labor, straw hats will certainly be high in price. The indications therefore are that



A New Model Shown by The London Hat & Cap Co.

sales will total less than in other seasons. It is probable for instance that more panamas will be worn than in other years. This opinion of manufacturers and dealers is based upon the simple argument that when a customer is called upon to pay \$3.00 to \$3.50 for an ordinary straw, it does not seem a very big jump to pay say \$5.00 for a

panama. As panamas will be shown at a lower price than formerly, and as the styles will undoubtedly be very good, it does seem good reason to expect there will be an unusual call for these.

Stiff Hats Coming Back

Perhaps the features in Fall hats is the return to popularity of the stiff hat. There has been a feeling for a season or two that this hat was on the way back. The soft felt, however, had proved so useful and so popular that many manufacturers hesitated to play up the new



Two Panama Hat Models sure to be popular this Summer. Shown by the Canadian Panama Hat Company, Toronto

line, or rather to play up a line which had been very strong in former years but less popular of late. But now the opinion is gaining that stiff hats will find more favor. It is not at all likely that this style will oust the soft hat, but across the line certainly, and in Canada apparently, it is coming to be good form to wear a stiff hat in the evening. This is a tendency too that well may be encouraged. If it is good form to wear one class of hat in the day time, and another at night, there is no question that the consumption of hats in the community will increase.

Soft felt hats are not showing any great changes in styles since our last writing. Some points are developing however with regard to the soft hat. To begin with the imported hat will be scarcer this year than formerly. This is due not only to difficulty in turning these out in the country of origin, but perhaps more to the difficulty in securing bottoms in which to bring these over to Canada.

Room For All Apparently

As would naturally be expected this is offering the Canadian manufacturers a chance to get a stronger hold on the Canadian trade. They are doing all possible to take advantage of this, but difficulty in securing the fur, the labor and the machinery are to some extent in the way. United States manufacturers are also attempting to make hay while the sun shines and to push their lines in Canada during the temporary scarcity of the European models.

From what can be learned however, these lines will be coming over here stronger than ever as soon as the war is over. However, it does seem that there will be business

MONTREAL RAPIDLY GETS OVER STRIKE

Men's Wear Manufacturing Industry Makes Strenuous and Successful Strides Towards Not Only Complete Recovery From Cessation of Labor But Also Towards Growth.

BEHIND the path of a battle there is devastation: behind a strike there are delays while readjustment of organizations are made, and industry resumes its effective operation with the co-operation of the employees. Montreal's great men's wear making industry is recovering well from the effects of the Winter strike. The employees are fulfilling their tasks with a will, and it would appear as if the sum total of disadvantage to the retailer in the men's wear business had been about reached.

Ready for Return of Workers

Admittedly the strike came at a bad time for the output of Spring goods. A vast amount of garments were left in partially complete stages, and it has not been just a play-time matter to get everything started again at full pressure and overtime pressure so as to get orders out rapidly for Easter business, and the new Fall styles ready for travelers to take forth on their rounds. This latter work is still in progress, and travelers are getting samples rushed to them by express in some parts of the Dominion. Thus the showing of the latest Fall lines is going to be kept as live and fresh as if there never had been any strike. That is as far as it is humanly possible to do so. The works were kept ready for the return of the workers from the first weeks of the strike. It was realized that however, determined both sides might be, a solution of the difficulties would be arrived at, and just as the world is to-day preparing for "After the War," so the manufacturers prepared for after the strike.

Sharing Up of Energies

As far as possible there is within factories a sharing of energies so as to deliver orders in as fair proportions as can be managed to all customers over the wide Dominion, and attention is paid also to the question of railway delivery difficulties so that allowance is made where possible for the far distant customers. Thus the minimum trouble is likely to be caused to customers, and indeed it is remarkable how speedily recovery can be made from strike conditions.

New Establishments Aid

The establishment by some firms of factories outside of Montreal was begun during the strike period, and this has enabled the manufacturers to cope with the after strike situation effectively also. Beyond doubt there will be a result from this also which will mean eventually a vast increase in the men's wear manufacturing industry of

for all. Perhaps it is because of the general prosperity, or perhaps because people are coming to use different hats for different occasions, but certainly the consumption of hats has gone up of late in the Dominion.

Cap salesmen are now generally off the road, but will be back again in June—doing some sorting business for Summer lines. A number of novelties are to be put on, MEN'S WEAR REVIEW understand—novelties which will be particularly interesting to those who go after the automobile trade. More and more the cap business is becoming a specialty one and the special mid-summer styles are receiving greater attention. Prices of course trend upwards, but no great changes have been made recently, nor have there been any great alteration in styles.

Montreal as the Dominion develops after peace is declared. The manufacturers are progressive and enterprising, and the place of Montreal in the men's wear map of Canada is their pride. The development of the industry begun under apparently adverse conditions, may be as the development of the world's commerce initiated during the war.

All Activity Now

Though labor is still in request to aid in the rush of business rendered necessary by the strike's delays, the factories are busy at top pressure to-day, and though there have been certain periods of religious holiday festivals recently amongst the men's wear makers, the progress of matters to a complete resumption of the conditions of manufacture and delivery as before the strike, and affected only by war conditions which are unavoidable, is very encouraging.

SHOULD MANUFACTURERS MAKE PRICES?

(Continued from page 40)

will exact more from them, if competition permits him to do so, than will be required of them if the maker fixes the re-sale price!

As proof of this point, it suffices to say that retailers complain that the makers of advertised, standardized, identified, price-fixed goods rarely or never allow them a sufficient profit; which means that they fix the re-sale price **too low!** So one asks again—Is it a bad thing for consumers to allow the manufacturer to fix and enforce the re-sale price?

The Knowles Bill III-Considered

The bill proposed by Mr. Knowles would appear to be an ill-considered one. To make it achieve the ends it aims at, he ought to make provision in it for a limitation of the manufacturer in fixing the price to the dealer—this first of all. Then having fixed this, the fixed re-sale price—to the consumer—can safely be left to the manufacturer and dealer to settle.

If, however, the law of the land shall undertake to meddle with a manufacturer's production and selling costs, the new state of things will be worse than that which now obtains. Costs of raw materials, labor, manufacturing, overhead, distribution, merchandising and advertising, will all have to come under regulation; and what manufacturer will stand for such a supervision and interference with his business?

WHAT IS BEING SHOWN IN MONTREAL

Some Fine Clothing Displays—The Bright in Ties—Silk Shirts to the Fore — All Lines Fully Shown.

ALL the men's wear stores in Montreal are not on St. Catherine St., and in making the round of some of those not on the famous thoroughfare, but situated nearer to the wholesale, business and financial districts, the fact becomes at once evident that all the brilliance and beauty of display in men's wear lines is not confined to St. Catherine Street's fine stores.

St. James Street's Showing

St. James Street runs through the financial heart of Montreal, and just around the banking centres of the city there are several splendid men's wear stores with displays calculated to delight the heart of the dressy business man and to persuade his pocket-book pleasantly.

For instance, take the showing set forth by Gibb & Co., Ltd., on St. James Street. Shirts were displayed by this store which does a shirts-to-measure business and the delicacy of the design in light brown line upon rich, soft, creamy flannel fabrics was very attractive. Associated with the shirting showing the light brown line was exhibited a cravat in softest shade of brown with tiny diamond pattern, four little white-hearted diamonds with black outlines clustering together here and there on the brown ground.

Another shirting shown had light mauve stripes, three light lines running close, side by side, giving the effect of the broader stripe now prevalent, but with a daintier airiness. This idea was varied by a white outline square dropped diagonally over the light lines. Brown socks, brown spats and dark hued suitings accompanied the display. This is a showing such as might be expected to attract the conservative taste of a business man.

The Broader Stripes Appear

Henry Marks has a store down on St. James Street, and here were shown some of the new very broad stripe effects in shirts. Silk shirts they were, and big, bold stripes in cerise and soft luminous green. Another line of silk shirts in light lavender and maize hues without violent contrasting stripes, but all in one tone, found display in another of Marks' windows. There were shown also in this store some of the most brilliantly colored and designed cravats of the season, huge dragon flies or rounded off aeroplanes in silhouette forming the object of the design, a distinctly powerful effect and attractive in color contrast. These dragon fly ties were priced at \$1.00 each. Dark Spring overcoats and a symphony in the shape of a light grey overcoat with soft hat in the same material featured also in these windows.

Max Beauvais' Attractions

Many a time has the display work of Max Beauvais' store been mentioned in this column, but the St. James Street store of this firm has not of late been described. Spring overcoats in all the shades of grey that never fail to hold the field from year to year, and in some of the newest styles and color designs, especially the brown greys were shown here. Chamois gloves had their place in the showing. A vest in very lightly outlined cross check occupied a prominent place in the window. A cravat in dark brown with an alluring dash of red in diamond clusters upon the ground. A soft green cravat figured upon a shirt with a broad but light-toned stripe. Quite an assortment of cravats with the variation of cluster diamond pat-

terns in bright colors on dark ground found display in Max Beauvais windows. Shirts at \$3.95 were associated with cravats at \$1.50, and the same priced ties went also with shirts at \$2.00, these cravats being of bright hued knitted silk in rich effect. There was an association between the dollar ties and shirts at a dollar fifty, but these shirts were patterned in square grid check, and the ties



Palm Beach material is becoming established as suitable for Boy's suits, as well as Men's.

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A Silk Shirt Special

Rod Sangster, Jr., knows the value of a window display, as has been pointed out in a special article in this paper, and he changes his displays frequently. At the time of writing his store was featuring a special in silk shirts at \$1.65, or three for \$4.75, and these were in very tasteful stripes indeed. Only small sizes were available at the special figure. White Egyptian underwear was shown in the Rod Sangster store window, but high up, for the days are still too chilly to give this line its proper selling force as an occupant of the front trenches in the battle for buyers. The stylish Canadian-made Society Brand clothes featured by Rod Sangster, had their place in his displays in the newest Spring styles, and a considerable line of cravats attracted attention, several shown in flat greens

with the newest pattern effects. One cravat prominently shown in association with a new style shirt was in bold black with strong purple stripes laid in short lengths against the black ground. One whole section of window was given up to the new shape cravats with vigorously colored bands and stripes horizontal to the length of the tie making a bold color showing.

Three Corners in Men's Wear

Leaving St. James Street and coming to the very busy stretch of Craig Street, between Victoria Square and "The Main" three men's wear stores are found within a pistol shot of one another, but separated by the breadth of the street. They occupy three of the four corners of Craig and St. Peter Street, or Bleury St. as it becomes at this point. Broidy's goes in principally for suits and overcoats, and showed a fine example of the Trench Coat, also several neat styles in pinchback, and one of the very newest things in light grey suits with the brilliant linings referred to some time ago as on their way to fashion. The colors were yellow and purple, in stripes, and the sleeve lining alone displayed them. Broidy's did a new thing in suit display, flinging a very nice dark purple suit with apparent indifference across a frame, deliberately crumpling and twisting the material. It hardly displayed the lines of the garment, but it certainly gave confidence in the stuff.

"The House Opposite"

Right across Craig Street from Broidy's is Allan's, and this store did some good things for Easter, using artificial lilies and delicate frame-work bridges and arches of white enamelled wood to support floral effects. These, amongst the display of suits, shirts, cravats, etc., contributed to effective showings. Some very late pattern caps were shown by Allan's, the patterns of the tweed used in these being decidedly louder than have been so far seen this year. Very large and brilliant patterns in cravats were also shown, the embellishments being after the orchid petal pattern, but conventional. Spring shirts in gay stripes—the broad stripes that will rule widely this Spring, were shown. Gloves had a good share of the display, and one whole window of this store was devoted entirely to workingmen's working garments, overalls, shirts, gloves and slicker-coats.

Opposite Again

Right opposite Allan's is the "The Hub" men's wear store, and here were featured all kinds of suits, overcoats and similar garments for the outer man. Overcoats in light grey, and suits in many hues of darker tendency were shown at all prices with a leaning to the popular and even to the quite low-priced, a suit at \$12.50 being shown even in these days of advancing clothes cost. In a quiet window were displayed some of the lightest hued large pattern cravats visible in Montreal, light yellows, pinks and mixed tints partaking in the color scheme. These ties sold at 75 cents.

Dodging St. Catherine Street

Still in the effort to dodge the lure of St. Catherine Street, but boldly crossing that alluring avenue of commerce the observer of men's wear displays reached O. Legault's premises on Bleury St., near the Imperial Theatre. Here were shown hats, Mallory hats at \$3.50, and some others at \$2.50 had their place in the showing. Two-dollar shirts and one-dollar cravats came along together, the cravats gaily as toy rainbows in blues and other positive colors, and all the latest styles and patterns. A neat showing of soft collars with some of the latest devices in the way of front fastenings as shown in our

advertisement pages lately found position in Legault's windows.

The Batwings Flutter

To avoid St. Catherine Street and still tell what is showing in men's wear in Montreal is possible, but hardly advisable, and from Bleury St., near the Imperial Theatre, to Blumenthall Sons, Ltd., is but a step. It may seem an exaggeration of the range shown in one large St. Catherine's Street men's wear store to say that to describe its window shows alone would probably take half as much space again as has been already given to this resume, but that amount of space could easily be devoted to Blumenthall's Easter and Spring opening displays.

One window was given over to Hartt Schaffner and Marx lines, this store being the exclusive agency for these much advertised clothes in Montreal and Eastern



This check, with hat to match, makes an attractive suit for the 7-11 boy.

Canada. A trench coat at \$25.00 and the real New York at that, was shown, and also a light Spring overcoat in a new tone of warm grey, almost a yellow. Another very rich-looking Spring overcoat was in similar warmth of tone with an abundant variety of wools in the weave reds, ochres, browns, purples, mauves, etc., flecking the fabric with really attractive effect far beyond power of cold type to convey. This coat sold at \$18.00. Silk shirts were shown in all the new stripes, and here the batwing tie fluttered in neat little diamond patterns, though the strength of the tie display ran to four-in-hands and one fine effect in gold diagonal stripes on brown and purple ground is worth mention. Large circle patterns, rose filled in conventional lines also figured on some new ties here shown. Knitted silk ties, gloves, hose and a hundred lines besides all filled to overflowing and most effectively the Blumenthall windows.



COLLARS & SHIRTS



SOME TENDENCIES IN SHIRTS AND COLLARS

Specialties for Summer Holiday Trade—The Reversible Soft Cuff—The Soft Flannel Shirt—A Word as to Prices.

WHILE there is nothing particularly new to record in the Shirt and Collar situation, a number of tendencies are presenting themselves these Spring days, and it will do no harm, certainly to hurriedly run over these.

First, there is noted here, as on the other side of the line, a tendency to make special shirts to meet the special needs of the man going on his Summer vacation. You may say, "Oh, but the man isn't going on a Summer vacation this year. He is going to the farm to assist with the harvest." We hope you are right, but we doubt it. You remember what Artemus Ward, or some similar humorist said about love of country. "Why, I love my country so much that I'm willing to sacrifice all my first wife's relations for it." We fear it will be somewhat like that with this back-to-the-farm-for-the-summer-holidays movement. Many will go. But many will urge others to go, and will themselves whirl off to the most comfortable resort of which they know.

And here is a point of great interest to those dealing in men's apparel. In the trunk of those going to the Summer resorts will be some clothes, some shirts, bought especially to be worn during the vacation.

These special summer lines are being shown now as sorting lines for summer, being taken out by the travelers with their fall goods. They are high-grade shirts, of course, many of them in silk, for silk is going to be a very big line during the coming season.

Another tendency seems to be towards a reversible soft cuff. Means of effecting this change are at hand. It is not quite certain yet whether the cuff cut to give double use in this way can be quite as neat as one cut on the old lines, yet as has been said, there appears to be a tendency to try this innovation—an innovation to the end of defeating the devastation caused by the modern laundry.

Also noted is a tendency to make cuffs a little narrower, more close fitting. Then there is said to be a tendency to return to the stiff cuff—this in the United States. It is admitted, though, that this is merely a tendency, which has so far gained little strength. Certainly the soft cuff reigns as strong a favorite as ever in this happy land.

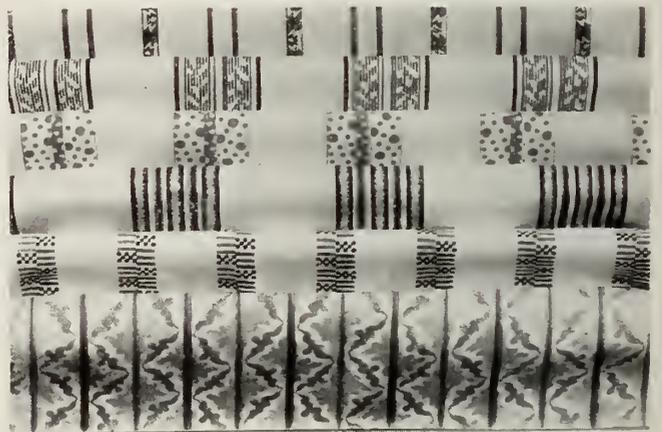
The soft flannel shirt, with the low lying soft collar, seems sure to have a bigger run this year than for some seasons. For 1918, moreover, the indications are that it will be bigger still. For the present season, however, there will be a strong demand for the Sport Shirt which has been to the fore the past two or three years.

Something has already been said regarding silk shirts. Now the silk from which these are made—especially the

popular crepes—is very scarce. Yet, high prices though this means, there is going unquestionably to be more buying of this line from the retailers during the coming summer than ever before. The shirt was sold largely last year. Retailers, who have a splendid chance to feel out the opinion of their customers, are satisfied that these shirts gave satisfaction, and will again be in big demand. For 1918, unless some change in conditions affects the supply of money in the pocket of the average man, a state of affairs which may of course be a factor, the silk shirt will probably gain still further favor. It has merit behind it—the might of quality which does make a right buy.

And a word or two on Collar tendencies.

Unquestionably soft collars are still gaining in the popular esteem, but they are gaining along novelty lines.



A few of the new Fall shirtings. Shown by the John Forsyth Company.

The price does not seem at all a factor which determines purchase. Dealers generally believe that a 25c., or even a 35c. soft collar will sell as well as a 15c. one. But the style, the cut, the quality of the goods—that is the thing. The purchaser wants something different—something which he believes will particularly suit his peculiar style of beauty.

So the making of soft collars apparently is becoming almost a novelty game—something like the making of fancy collars for women. Specialties have continually to be brought out. The wonder is that so many can be devised—that so many suitable cloths can be employed.

Another wonder—one which has caused manufacturers and dealers alike to marvel is a tendency on the

part of a goodly number of men, both young and old, to purchase high soft collars. The general idea has been that the low collar is both more comfortable and neater in appearance.

Now it is pretty hard to explain a tendency, yet Men's Wear Review has been enquiring among wearers, just why so many of them like a high collar. Some say they don't. Others state that a soft collar doesn't seem to look well on them and that they have given up wearing them at all. Still others, and these a fairly good percentage, say that a low soft collar does not set off their particular charms, but that a high, close fitting one will. Moreover they say they find these just as comfortable.

We honestly doubt if the soft collar is worn as much for comfort as it is for that degree of differentness, of devil-may-carelessness which so many like to affect. But we may be wrong here. Such a thing is possible.

What of the future of the soft collar

Some nineteen years ago the turn down collar was coming to the fore, and the question then was—will it be a passing style, or develop into a style. You all know where the turn down collar stands to-day. That the soft collar will find such general favor is doubtful. All the same we do feel that it is due to be a staple, and a line upon which there will be a big run, not only in the summer, but during the winter months as well. It is a collar which suits many. It is a collar which can be laundered at home, and this is a very big factor. More people almost than one would imagine are now having their soft cuffed shirts done up in the stationary tubs in the cellar. There is thus effected a saving in cost—a saving in wear and tear on the shirt. The soft collar can be done up in the same way, with the same advantage accruing.

And now let us consider very briefly tendencies of price and style. Read the word of one manufacturer.

"Within the last week, the cotton market has been turning most unexpectedly towards still higher prices. It seems now that it is not a question of prices, but delivery. Every mill seems to have a great many more orders than can be taken care of.

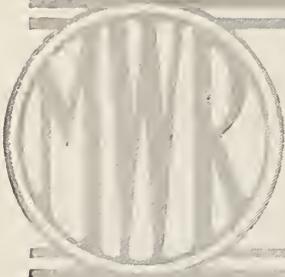
"Regarding the prices of garments, let us emphasize that, while the piece goods have advanced tremendously, the made up garment has not advanced at all in the same proportion. In other words, while high prices prevail in all commodities, the manufacturer is actually receiving a smaller profit than in previous years. Except on low priced material, which is extremely scarce, probably because it is not recognized owing to its inferiority, patterns are shown in the most extreme designs, and varied colors."

Says another maker: "We can not as yet undertake to give you any information regarding Spring 1918 conditions, except that prices will be undoubtedly 15-25 per cent. higher than those which we will quote on shirts for Fall delivery."

And there you are. It certainly looks like higher prices. We frankly can not see the possibility of any thing else for the year 1918, except of course by the dropping of quality, which after all amounts to the same thing only accomplished in a less honest way. But there is this cheering feature—the style, the patterns, the colors even, are remarkably good. Sometimes a shirt man, comparing a shirt of to-day with one of similar price bought some time ago, is convinced that he is something like a pirate to ask the money—but considering the factors that have entered into the business the value being given is really remarkable. The workmanship, certainly, is better than ever.



Three shirts in Tooke's new range.



NECKWEAR



BRILLIANCE IN NECKWEAR IS THE FALL NOTE

But the Conservative Taste Will Find Abundance of Range Also in Good Staple Designs
—Reefers are Likely to be very Much in Demand—Latest Tie Tendencies

BRILLIANCE in neckwear for the Fall seems more and more the assured note. Even if the color spot on any particular cravat is in itself small, there will be so much vividness and decision about the color characterising the pattern that it will carry out the idea of brilliance which pervades almost all outstandingly new neckwear for the Fall. These exceedingly vivid color spots in orange, and green, and red which find their way sparkingly into otherwise quietly toned cravats give

strong sellers is easily assured. For the season of publication they are already selling in many lines, and about the holiday season they will appear in all their glory, some with the same designs as are visible in the latest silk sports suits worn by the most fascinating femininity. The big oddly shaped, and always interesting object pattern in Palm Beach style is found quite noticeably in some lines of printed failles.

Paisley and Orientals

Big Paisley and Oriental patterns are strong also in these lines and will hold sway well on into the Fall. Color brilliance, and pattern elaboration seem the settled idea in creating cravat silks at present. Regarding the supply of high grade silk and silk mixture fabrics at present the word seems to be in the main satisfaction. Vexations due to the war which existed very seriously to harass manufacturers in previous months have been to a great extent overcome, at least by American sources of silk fabric supply. From England there are still coming quite large quantities of the lower priced lines, and it looks as if the manufacturers over there were making the most of what opportunities they have to send out their goods, the markets in many directions being curtailed.



*An ample model in Palm Beach shade, with ombre stripes.
Shown by Niagara Neckwear Company.*

great attractiveness and distinction, and make for good sales. It is almost impossible to resist some of these new Fall ties even of the most average design, while the exceptionally pretty ones would simply have to be shown to find purchasers.

Printed Failles Strong

Printed failles are well to the fore for Fall business. They are being bought considerably already, and the wealth of originality and color-conception in them is certainly interesting. That printed failles will prove



*A Pekin Faille of the Oriental effect so popular now.
Shown by E. & S. Currie.*

J

The New Way System

CONSISTS OF

Interchangeable Units
for Furnishings

Revolving Wardrobes for
Clothing, Hats and Furs



It is the only efficient and economical system of store fixtures that will absolutely increase sales and reduce overhead.

This is the system adopted by R. H. & J. Dowler, Windsor, Ont., as described in this issue.

One of our representatives is in your vicinity. Let him explain the system. A post-card will bring him.



The New Way Revolving Wardrobe

Jones Bros. & Co., Limited
Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

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

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

Taffeta Promises Well

There is a good outlook judging from present indications, for taffeta ties this Fall. They present as regards pattern the Jacquard idea principally. A very neat novelty is produced by running an extra shute color through in the form of a cross bar on the bias, the Jacquard pattern running right through the cross-bar as well as covering all the ground of the tie.

Jacquard weave and Lance—muticolor lances upon staple shade grounds, are coming forward freely for Fall, and are very attractive designs for cravats. The colors used are vivid in almost every instance. The patterns are inconspicuous but very pleasing. Another strong line should be Paisleys in the two shuttle weave. You can't very well escape Paisley this Fall.

Very Refined Production

Amongst materials shown from which the Fall lines of cravats will also be manufactured there is one very charming production in the form of a small velour faconne check, with a delicate shadowy effect. This cravat is one which ties up very handsomely when made up, and the fabric possesses considerable attractions for



An Oriental Crepe Faille, in fine Persian colors. Shown by The Sterling Neckwear Company.

the customer of quiet taste who still delights in a certain richness of effect. In this connection it may be noted that no matter how vigorously the vivid colors, and large patterns may advance upon the entrenchments of fashion, the staple lines of good sensible neckwear refuse to be budged from their unfailing popularity, and in fact have never seemed stronger than for the coming Fall.

"Hawaiian" Failles

Something new this Fall should be the "Hawaiian" Failles which are coming forward in big bold patterns with lots of bright colors in them. Amongst the more striking of the patterns shown in this line is one with a really large 'wheel' effect in the fabric, a design on such a large scale in proportion to the size of the tie when tied four in hand, that only a portion of the 'wheel' about a fifth of it, can be visible. Quite enough however to make a very striking effect in neckwear. These Hawaiian

Faille designs are also coming in strongly in the new Japanese motif designs, the Oriental as well as the Paisley influence, as has been shown previously, being very much in evidence in the designs used in fabrics for cravats. No doubt the fact that Japan is one of our Allies exercises an influence in this direction. Popular taste is frequently patriotic though not invariably so.

The Merry Mogadores

It would not do for this Fall season to forget the Mogadores handloom gros-mobile cords in stripes or different color effects, some with the horizontal stripe or band, some with the band on the bias, all with brilliance. These are a real sporty tie, and bound to make their mark in the Fall men's wear business.

Double shuttle weaves, and ombres are going to have a whole lot of vogue unless indications play fast and loose with the truth as to the future. All kinds of coloring will come along gaily in the double shuttle fabrics. The big flower patterns with lance effects, and checks also will find favor beyond doubt in many varieties, also a light colored check laid over a Jacquard pattern.

Reefers Very Strong

It seems impossible to suggest too much strength to the reefer for this Fall wear. There are abundant varieties coming forth in all the glory of new designs. Paisley designs hold very strong favor, and come in their most fascinating range of coloring. Purity of the colors will be noticed as a feature in the offering of Paisleys. It would seem as if art had defied the war, and aided the industry of tinting textiles against all its troubles.

Moiree reefers are coming in very decidedly according to indications, and are in fact being widely called for. The designs are moireed with pattern and with stripes. Fringes on the reefers show remarkable range of coloring, all possible hues of silken threads being used in them, and the hand-knotted effect is particularly pleasing. It certainly looks to be a Fall in which very attractive reefers will be widely shown, and widely worn.

HERE YOU HAVE IT

REGINALD bought an evening tie, and wishing to be immaculate, asked the shop assistant to tell him the correct way to tie a bow.

"Well, sir," said the obliging assistant, "you hold the tie in your left hand and your collar in the other. Slip your neck in the collar and cross the left hand over the right, with the left hand, steadying the right end with the other end. Then drop both ends, catching the left with the right and the other with the other. Reverse hands and pick up the loose end with the nearest hand. Pull this end through the loop with your unengaged hand and squeeze. You will find the bow tied, and all you have to do is to disentangle your hands."

TRAVELER WANTED

TRAVELLER WITH FIRST-CLASS CONNECTION IN THE MARITIME Provinces for profitable side line for dry goods and men's furnishing trades. Apply Room 203, 314 Notre Dame St. W., Montreal.

LARGEST CANADIAN DEALER
WASTE PAPER
E. PULLAN TORONTO

ADEL. 760

Popular Japanese Designs



For sporting, and all outdoor occasions, these ravishing, sensational, Shantung silk ties will assuredly lead.

Brighten your window with these. We have them in ten different ranges, all bright, novel, compelling.

**We ship orders same
day as received**

Write and have us forward to you at once a five or ten dozen sample assortment of latest novelties.

Niagara Neckwear is made with "Mitchell" Slide Easy Band. It slides through any collar.

Niagara Neckwear Co., Limited

Niagara Falls, Ontario

Particular men like *Imperial Underwear*

Whether it's a combination or a two-piece garment the Imperial line offers the wearer a combination of comfort and value that permanently clinches his custom for the Imperial dealer.

Here are a few of the outstanding superiority points in the Imperial line:

Lap-Seam Shoulder, Comfort-Fitting Collarettie, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

See for yourself what selling certainties this line offers you. Get samples from your jobber.

Kingston Hosiery Co.
Kingston, Ontario



Sell More Shirts

The Dale Half-Bust Form Shirt Displayer will help you. It takes up little space—just the thing to make that bare corner attractive.



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

The model here illustrated is mounted on a handsome square base with adjustable tube standard allowing many different heights and angles.

OUR COAT FORMS

The natural curve to neck ensures perfect fit.

Dale Wax Figure Co., Limited

106 Front Street, East
Toronto, Ontario

Montreal Office
144 Bleury Street

TWO NEW "NUGGET" LINES

Toney Red
— and —
Dark Brown

Price and quality the same as "Nugget" Black and Tan shoe polish. Order some from your jobber or write us.

The Nugget Polish Co.
LIMITED

9, 11 and 13 Davenport Road
TORONTO, ONT.

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



Arrow
Garters,

Arrow
Armbands,

Leather
Belts, etc.

AN ARROW GARTER WINDOW
(Shown by J. Levinson, Montreal)

Mr. Levinson did good business from this window. You can do the same by displaying our lines for SPRING AND SUMMER trade.

Ask your jobber or write direct to us

ARROW GARTER MFG. CO.

314 Notre Dame Street West. - MONTREAL

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

KANTKRACK

the composition collar
with the linen-line
appearance.

Show your customers a
KANTKRACK model and let
them note the remarkable
linen-like finish.

Show them too all the mod-
ern styles that are obtainable
and you'll reap big sales of
KANTKRACK in your collar de-
partment.

And every sale will be satis-
fying. KANTKRACK collars
will give a service to satisfy
your every customer. Style,
fit and finish are all nicely
embodied in these superior
composition collars.

Made in
"ONE GRADE ONLY AND
THAT THE BEST"

*Remember the three
KKK
when ordering composition collars*

**Parsons and Parsons
Canadian Company**

*Makers of the famous
KANTKRACK composition collar*

HAMILTON

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

A simple, complete system for retail stores



The electrically operated National Cash Register

Does 25 necessary things in three seconds. Simple to operate — saves time. Forces accuracy — gives quick service.

The new National Credit File

Cuts out all book-keeping of customers' accounts. No blotter—no daybook—no customers' ledger. Every customers' account balanced to the minute.

Stops leaks, satisfies customers Increases profits in stores

Our new model cash registers do more effectively and more quickly all the necessary operations in the handling of money. They save time, stop losses, prevent mistakes due to carelessness or inaccuracy. They safeguard your profits. They are indispensable to the efficient management of the modern store.

The credit file is a new N.C.R. invention as important to you as your telephone or cash

register. It is so simple that anyone can operate it. It is speedy and convenient. It is so complete that a record of the whole credit business is always available. It is safe, record-keeping in sight, but locked away from all tampering. There is nothing else like it.

Information about National Cash Registers and National Credit Files can be obtained easily from any N.C.R. office or from us.

The National Cash Register Co. of Canada, Limited
Christie Street ∴ Toronto



Better now than ever

College Brand Clothes is attaining popularity, not alone on the merits of its great values, but upon the Exceptional Styles, Exclusive Models, Perfect Tailoring and Trimmings.

The adding to our staff of a **new Designer**, a gentleman of exceptional ability with long and successful experience with some of the leading Clothing Manufacturers of the United States, and our new improved factory methods, place us in a better position than ever to add to our high standard of quality, increase our output and give better service.

Notwithstanding the great scarcity of woollens, we are showing this season a large and varied range of Fabrics for

SUITS AND OVERCOATS

which will appeal to the most exacting buyers in the trade, and we can recommend with confidence to all first class clothing merchants, that it will be entirely to their advantage to see our line before placing Fall Orders.

Buying College Brand Clothes cannot fail to build up your Clothing business, no matter where located.

If our representative has not already seen you, drop us a postal card, and we will have him call and show you the most wonderful, POPULAR-PRICED CLOTHING line in Canada. DO IT NOW.

College Brand Clothes Co., Limited
45 St. Alexander Street, Montreal
(READ BUILDING)

OUR LEADER



CHINCHILLA
Navy Grey Brown
Sizes 3-10 Years (Full Sizes)
\$2.50, plus Duty

Levinsohn Bros. Co.

4-6 Washington Place, New York

BOYS' and JUVENILES' CLOTHING

Boys' Suits, 8-17 years - - \$2.25 up
Boys' Corduroy Suits, 8-17 years, \$2.75 up
Boys' O'Coats, 9-18 years - - \$4.12½ up
Juvenile O'Coats, 3-10 years - \$2.25 up
Juvenile Novelty Suits, 3-9 years, \$1.62½ up

Write for Samples to Canadian Representative:

R. Johnston

35 Wellington Street West, Toronto



Lion Brand Bloomers

The right line to push for better business in your juvenile clothing department.

There's a quality, a fit and a finish to every garment that delights the boy and pleases the parent.

ASK FOR FULL PARTICULARS OF THIS MONEY-MAKING LINE.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth



A new and better way to press Garments used by Gents' Furnishers, Men's Clothing Mfgs., Underwear Mfgs., Cleaners and Dyers, Skirt and Cloth Mfgs.

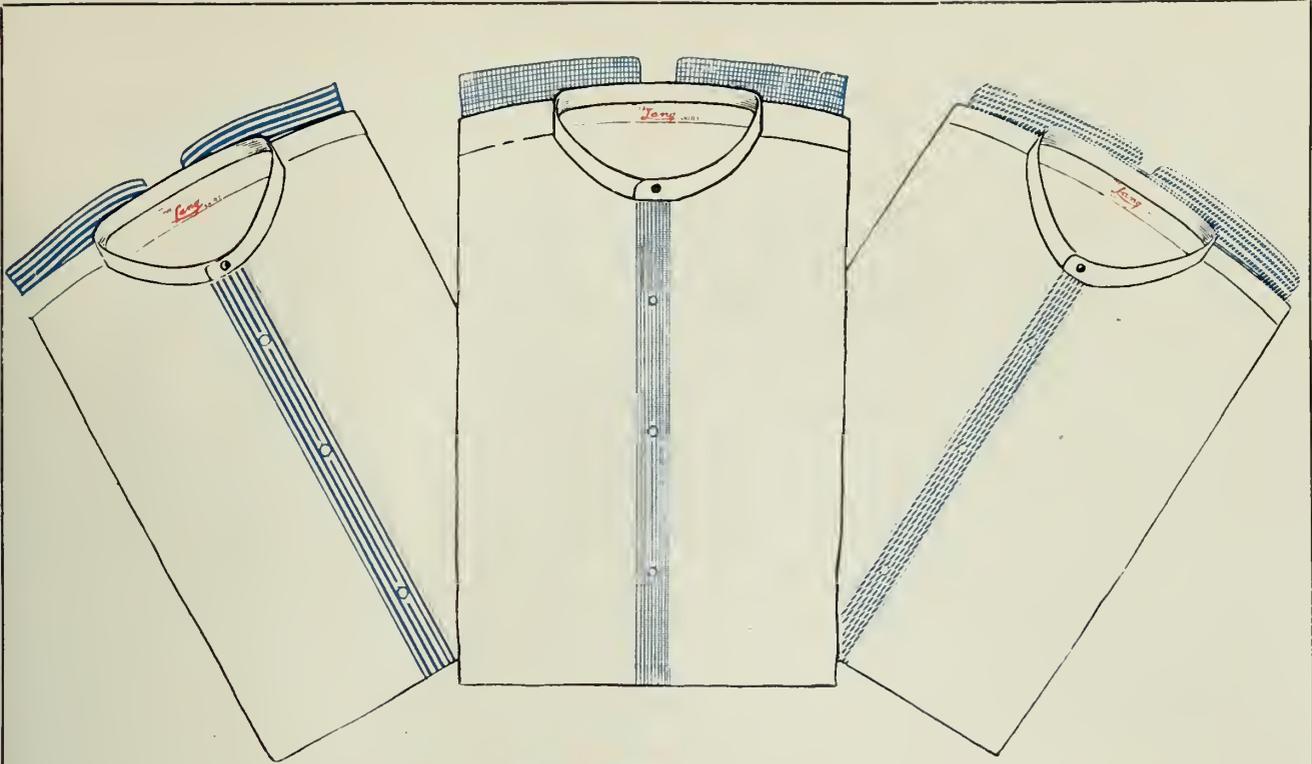
The Hoffman Garment Press

Add a Pressing and Cleaning Dept. to your Gents' Furnishing business and see your business grow. It keeps the young men calling at your store. Pays big profits on small investments. The Hoffman Sanitary Press enables you to turn out a high-class job in quick time, at low cost. This Dept. will pay its own way and help swell your profits.

WRITE TO

Palmer & Co., 12 CLINTON PLACE
TORONTO, ONT.

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



THE
Lang
"The line of unusual values" **SHIRT**

We still have a

\$9.00 Shirt

The line illustrated above for Fall delivery is shown in twenty-four different patterns and colors. The colors are guaranteed, the materials of good quality, in neat quick-selling designs. You will need to place your order early to secure your share of this number for Fall at nine dollars per dozen.

*Our salesmen are now showing the complete line of *Lang* Shirts for Fall, 1917.*

The Lang Shirt Company, Limited
 Kitchener, Ontario

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

You will be interested to know

that after a successful career in Toronto we are now *moving our business to Guelph* where we have secured a splendid four-storey plant 55 x 95 ft. in size. This change will not only enable larger production but will make possible a higher quality hat than we have yet produced—Guelph having the spring water and the dry atmosphere so necessary to the manufacture of these lines.

The factory will be under the management of J. Krises, New York, who for the last 30 years has been connected with the hat trade, and who for a period of ten years created the hat styles for the largest chain of stores in the United States.

Our hats will be sold on their good qualities and style.

Our representatives have been out for the past fortnight and splendid orders have followed their showing of samples.

WAIT FOR THEM

Mr. W. J. Galvin, Western Ontario.
Mr. Joseph Totton, From Port Arthur to the Coast.
Mr. W. W. Grills, Toronto and Northern Ontario.

Mr. H. M. Patillo, Quebec to Halifax.
Mr. H. E. Van Luven, Eastern Ontario and Quebec.



The Fried Grills Hat Co.

LIMITED
Guelph, Ontario

"Craftana"

Registered No. 282,001

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.**



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This label in a Raincoat is a sure guarantee for the quality and workmanship of the garment.

Behind the label stands the largest manufacturer of rubber goods in the British Empire.

That is why your safest buy in Raincoats is the

"DOMINION" RAINCOAT

Made in Canada

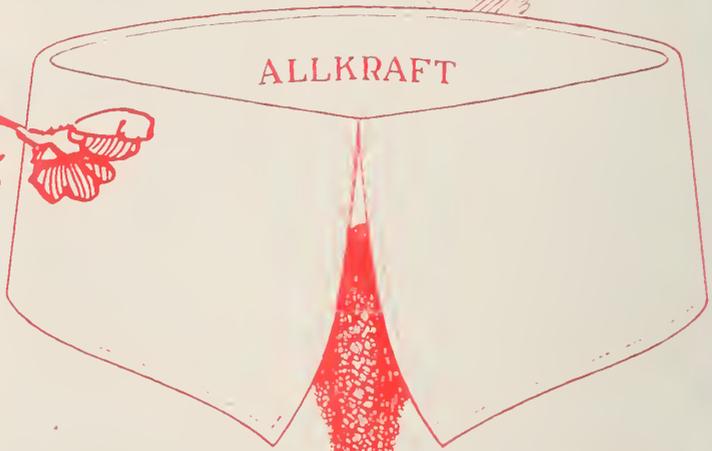
Write our nearest branch for information as to prices, styles and cloths

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE - MONTREAL

"Service" Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver, Victoria.



A
now
TOOKE
COLLAR
for Spring

Our "Allkraft," a new trim style—
of full weight, is the latest addition to
the famous Tooke line of stiff collars.

DELIVERY NOW

Makers

TOOKE BROS.
LIMITED

Montreal Winnipeg
Toronto Vancouver

Tooke

HOLLAND

THE MEN'S WEAR REVIEW

Vol. VII.

OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO

No. 6

— FEATURING —

Retailers' Opinion of Trade
Marks.

□ □

What Men's Wear Dealers
are Breaking the Law?

□ □

How to Make Men "Dress
Up" in Your Town.

□ □

Selling Clothing by Movie
Methods.

□ □

Summer Lines in Window
Trims.

TRADE MARK REG. U.S. PAT. OFFICE

IRONCLAD KHAKI

GUARANTEED FAST SULPHUR DYED
COVERED BY THREE GUARANTEES

“Rough Rider Special”

Has a special interest for you

“Rough Rider” is one of the Ironclad Specials—it’s a stand-up, tough-fibred fabric, made especially for garments that must rub up against hard usage in the field—for chauffeurs, mechanics, surveyors, engineers, etc.



Ironclad Khaki is made in a weight and quality for every purpose.

Rough Rider Special

is fast sulphur dyed

—a requirement Uncle Sam insists upon for clothing for our boys.

“IT WEARS LIKE LEATHER”

Write today for sample and list prices.

Franklin Manufacturing Co.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.



This label, sewed on garment, guarantees the cloth to be genuine IRONCLAD KHAKI, Fast Sulphur Dyed.

Made in Canada



Monarch ^{and} **ARROW**
UNDERWEAR

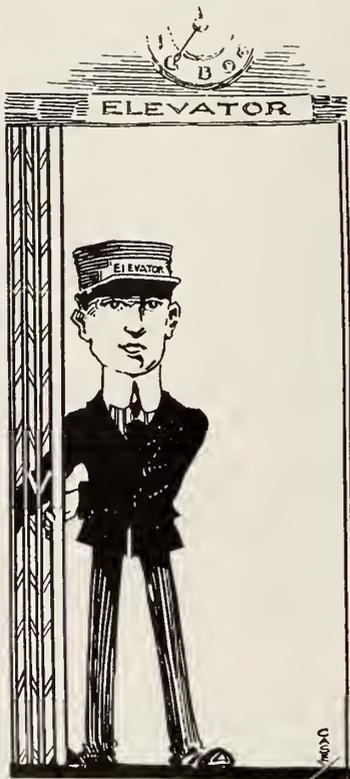
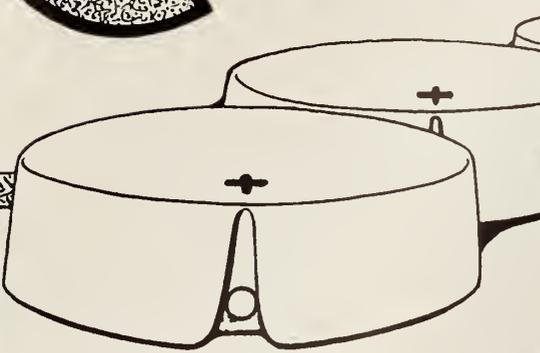
A most comfortable Union Suit—made in a very superior way of the best cloths procurable at the price. MONARCH BRAND \$8.00 and \$9.00 the dozen. ARROW BRAND—Cotton \$10.50—Silk \$21.00 the dozen.

CLUETT, PEABODY & CO., Inc., *Makers* - MONTREAL, CANADA

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

CHALLENGE

BRAND



He needs a clean collar all day and every day

but the big laundry bill stands between—or rather would stand between were it not for the

Arlington Waterproof Collar

The Arlington puts the "clean collar all day and every day" within his reach. And its appearance is every bit as good as the linen collar—stitched edge, full linen finish and all the better styles (half sizes).

How many elevator men are there in your town? How many mechanics, engineers, train men, etc? Every one of them is a good prospect when you're stocking the Arlington Waterproof Collar.

Tell them about the cleanable qualities of the Arlington line. A bit of soap and a damp cloth make the dirtiest Arlington look spick-and-span.

STOCK UP.

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.



A CARHARTT OVERALL

For Every Member of the Family, Man, Woman and Child

Everyone is interested in production this year. The city people are busy with their gardening, the University and High School boys—and girls, too—are on the farm.

All are working harder than ever. All need a good, reliable overall, such as Carhartt's.

Get your share of this profit-making new business. Ask us to submit samples of CARHARTTS FOR MEN and the New LADIES' "ALLOVER." They're sellers.

Hamilton Carhartt Cotton Mills, Limited

Toronto Unit

**Toronto Vancouver Liverpool
Montreal Winnipeg**

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

We are Waterproofing Cloth Successfully for

Army and Navy,
Cap Manufacturers,
Clothing, Raincoats,
Tents, Auto Tops,
Sails, Salvage Covers,
and for other
Purposes where Ven-
tilation is also
Required or
Proof against Mildew
necessary.

TATELEC
TRADE MARK

Our Electrolytic Process is Permanent

*Samples sent us will
be treated and returned
with prices.*

**Tate
Electrolytic Waterproofing
Processes, Limited**

Canadian Plant

Jacobs Building

∴

Montreal

You live-wire advertisers,
who know the value of illus-
tration in advertising—

You progressive gentlemen
who appreciate the unusual
in Commercial Art—

You intense chaps who write
compelling copy—

You immense army of alert
merchants—

WE'VE RICH MEAT FOR YOU.

Write for our proof sheets of illustra-
tions—they embrace all lines.

(A message from the Meyer Both Company,
Canadian Office, 475 College St., Toronto.)

Taylor-Made

"STOP"
being peevied
with
cap customers



Here is a new cap
case and a handsome
piece of store furni-
ture. Displays and
keeps in order fifteen
dozen caps and will
only occupy three
square feet of floor
space.

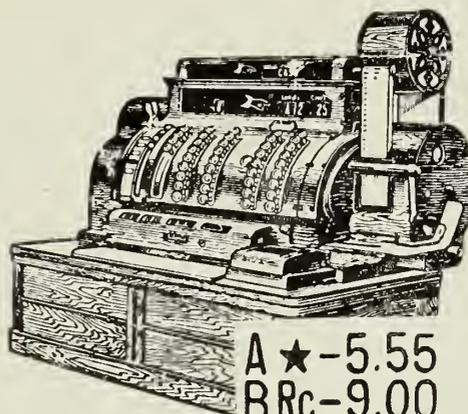
It is a pleasure to sell
caps from this case,
as every cap in stock
can be shown and re-
placed in stock with
very little effort. You
have no broken boxes,
no trouble to find any
size or price.

Order one to-day by
mail, on thirty days
trial. If not satisfac-
tory in every way it
can be returned at our
expense. Price \$12.50.

*The Taylor Mfg. Co.
Hamilton Ontario*

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

Information and Protection



THE N.C.R. DETAIL STRIP gives you as a merchant a definite control of your business.

It gives you information you can get in no other way. It gives it easily, quickly, unerringly.

Every transaction which takes place in your store is recorded on the detail strip. This record is complete covering every detail of every transaction. It is as safe as though locked up in your safe.

It records the amount, date and consecutive number of each transaction.

It tells you which clerk makes each sale and which clerk makes most sales.

It gives you a mechanically perfect record of all these details.

At the same time it protects your clerks against temptation.

It stops mistakes. It saves loss of money you could not otherwise save.

The result is a complete mechanical record, available at any hour of the day, of every detail of the day's business. The store is protected, so are the clerks, so are the customers. The information obtained gives absolute protection to all.

It gives you time to attend to duties more profitable than book-keeping—inside the register you will have all the totals faultlessly added.

It is of the greatest importance that you investigate our system. National Cash Registers will save time, money, and build your business.

Write your nearest N.C.R. agent to-day. Offices at Halifax, St. John, Quebec, Montreal, Ottawa, Hamilton, London, Toronto, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver.

A ★	-5.55	- 0125
B Rc	-9.00	- 0126
D ★	-6.68	- 0127
E Pd	-2.00	- 0128
A Ch	-8.65	- 0129
B Rc	-4.50	- 0130
A Pd	-0.50	- 0131
E ★	-2.43	- 0132
B Ch	-3.50	- 0133
D ★	-5.48	- 0134
A Pd	-1.00	- 0135
B ★	-0.43	- 0136
E Ch	10.50	- 0137

Section of Detail Slip

Line 1 indicates that clerk A, sold goods for cash to the amount of \$5.55 transaction No. 125.

Line 2 shows that clerk B. received \$9.00 on account—transaction No. 126.

Line 3 tells you that clerk D. made a cash sale amounting to \$6.68—transaction No. 127.

Line 4 indicates that clerk E. paid out \$2.00—transaction No. 128.

The National Cash Register Company
of Canada, Limited
Christie Street - - - Toronto, Ontario

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

CANADIAN OVERSEAS BADGES



**We are the
Largest Makers**

in England of Canadian Overseas badges. Since August, 1914, we have cut over 500 dies for the Canadian Contingents.

APPROXIMATE PRICES:

Cap Badges—Maple Leaf, \$8 per 100.
 " " Numbered battalions, \$12 per 100.
 Collar Badges—Maple Leaf, \$8 per
 " " Numbered battalions, \$15 per 100.
 Shoulder Titles—Plain Canada, \$8 per 100.
 " " Numbered battalions, \$15 per 100.
 Single numbers, 75c per 100.

We can give immediate deliveries of most badges numbered from 1 to 238. Special quotations on quantities. Write or cable for catalogue.

J. W. Tiptaft & Son, Ltd.
 Northampton St., Birmingham, Eng.
 Telegraphic Address, "Tiptaft, Birmingham"
 Cable Code, A.B.C. 5th dition

FOR THE MILLIONAIRE

Made in Canada **Everyman's** *For Canadians*
 TRADE MARK
 DAVIS BROS
 MFD BY

FOR THE MILLION

Summer Pants

Khaki Pants - - -	\$1.35 and 1.75
Seaside Cloth - - -	\$3.50
Striped Outing - - -	\$4.00 and \$4.50

Sort up at once.

We will give immediate delivery.

DAVIS BROS.
 MANUFACTURERS

HAMILTON - - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

The J. R. Gaunt & Son (Canada Co.) Limited

ARMY and NAVY Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs and ACCOUNTREMENT MANUFACTURERS

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices.

Beaver Hall Hill, Montreal

ALSO AT

53 Conduit St., Bond St., London	} ENGLAND
Warstone Parade, Birmingham	
Bombay, Melbourne and New York	

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

The
"Connaught"



Clothes that bear the refined stamp of distinctiveness

—clothes that will fulfil your every expectation in customer-satisfaction and profit-making are at your service in

Gardner's
"Good Clothes"

It's the come-back, the re-sale, that creates retail prosperity. Re-sales are the rule with Gardner's "Good Clothes."

Prompt deliveries.

B. Gardner & Company
Makers of "Good Clothes"

85 St. Catherine Street West, Montreal

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

This is
STRAW HAT SEASON



"JOFFRE"

These shapes
 in Panama
 \$30 to \$48.

In straw,
 Imitation of
 Panama,
 \$9 to \$21.



"PERSHING"

WE HAVE A FULL LINE OF ALL STYLES OF STRAWS
 FOR MEN, BOYS AND CHILDREN

L. GNAEDINGER, SON & COMPANY
 90-94 ST. PETER STREET :--: MONTREAL

**THE GLOVE
 TRADE-MARK**

200 Years' Reputation



Registered

Customers seeing this mark need no
 selling arguments: it is just a matter
 of selecting the right size—the fit,
 style and wearing quality are there.

Dent, Allcroft & Co.
 128 Bleury Street Montreal, Que.

THE WINNERS



CASH'S POPLIN

POPULAR

NECKWEAR

(TUBULAR)

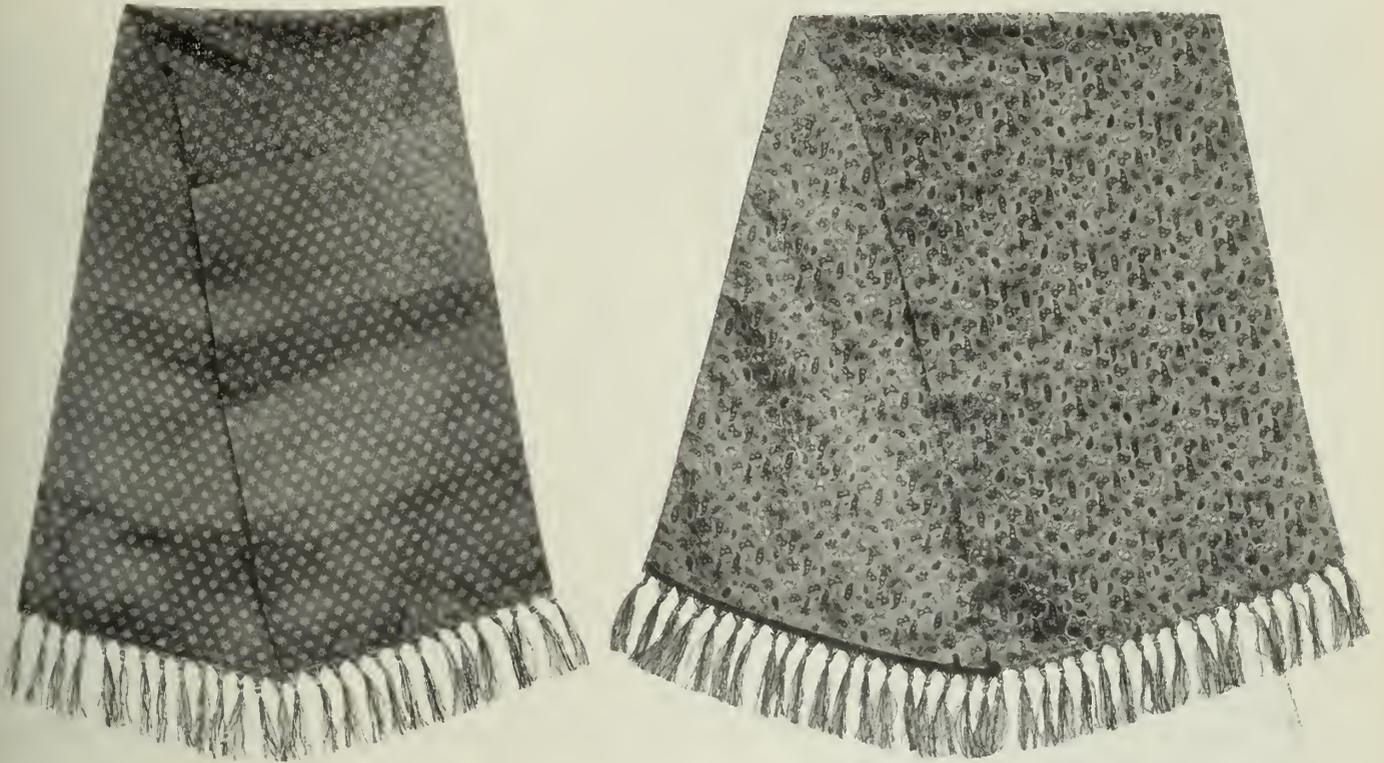
BAT-WINGS AND FOUR-IN-HANDS

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.

Milne Mufflers



Single mufflers as shown at left, 12" x 42", made from Crepe Faille—\$21.00.

The same in double mufflers—\$36.00.

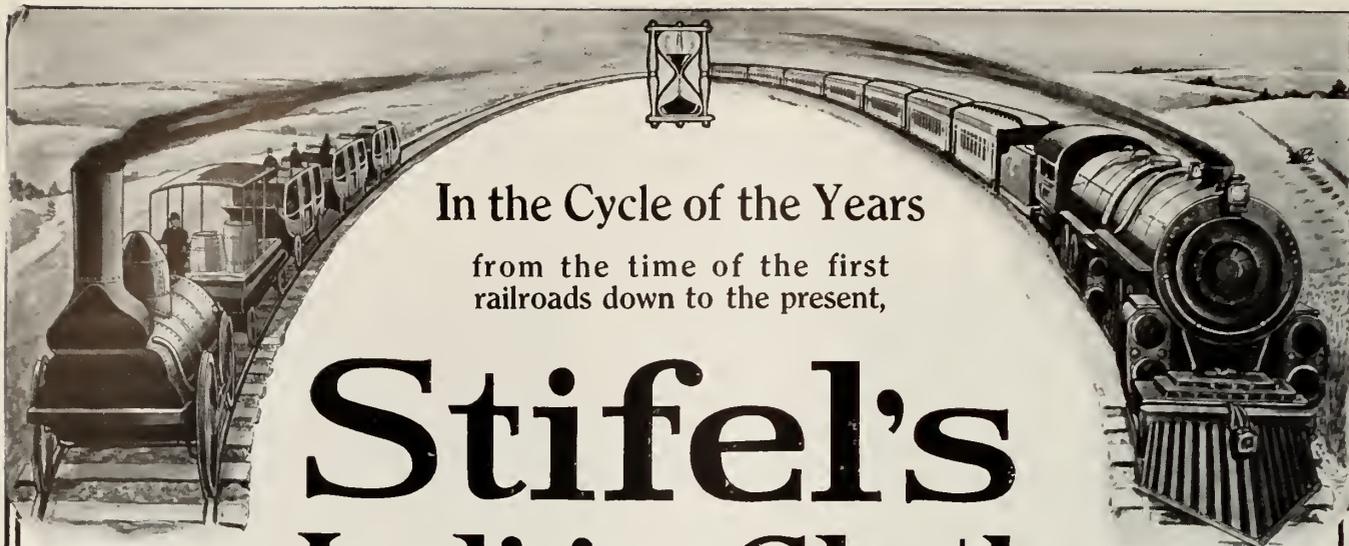
Also mufflers from wide range of English Foulards 9" wide at \$18.00; 13½" wide at \$24.00.

All these, and many other ranges, now ready for the Trade's approval.

We are still showing the biggest range of Crepe Failles for Spring and Summer selling at \$5.50; and printed Foulards at \$4.25.

WILLIAM MILNE

50 York Street, Toronto



In the Cycle of the Years

from the time of the first
railroads down to the present,

Stifel's Indigo Cloth

Standard for over 75 years

Overalls, Jumpers, Uniforms, Etc.



IF time is the test of excellence, Stifel's
Indigo Cloth carries off the fabric honors.

When a product gets closer to its patrons by increasingly better service through the long march of years, you can mark it a winner.

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

is the typical American industrial cloth. It stands, without phasing, the knocks and grime of labor and the rigors of the tub.

It's the CLOTH in the garment that gives the wear. To be certain you are giving your customers the maximum wear garment cloth in their overalls, shirts, jumpers and uniforms, look for this trade mark  on the inside of the garment on the back of the cloth.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

NEW YORK 260-262 Church Street
PHILADELPHIA 1033 Chestnut Street
BOSTON 31 Bedford Street
CHICAGO 223 W. Jackson Boulevard
SAN FRANCISCO Postal Telegraph Building
ST. JOSEPH, MO. Saxton Bank Building
VANCOUVER 506 Mercantile Building

BALTIMORE Coea Cola Building
ST. LOUIS 928 Victoria Building
ST. PAUL 238 Endicott Building
TORONTO 14 Manchester Building
WINNIPEG 400 Hammond Building
MONTREAL Room 508, Read Building

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

Taylor-Made

Garment Hangers



No. 280. A Coat Form Hanger, made in Canada, of Canadian maple, waxed and buffed, with Wood Trousers Bar, at

\$7.50 PER HUNDRED

Orders shipped the day they are received.

*The Taylor Mfg. Co.
Hamilton Ontario*



Price Only
\$2.50
Per Dozen
F.O.B. DAYTON, O.

ONLI-WA TIE HOLDERS

King of Neckwear Fixtures

Unless you are using them, you are not doing your utmost to increase your Neckwear business.

Used by some of the largest and best stores in Canada, such as Rod Sangster, Jr., Montreal, Canada; Holt E. Renfrew, Ltd., Quebec, Canada; The T. Eaton Co., Toronto, Canada; E. R. Fisher, Ottawa, Ont., Canada; Goodwin's, Montreal, Canada; McDonald & Co., Ottawa, Ont., Canada, and many others who appreciate the time and labor saved and increased display afforded by their use.

Don't Delay. Order NOW.

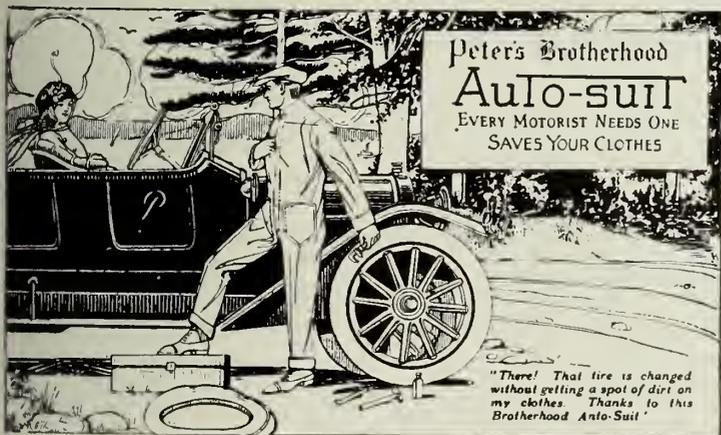
ONLI-WA FIXTURE COMPANY
DAYTON, OHIO, U.S.A.

Show the Motorist

the

Brotherhood

Auto-Suit



Call his attention to the fact that there are no exposed buttons to scratch or wear the enamel on his car.

He can see for himself as you see for yourself that the material is superior and that the workmanship is unsurpassed in all Brotherhood lines. The Brotherhood "Brownie" is a winner.

"If They're Brotherhood, They Must Be Good."

Six styles of overalls. One style—three colors in Brownies.
Three styles of smocks. Indigo Blue and fast black denims.
One style auto-suit. Stifel stripes and khaki drills.

SOLD DIRECT FROM MAKER TO DEALER.

Send for price list. Fill in the coupon. It will bring you complete information.

H. S. PETERS, LIMITED, Welland, Ontario

H. S. PETERS,
Limited,
Welland, Ont.

Please send prices of Brotherhood Auto-Suits. My regular dealer

Name.....
Address.....

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

Imperial Underwear sells easily and gives unstinted satisfaction

Men of particular taste show their preference for the Imperial line. Its superiority points are so marked that a first sale makes a steady customer.

Here are a few:—

Lap-Seam Shoulder, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch, Improved Knit Cuffs and Anklets.

Made in Combination and two-piece suits, to meet the requirements of the trade.

Stock Imperial Underwear and see what profits you can reap.

Kingston Hosiery Co.
Kingston, Ontario



TROPICAL and COOL SUITS

For the coming 75 to 90 degrees hot days

This is the line of suits that will boom your sales when the hot days come along and the customer does not feel like purchasing a regular suit.

They are made out of light and medium shades of very light material specially purchased for our July and August Canadian weather. Styles are Pinch Back and side effects with half, three-quarter or full belt and the trousers are made with a cloth belt to match.

Book your orders early as we only have 50 shades left.

HELLEUR, GARIEPY & BRODERICK, LIMITED
MONTREAL

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

Office and Sample Room:
16 Craig Street West

Factory:
124 St. Lawrence Boulevard

Western Office:
707 Fleet Street, Winnipeg, Man.

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

Sort up

on

Your White Ducks and Summer Clothing!

Miller prices are still 15 to 35% under present market values, and we have the stock to take care of your requirements. But don't put off your ordering.

Prices are bound to be much higher and deliveries very uncertain on goods out of stock.

Miller Quality and Miller Prices lead in

PALM BEACH SUITS

Canadian man-tailored
for Canadian trade

WHITE and KHAKI DUCK PANTS

DUCK CLOTHING

for bakers, butchers
dentists, grocers, etc.

BOY SCOUT SUITS

and complete supplies

MILITARY CLOTHING and BREECHES

Liven up your summer business this year. Get in touch with us now.

Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street, Toronto

"Hero Shirts"

For Fall

Buying Advantages

Larger quantities, earlier deliveries and better prices, through buying in conjunction with our STAPLE DEPT., (the best in Canada.)

Manufacturing Advantages

Our own factories, whose superintendents work in constant close touch with the warehouse department managers, to produce better goods at less money.

Selling Advantage

Thirty experienced salesmen who cover their territory thoroughly with general line of dry goods and men's furnishings, thus reducing to a minimum the cost of marketing the most attractive line of Men's Fine Shirts in Canada.

"Hero Shirts are Better"

The evidence is in the Sample Rooms of our Travellers.

ALPHONSE RACINE LIMITED

60-80 St. Paul St. West, Montreal, Canada

SAMPLE ROOMS: Ottawa, Quebec, Three Rivers,
Sherbrooke and Sydney, N.S.

FACTORIES: Beaubien St., Montreal; St. Denis,
Que.; St. Croix, Que.



the stamp of underwear satisfaction

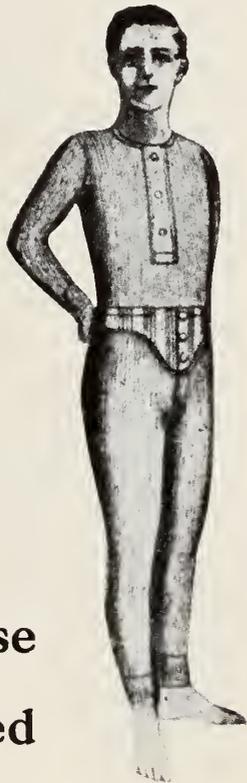


Maple Leaf Underwear has all the qualities that make the wearers enthusiasts — “come-back” customers for the dealer handling this high-grade line.

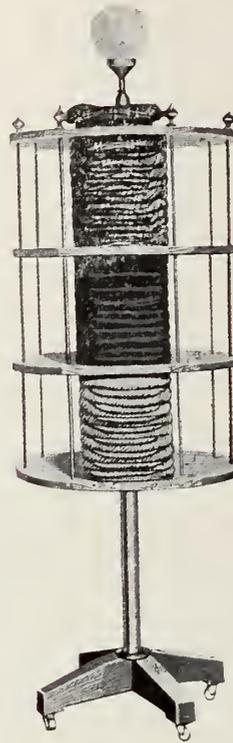
Comfort—Fit—Wear—every essential to the complete capture of the customer's confidence is woven into all garments bearing the above trade-mark.

Get a stock on hand. Give “Maple Leaf” a tryout. You won't be disappointed.

**Thos.
Waterhouse
and
Co., Limited**
Ingersoll, Ont.



THE MILLER RACK



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 \$30.00.

Dear Mr. Miller:—

I have great pleasure in recommending your cap rack as one of the very best, and when you demonstrated this device to me it appealed to me so much that we decided to put in a line of caps, as we could see the cap rack was not only a salesman, but was a veritable warehouse in itself.

I might say that the fixture is a very attractive piece of furniture, and we have so far obtained very satisfactory results therefrom.

Yours very truly,

C. HAWLEY WALKER, Limited,
Toronto.

Send a card to-day for full particulars.

Patented Nov. 20, 1916

**MILLER AND
COMPANY**

Sault Ste. Marie, Ontario

Big Values in Boys' Bloomers



Values that will please the parents and put your boys' department on a sound paying basis.

*Lion
Brand
Bloomers*

Quality, Fit and Durability are the characteristics of this line. Connect with it and reap bigger profits.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

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

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.

MADE IN



CANADA

HOSIERY, SWEATER COATS, FANCY KNIT GOODS AND HAND-KNITTING YARNS

*A "trade-mark" that will cement the
friendship of your patrons to your store.*

Your greatest asset is a "Trade-Marked" Merchandise, backed up by quality that is dependable. The *satisfaction* an article gives to your customers creates an impression which *remains* long after the price is forgotten. We believe you and your customers want a merchandise of *quality first*, and even though prices must advance, "MONARCH-KNIT" lines still maintain the usual high standard for Style, Quality and Workmanship.

Our high-class consumer advertising will bring new customers to stores who stock "MONARCH-KNIT."

The Monarch Knitting Co., Limited



*Manufacturers of Ladies' Silk
Knitted Coats; Men's, Women's
and Children's Worsted Sweater
Coats, Fancy Knitted Goods,
Hosiery, Etc.*

DUNNVILLE

CANADA



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



TRADE
W.G.R.
MARK

“SOMME”

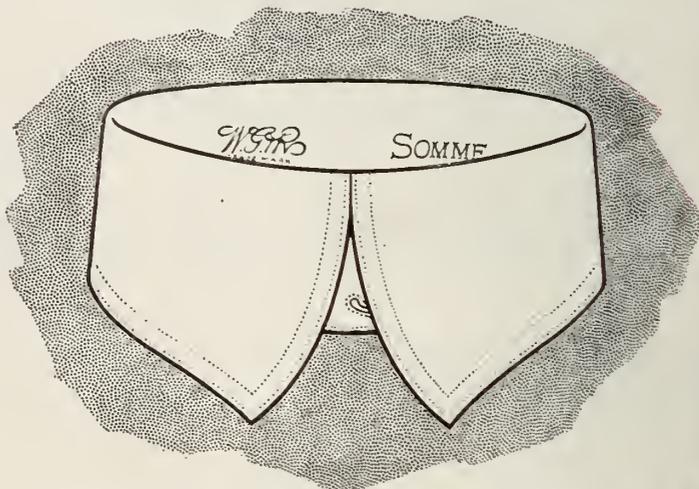
The biggest collar hit in years

The new and radical design of this collar is a welcome change that smart dressers appreciate.

All sizes from 13 to 17 in stock. We can ship promptly.

The Williams, Greene and
Rome Co., Limited
Kitchener, Ontario

“The excellence of the product has established the brand.”



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

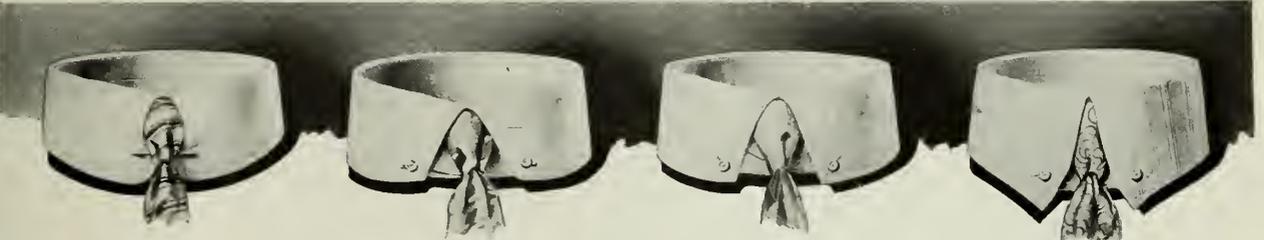


FEDERAL
Back 1 7/8", front 1 3/4".
Diamond Check Madras.
Sizes 14-17.
\$1.50 per doz.

FIAT
Back 1 7/8", front 1 3/4".
Satin Bedford Cord.
Sizes 13 1/2-17.
\$2.00 per doz.

DOVER
Back 2", front 1 1/2".
Fine English Pique.
Sizes 13 1/2-17.
\$2.00 per doz.

WOLSELEY
Back 1 7/8", front 1 3/4".
Jap Ivory Silk.
Sizes 14-17.
\$2.00 per doz.



SHOREHAM
Back 1 7/8", front 1 3/4".
Fine Poplin.
Sizes 14-16 1/2.
\$1.50 per doz.

RELIANCE
Back 1 7/8", front 1 1/2".
White Poplin.
Sizes 14 1/2-17 1/2.
\$1.20 per doz.

BUICK
Back 2", front 1 3/4".
Silk Crepe.
Sizes 14-17.
\$2.00 per doz.

MERCER
Back 2 1/8", front 2 1/8".
Fine French Pique.
Sizes 13 1/2-16 1/2.
\$2.75 per doz.



PACKARD
Back 1 7/8", front 1 3/4".
Checked Mat Cloth.
Sizes 14-17.
\$2.00 per doz.

BRISCOE
Back 1 3/4", front 1 3/8",
points 2 3/4".
White Poplin.
Sizes 12 1/2-17 1/2.
\$1.20 per doz.

HAYNES
Back 2", front 1 3/4",
points 3 1/4".
Fine French Pique.
Sizes 14-17.
\$2.75 per doz.

PEERLESS
Back 1 7/8", front 1 3/4".
Check Mat Cloth.
Sizes 13 1/2-17.
\$2.00 per doz.



SOFT COLLARS

are worthy of your best display.

A larger range of styles and cloths than ever before,
a few of which are shown above, and all ready for

IMMEDIATE DELIVERY

The Williams, Greene & Rome Co., Limited
Kitchener, Ontario

"The excellence of the product has established the brand."

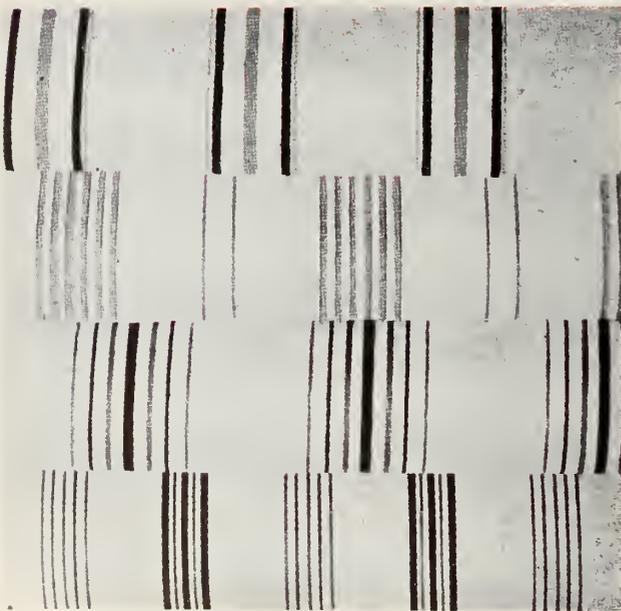
If any advertisement interests you, tear it out now and place with letters to be answered.



TRADE
W.G. & R. MARK

Shirts

*for immediate
delivery*



Some novelty patterns from the W. G. & R. shirt range

We have a splendid stock of shirts made from the following popular shirting cloths—MERCERIZED PONGEE, WOVEN and PRINTED MADRAS CLOTHS, CREAM and WHITE SILKEENS and PRINTED PERCALES, in a variety of handsome patterns, to retail from \$1.25 up.

Also an extensive range of UNION SILKS, FIBRE SILKS and PURE SILKS, in addition to the celebrated 12 MOMME UNTEARABLE IVORY WHITE HABUTAI.

All fast colors and old values.

The Williams, Greene & Rome Co.
Limited

Kitchener, Canada

"The excellence of the product has established the brand."

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

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7

TORONTO, JUNE, 1917

No. 6

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THE MACLEAN PUBLISHING COMPANY, LIMITED

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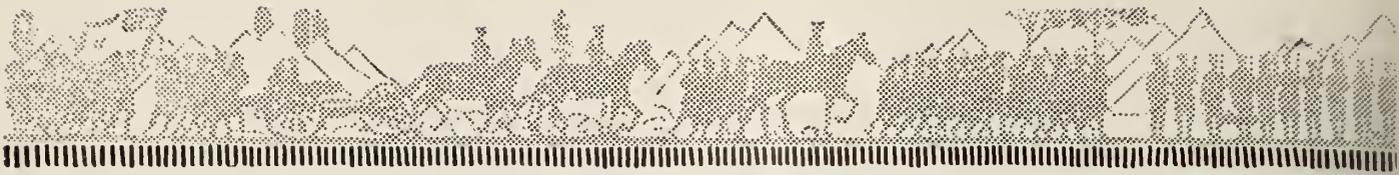
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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.
UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.
SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, \$1 a year; United States, \$1.50 a year; Other Countries, \$2 a year; Single Copies, 10 cents. Invariably in advance.



The Prestige of "Active Service"

is not limited to men, but is shared by weapons and equipment that prove their mettle under fire. While each Allied Army has its own particular favorite gun and rifle, camp-kitchen and helmet, they unite in endorsing the

Gillette Safety Razor

It is serving with distinction under every Allied Flag and in every branch of the services, right up to the first line trenches. It is regularly dispensing clean and comfortable shaves under conditions where any other razor would be helpless. It has proved to the hilt every claim ever made for it, and has most emphatically "made good."

The influence of this "active service" prestige on Gillette sales in Canada has exceeded even our own expectations. All previous records have been completely eclipsed, and we are rapidly extending our factory to produce seven times the 1915 output.

To dealers this means great opportunities now, and greater yet when the boys come home and spread their enthusiasm for the Gillette Safety Razor. Merchants who cater to men's appearance are coming to realize that the Gillette belongs in their stores, and that they have exceptional opportunities to push the sale of both razors and blades.

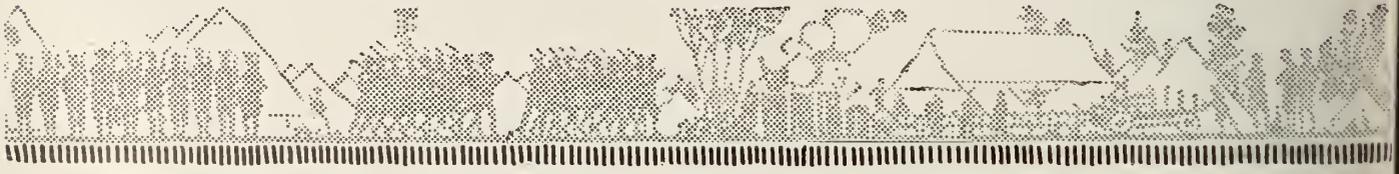
*Are you alive to the possibilities this opens
up to you? Are you cashing in on them?*

Gillette Safety Razor Co. of Canada, Limited

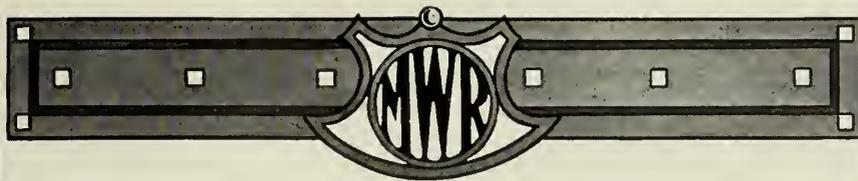
Office and Factory,

Gillette Building,

Montreal



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. VII.

TORONTO, JUNE, 1917

NO. 6

Flowers Attract the Eye



As every designer knows, there is more to a window trim than the mere arrangement of goods to be shown. If the display is to have 100 per cent. effectiveness some attention compelling feature must find its place in the trim. That ensures for the goods displayed a chance to tell their story.

Sometimes this attention-compelling feature is a statement of price—sometimes a background—sometimes a life-like arrangement of figures. In this instance Charles Roth, the designer, has made daisies the centre for the display. In spring, when this trim was arranged, these had every quality required—The appeal to the passers-by, which led them to stop; the suggestion of Spring and Summer, which led them to think of clothing needs.

While this is a splendid general window, perhaps boys' clothing are to the fore. And perhaps it is because this line is thus kept to the fore that big increases in sales have been noted. It is reported that not only do boys buy for themselves, and mothers buy for their boys, but that mothers buy such lines as boys' reefers for their little girls.



HOW TO MAKE MEN "DRESS UP" IN YOUR TOWN

Some Novel and Practical Suggestions Guaranteed to Make a Sensation and to Get Business for the Men's Wear Dealer With Courage to Use Them.

By John C. Kirkwood.

SAID an old man to his nephew when the latter was starting out for college—"All I have to say to you, Bob, is, Wear your old Clothes over again"; and this is just what a good many men are doing right now.

Wearing old clothes over again doesn't put any money in your pocket, and it is for you to dissuade your men customers and mothers of lads to do some immediate or early buying, in order that you may get the dollars you require to pay rent, salaries, and other expenses, including your own and your family's requirements. What can you do to coax out from their snug places reluctant dollars, and to get men and mothers in your community to "dress up" during the next two or three months, and to dress up with what you will sell.

Fortunately you can do a good many things guaranteed to get business; and I hope that none will refuse to do the things I mean to propose, because they mean trouble.

"Ach! It Is Too Difficult."

I once knew two Russians, in London. They had left their own country for a short time to sojourn in England—to learn the English language and English business way. One was a lusty chap who kept himself physically fit by systematic physical exercise. The blood tingled in his veins. He was ready for every physical demand that could be made on him—on his tiptoes with zest.

His comrade was older and as limp as a dish-cloth. He slouched in his chair; he lounged everywhere and always; he had small desire to walk about or for any distance; he rowed a boat languidly without a particle of ginger in his make-up. Mentally, he was much the same he was physically. And always he said, with a shrug and a gesture of the hands, when he was asked to attempt something involving effort—"Ach, it is too difficult!"

Are You a Rut-Man?

"Ach, it is too difficult," is what a good many men say when they are asked to do unusual things, when they are asked to disturb themselves. Most of us like ruts, for ruts are comfortable places. But rut-men don't make the dollars. Dollar-making is the reward of energy, and daring, and effort and purpose. Most of my readers, I hope, are dollar-makers, and for them I write.

Is This a Good Stunt?

Suppose you have printed in your local paper this text or "copy," as an advertisement:

LETTERS TO WOMEN.

Dear Mary:

Of course you know that _____ is courting you. And he ought to put on his

best bib and tucker every time he goes to see you. Probably he does.

But are you as observant as you should be? Is _____ up to date?

Here is the way he ought to be dressed when he goes to see you (just an ordinary call, for which his business suit is permissible):

Coat:
Waistcoat:
Trousers:
Accessories:

Look the young fellow over the next time he calls, to see if he measures up to the requirements of vogue. If he doesn't, say nothing to him, but send us his name on this advertisement, and we'll send him a fresh copy of this advertisement.

The chances are that _____ will spruce himself up, to make himself measure up more completely to the best standards.

It pays a young fellow to know how to dress well and to dress well; and if later on you are to be _____'s wife, you want him to look his best, now and always.

This is enough, Mary, for this time.

Yours cordially,

The Fashion Shop,
199 Broad St., Yourtown.

You can be very sure that an advertisement of this sort will get read and talked about, and will make young fellows smarten up in the matter of their attire.

You should have the printer run you off a hundred or so of this advertisement, and send them in an envelope to a select list, or enclose them with customers' purchases.

Indirection is Good Tactics

The trick of addressing these letters to women will assure for them a very great deal of attention by men—and so, by seeming indirection, you get the acute attention of those to whom you want to sell.

A layout or "dummy" of this advertisement is provided for your own guidance, and to help the printer. Also, the advertisement set up—this by way of further help.

Teaching "The Correct Thing."

This same idea can be used to communicate to your community "the correct thing" in regard to men's dresses for weddings, funerals, church, the dance, garden party, outing, camp, dinner, lecture, concert, and so on.

A series of advertisements of this character would be mighty interesting, and the chances are that a good many men—and women—would cut out the advertisements, to save them. It would be a very good plan to offer to send a full set of the series to any one expressing a desire to have them—this when all the advertisements in the series had appeared.

And here is something MEN'S WEAR REVIEW authorizes me to say: If a sufficient number of firms will indicate their desire for and intention to use a series of advertisements of this sort, a

series of ten or so will be prepared, and will be given gratis to those requesting them. So if the advertisement above, which is offered as a specimen, strikes you as being good, and if you would like to have a series of ten or so, send along your name. Only remember this: this offer of a set of ten advertisements gratis is dependent on a fair number of live wires writing in promptly to say that they would like to have the set.

The Ten Best Dressed Men

Here is another idea to make the people of your community—men and women—interested in the "dress up" idea, and attentive to the matter of their appearance: Offer a prize of a silk hat, or a straw hat, or a soft or hard hat, to the man who will send you in by a given date a list of the ten best-dressed men in your town, or city. The ten best-dressed men will be those most frequently named by all those sending in lists; and the winner of the prize will be the man whose list includes the largest number of these ten names, and in the order approximating the order of the winning list.

Great Local Effect

You can see what an effect locally this contest would have: Every man would be looking at his neighbor, so too, would every woman be looking at men. The inevitable result would be that all men of any position or pride would smarten up, and every man whose name was sent in honestly would probably forever afterward "dress-up" to the extent of his ability.

The purpose of these two plans is to arouse general interest in men's dress; and if you can arouse your community to a consciousness of dress; if you can teach them to know what constitutes correct and good dress, then you will have made the men of your community larger consumers of the things you sell, and more desirous of the best things.

Your Store a Fashion Centre

Do you not also see that by the use of plans such as these you can make your own establishment the fashion centre; yourself the fashion authority? Really you have a very great opportunity to enlarge your business swiftly and permanently, without much extra expense. I do hope that some of those to whom and for whom I am writing these words will shake off any sloth that may have enmeshed them, and will do some tall hustling.

A Squib "Sale"

I remember being in Orillia some years ago, and passing a men's wear store. There was a huge painted cotton sign over the front of the building announcing "a gigantic 10 days' Slaughter Sale of

SELLING CLOTHING BY "MOVIE" METHODS

Scheme Employed by the Hudson's Bay Company of Calgary Draws Crowds and Greatly Increases Sales—Likely to be an Annual Feature.

By J. Burt Malette, Advertising Manager, Hudson's Bay Company, Alberta.

APRIL 17th, 18th and 19th will forever be red letter days in Men's Apparel history in Calgary. On these days of this year the Hudson's Bay Company staged their first "Annual Men's Dress-Up Week" to the accompaniment of a battery of living model window displays, an orchestra and daily specials **FOR MEN ONLY**.

In addition to being an occasion memorable to men wearing civilians, it was also noteworthy as a most unique recruiting occasion.

The scheme in detail began with the writing of a scenario similar to that prepared for the ordinary moving picture, for each of the three performances. These were variously entitled:

"The clothing you men should wear."

"The Best Spring styles in men's furnishings."

"The shoe and the man who wears it."

We told each "actor" what he must do when entering the window, supplying him even with a manuscript containing his dialogue.

The Scene Laid

The actors were members of the men's store staff. To give an idea of the various scenes one was a modern office. Enter the business man in a special Hudson's Bay Office Grey Suit. The office boy smartly attired in a suit of "Kyd Klose" took his stick, coat, hat and gloves. He advanced upon the stenographer dictating a telegram. The demonstrating was executed by means of a living demonstrator equipped with several easels upon which half sheet display cards rested. If the man lifted his arm to his head, the demonstrator would pose him for a moment exhibiting a card calling attention to the reinforced stitching at the arm pit. If he should put his hand in his pocket, the demonstrator would call attention to the Bartall or

other feature that makes the pocket non-sagging.

This continued right throughout the first performance during each of three scenes—the office, the golf links and the tennis court.

The second night was given over to men's furnishings. One scene showing two men about to be called by their valet in the morning. Upon arising each was shown in fine silk pyjamas and immediately repaired to the back of screen to dress, calling for shirts, ties and collars which were displayed by the valet who acted as demonstrator as well.

Shoes were treated in much the same manner on the third night.

How Recruiting Was Helped

In regard to the recruiting plan, the committee "got busy" very early and siezed the windows of a store opposite. These were tastefully dressed with khaki exhibits and also living tableaux. The band of the regiment stationed here paraded and within a half hour of the time set for the opening performance a crowd of well over 5,000 people swarmed into the canyon between the Herald Building and the Hudson's Bay Company. The soldiers displayed huge banners, reading "The correct dress for young men—khaki!" "The kind of clothing Real men wear," etc., I have been told that they secured a goodly number of recruits as a direct result of our performance and their own co-operation.

The young men who acted as performers in the windows of the clothing exhibit were not eligible and therefore were not abused by the criticism that would otherwise have resulted.

Special Offers

On the opening day and each day thereafter, special offers to Men Only were made that resulted in a consider-

able business. By men only, I infer that no man could send his wife or some other lady downtown to buy these specials for him, in this way we had an opportunity of selling Mr. Man something else.

An orchestra and free cigars punctuated the first day. The net business resulting from this Dress-Up Week greatly exceeded corresponding week of 1916, and the week following was a hummer.

In all probability the company will make this an annual affair.

A FINE BOOK ON WOOL

MANY readers will be interested to learn from the following the scope of Paul T. Cherington's new book, "The Wool Industry."

This book is concerned with the commercial problems of the wool industry of this country. It strikes into the very heart of marketing and purchasing problems. It discusses conditions in the distribution of cloth and the interaction between these market conditions and the problems of the mill. The conditions of raw material buying are examined and the tendencies in purchasing outlined. The investigation behind this analysis of the commercial problems of the wool industry has been country-wide. Facts, figures and methods have been obtained from men in every class of trade in this industry, from buyers and flock-masters in Montana to mill stylers in New York. Manufacturers, wool merchants, dry goods jobbers, department store executives and many others connected with the wool industry co-operated to make this investigation a complete and accurate survey of the commercial problems and tendencies of the whole industry.

The book, published by A. W. Shaw Company, Wabash Ave. & Madison St., Chicago, will be of great interest to any student of woolsens.



The crowd that gathered before the Hudson's Bay Store, Calgary, when the "movie" feature to encourage dressing up, was in progress.

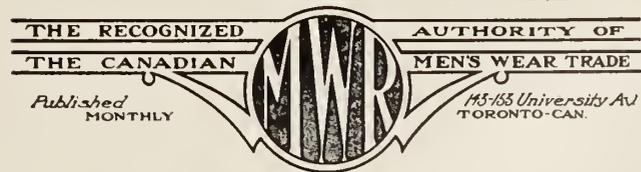
Catching the Enthusiast's Eye



TENNIS, golf and other enthusiasts are now hard at it. Perhaps they have already bought some of the needed apparel, but more will be required. A trim such as this will attract the attention of many enthusiasts. The rackets, clubs, balls, act as a magnet for their eyes. Such a trim will suggest the need of supplementing the present sporting wardrobe. Such a trim should help keep business on the hum.



MEN'S WEAR REVIEW



VOL. 7.

JUNE, 1917

No. 6

IT WILL shortly be seen in all its Old Glory at the front—there it will look its best.

* * *

COLD weather may have, undoubtedly, hurt Spring business. It should result in an unusually heavy June business, however.

* * *

OUR new Allies, the Americans, do delight to show their colors. First Old Glory appeared in neckties. Now it has been seen printed in color on either side of the collar.

* * *

SINCE the English Government has forbidden the use of cereals in starch making, it would look like no more "biled" shirts for the Englishman until after the war.

* * *

WE DOUBT if there will be any wail of anguish at this news. Had it come sooner it would have made Sunday a more comfortable day for many "God Fearing" men.

* * *

ALL the same it does seem that stopping the use of cereals in starch-making, and permitting the use of cereals to make intoxicating liquor, is open to some criticism.

* * *

CERTAINLY the introduction of prohibition—in the measure to which it has been introduced—has done much good in Canada. It is one reason for the state of affairs which so many Americans find it difficult to understand—a more than ordinarily prosperous men's wear trade, despite the absence of so many men with the gallant Canadian army.

* * *

CONSCRIPTION seems on the way. It is likely to further complicate business for the men's wear dealers. Some needed clerks may be taken. Green lads—or even girls perhaps—will have to be broken in. But let us take what comfort there is. Business in military lines, so profitable earlier in the war, will undoubtedly be stimulated.

ELSEWHERE in this issue, in a report of the first banquet of the Kitchener Manufacturers' Association, are given some opinions of T. H. Rieder on

the question of determining upon factory location. In the same article R. W. Ashcroft's views on trademarks are outlined. Both opinions will repay reading and careful consideration.

WHEN THE WAR IS OVER

THE boys, of whom we are all so proud, will not, of course, come flooding back to the country in a day or a week. But over a period of months—perhaps many months—they will be returning, and they will need civilian clothing. Moreover, by reason of a recent government decision whereby a man will be paid for three months after he is discharged, the soldier will be sure of having the money with which to buy this clothing.

The object of this extra pay is to help the soldier get back into civilian life. One thing he will need to make this change will be clothing. His is a trade for which Men's Wear Dealers should prepare. They should prepare to give these men the best, at the very best possible price. Let the Men's Wear Trade steer clear of any profiteering. A returned soldier as a friend will be a better business asset than a big profit from a returned soldier.

A QUESTION OF PRODUCTION.

LOOKING from the other man's standpoint is, fortunately, becoming more general. This is evidenced in the effort now being made in Montreal to establish some definite basis for negotiations between employer and employee connected with the clothing trade.

In the investigation now being made, which will shortly be put in report form, some matters are coming to light which are causing both sides to see that there is some reason for the attitude of the other. For instance, the employees are coming to see that the employer's desire to run his own factory without interference from outsiders, is reasonable. Employers, on the other hand, are realizing that no matter how satisfactory things have been in their own plants some abuses have existed.

It is, for instance, fairly well established that one or more factories have been employing more men than necessary. Thus, these men, who enter the work expecting to earn say \$22.00 per week, get only enough work to enable their earning \$17.00. The object of this state of affairs, from the standpoint of the factory, of course is to have available the labor to turn out the work necessary in the rush seasons.

Surely there is an abuse here—one which does much harm to the clothing trade as a whole in such a time as the present when the supply of labor is not sufficient to go round. It might be thought that the situation would right itself—that the worker becoming dissatisfied—would seek a place of employment where he would be fully occupied and where he

would earn in a day what at the commencement of his employment he is given to expect as the day's wage. In practice though, it seems that much labor is unintelligent, or at best unadventurous. There will be grumbling at the state of affairs but little thought of looking up a more congenial position.

It would be splendid work if the labor unions would educate their members to a realization that a move may effect necessary change in conditions.

That would result in necessary help being more economically, more efficiently applied. It is an economic loss to the country when a clothing operator, capable of turning out work sufficient to earn him \$22.00, gets work only which earns him \$17.00—providing, of course, there is as at present more work than can be done.

ABOUT LATE SHIPMENTS

SHIPPING delays are causing much worry, and much actual financial loss at the present time.

A Montreal Wholesaler advised MEN'S WEAR REVIEW this past week that one consignment of goods shipped from the old country January 18 had arrived only May 4. Of course the wholesaler had paid for them, in order to keep his terms with the shipper, long before the goods arrived. The delay, he states, occurred after the goods reached Canada.

This is but one instance. MEN'S WEAR REVIEW had learned of another case where goods from the U.S.A. were held up by the railroads somewhere near St. John's, Quebec, for over two weeks. These were flannel trousers, and when they finally arrived it was found that 15 pairs had been taken from the shipment. Be it noted, the duty had to be paid on these as well as on the trousers which arrived, for it was impossible to tell on which side of the border the pilfering took place. Buyers are able to insure against pilferage, but the duty loss has to be born entirely by the one to whom the goods are shipped.

The history of transportation shows that with delay in shipment pilfering increases. For this, and for a host of equally good reasons, it would seem that some action should be taken to get to the bottom of these delays—to prevent their recurrence, if possible.

COUNTING HEADS NOT ENOUGH

HERE in Canada, and more still from the United States, we hear expressed wonderment that trade in the men's wear lines should have increased

during 1916, and that it should be showing this year such large gains over 1916. Indeed some doubt the correctness of this. "How they say, can this thing be? With 400,000 of the best buying men away, it isn't possible."

Well, after seeing dealers in all kinds of towns and cities; after weighing one fact against another, we are convinced that it not only *can be*, but that it undoubtedly *is*. Moreover, that this state of affairs is quite reasonable.

It will do good perhaps to rehearse the situation.

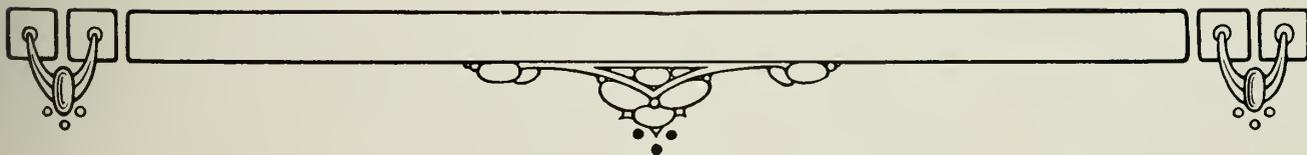
To begin with of the 400,000 men, doing such gallant work, some were not large buyers of clothing. They came from a class who made a suit serve a fairly long time.

Then, of the 400,000 men, a goodly number are still buying some clothing in Canada. Others are having clothing bought for them. Socks, sweater coats, underwear, handkerchiefs, shirts—these, and many other lines, are being used by soldiers, and are being purchased by, or for them, in men's wear stores much more than might be thought would be the case.

Yet, for such lines as neckties there can be little or no call from the soldiers. Even so the demand for neckties has increased. These are up materially in price, yet not only is the money spent on neckties larger than ever, but the actual number of ties sold is greater than in the year preceding the war. The reason—well the only reasonable reason seems to be that the men at home have more money than ever before. Especially is this the case with the very young men—those who, by reason of the call for workers, have left the Collegiate and started to produce. These are the "dressy fellows." Formerly they would have earned probably \$7.00 or \$8.00 a week. Now they are getting \$15.00—yes and much higher. \$25.00 in some cases.

Men in uniform need no hats, yet the Saturday before Easter one Toronto hatter sold over 1,000 of these. It was his biggest day's business since he started, many years ago. How did he get such sales? How was it a man in Orillia had his biggest day this year? The answers seems to be that the men, having the money—are able to fill their needs.

No, the counting of heads does not give the answer to the possible purchases of any line. Counting the contents of the pockets would be a surer gauge.



FASHIONS NOT BEING OVERLOOKED

War Talk Heard Everywhere, but Great Interest Yet Taken in Latest Styles—Is the Crease in Trousers to Go.



YOU might not think that we were taking this war seriously if you were to drop unexpectedly in on Little Old New York just at the moment. There is no pall of gloom hanging over this city. The Great White Way is just as white as it has ever been, and despite the dismal thought, that has been passed on to us from our English cousins, that most people eat one-third more than they require, and that in so doing they are digging their graves with their teeth, our many restaurants are packed to the doors with people engaged in this ghoulish, though apparently not unpleasant task. No, friends, our patriotism has not yet reached the stage of eliminating the flesh pots. Lots of talk, of course, oh, plenty of it, as good old Mark Twain was wont to say of the weather: "a lot of talk about it, but nothing done."

DIDN'T LOOK BEFORE

Do not misunderstand me friends. We are not fooling with this war, we are going to handle all the questions necessary all in good time, and we are going to get right into the melee. Reminds me of a story a friend of mine told me of an old Florida cracker. He was lounging against the bar in a small saloon, "For Whites only," when two thirsty souls dropped off the Pullman of a southbound flyer. The brand of refreshment pleased them not, and perhaps their disapproval was audibly announced. Friend Cracker took the criticism ill. After some moments silence his hoarse drawl was heard: "I kin lick any two dam yankees in the place, and I ain't looked yit."

Perhaps we may be forgiven for the impression that we can handle our share of the war in the same generous way. It must be remembered in extenuation that we "ain't looked yit."

WE ARE ALL IN UNIFORM

Wake up friend! say some of you, nudging me gently on the elbow. This is not a disquisition on war and patriotism, but on clothes. Thank you, gentlemen! With your kindly assistance we will put the engine over on the other track, and get started on our fashion trip. If you will permit one fleeting backward look, however, before we get away from the question I might perhaps be permitted to remark, that if uniforms count as patriotism we can't be beaten, this side of the Somme. Why even in this town, where we have been accustomed to look upon, being just a little ahead of the other fellow as the supreme joy in life, we have actually reversed the process, and every young man, and some not so young have been doing their best to get into some sort of a uniform. Duck is becoming as scarce as German-Americans because of the demand for uniforms. It's just like they say of that little tin car, "everybody has one." Moreover, it is not only in this that this proclivity is noted. The Trench coat, has become more pronounced with the dawn of Spring. Everyone who wears a coat wears one, unless there is a desire to become conspicuous by wearing inconspicuous garb. That is the sober, solemn truth. You can get them in almost any style you like. You can have the lapels short and stubby or long and narrow, or you can have them, double breasted in the general effect of a chest protector, but the belt no matter what the style, the belt must be there for that is the outward and visible sign of a man whose patriotic heart flutters beneath a trench coat.

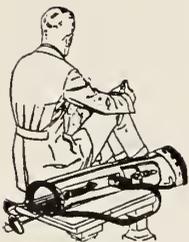
FASHIONS WILL OBTAIN

But it's getting a little late in the day to be talking about the trench coat now, when the bulk of the population will soon be moving down to Coney Island to bathe in its gray complexioned waves.

WHO WILL LOOK AFTER THE FASHION

We have been worrying a good deal lately about who is to look after the fashion notes of the world, when we finally get thoroughly enough interested in this mix up, to realize that it is more than a matter of uniforms. Of course we can't decide that matter off hand, but anyway, despite this little worry, there seem to be a lot of people still plodding right ahead turning out clothes to suit the galloping tastes of some of our young gentlemen, and the more modest pace of some of us older folk, just as though such a worry did not exist.

Well, just to get down to actual examples for a moment or so I saw the other day a new variety of sport coat, that the man who showed it described



HUGE DEMAND FOR UNIFORMS

But All Buying These Are Not Going to the Front, Oh, Dear, No—Yet Sufficient Men Will Go in Time, Doubtless.

modestly as "rather neat." It was of rough checked homespun. It has a decided snugness about the waist that rather sets it apart from its brother sport coat. It was closed in front by two buttons and it has rather long skirts. It has a pleat down the front on each side and two vertical pockets that come just at the root of the pleat. There was something a little novel too in the trousers to go with it. They were of white homespuns instead of the conventional flannel.

SILK SUITS WILL PREVAIL

Silk suits will probably have quite a run and there is a good showing everywhere of this variety of clothes. They are cut fairly loose with long lapels, some attractive models of single-breasted suits of this description show the corners cut square and closing. Patch pockets are the rule, the tendency being rather toward the good old fashioned variety that are entered from the top.

SAVE MONEY—DON'T CREASE YOUR TROUSERS

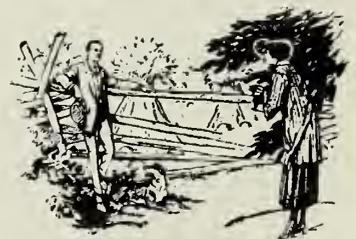
Strolling down the Avenue the other morning, my eye was attracted by several rather novel ideas in the matter of clothes. One interesting novelty was the lack of crease in the trousers. That has usually been characteristic of Third Avenue rather than Fifth, but this was something different, not an exhibition of neglect, but of studied art and it takes an artful one to wear even a most immaculately uncreased pair of trousers in these days of crease. The trousers are wide too. There is no attempt to hide the lack of crease by scantiness. It is there in all its glory. You may not favor this idea of course. Even I cannot claim to have been very favorably impressed. One must do something however, and if one can achieve distinction by having one's trousers like a stove-pipe, surely it is a small price to pay for distinction.

THE GREY DERBY COMES INTO ITS OWN

Another rather noticeable thing in the little items of difference that the New Yorker so much delights in is the proclivity for grey shades. There are many being shown and many men who rather pride themselves on having their ear to the ground to catch the first faint rumor of fashion, if I may be permitted to use such an undignified simile for these correct men about town, are appearing in grey in preference to other shades. For instance, I noticed one of our youthful Beau Brummels on the Avenue a few days ago wearing a dark grey double-breasted sack suit with trousers to match. The lapels of the jacket were rolled very low to display a light grey double-breasted waistcoat. Yes, these grey shades are becoming almost noticeable in the prevailing crowd of blues that as usual are the general favorites. Pearl grey Derbies too, have become quite a fad, with the most fastidious dressers, and as the less fastidious, not unnaturally follow the lead of their more fastidious kind, there are quite a number of these appearing. Not that you would call the grey Derby popular, by no means, the darker shades are, of course still worn by the great mass of men, but the class of men who have decided in favor of the grey shades are the class that blaze a, not too modest, way for themselves and wait for the crowd to follow. Whether the crowd will actually follow this mode, or whether it will just naturally fade away as soon as these progressive gentlemen have discovered something else to catch their fancy remains to be seen. In this connection might be noted the fact that this shade has not been limited entirely to the Derby. I have seen a number of high hats of this same greyish white, and the look of placid content beneath these hats would seem to suggest that their owners feel that they are distinctly correct.

In connection with such a hat, if one may so change the usual sequence, the cut-away is, of course, the correct dress. Black or grey with three buttons are the thing. There is a plainness about them too that is most noticeable. The tendency to braids and facings that prevailed some time ago has passed, and coats are being made now with perfectly plain edges. The severity of this garb is, of course, relieved by the balance of the toilet, the most popular trouser combination with this costume is of black and white Shepherds check. The smartest men too are wearing double-breasted waistcoats of white. A black and white cravat is the natural compliment of these other items and consequently is considered the thing.

(Continued on page 50)



WHAT THEY ARE SHOWING IN MONTREAL

Waterproofs Have Been in Demand—Ladies' Lines Being Shown—Silk Shirts to the Fore—Auto Coats and Liveries Being Played Up—Some Good Suggestions.

SPRING in Montreal is usually supposed to be a brief and nondescript season. It has been described by a party of wayfarers in the metropolis of the East as a season in which the weather was so changeable that you could not tell whether to wear an overcoat, a waterproof, or a light suit with Summer underwear, and might wish for all three at different times in the same day. As a matter of fact overcoats, waterproof raiment, and summery-looking attire all feature in the men's wear windows of Montreal at the time of writing. A long lingering Winter chill in the wind has kept Spring overcoats quite prominently to the fore in the displays until well on in the merry month of May. Rainy days have induced a perfect army of umbrellas arrayed in their accustomed phalanxes at the doors of the men's wear stores, and emphasis in all display work has been laid on waterproofs and "slickers" in many varieties. The most interesting of these have been the transparent silk weather-proof garments in rich browns, greens, and ruddy yellows. These cut in the regulation style of the yachtsman's oilskins, have featured in many displays, and with them have been shown Sou'Wester hats in the same light material, while the Henry Marks' store on St. James St. also showed waterproof gloves made of this transparent silk waterproof material; big, easy-fitting gauntlets, the virtue of which would be to keep a less weather-resisting glove inside dry and unspotted by the rain.

Call for Waterproofs

That there has been a big demand for waterproof garments in the opening weeks of Spring in Montreal is the experience of the Hannan store on Peel street, where a special sale of English and Canadian-made waterproofs in the more familiar buff-colored woven fabrics proved a distinct success. The gabardines which ran in prices as high as to \$35.00 proved particularly popular, but raincoats priced as low as \$6.50 were exhibited, these forming the drawing line which, with the umbrella phalanx, stood guard at the door in a day of down-pour.

For the chilly days, and downright cold evenings which characterized the Spring this year, abundant variety of Spring overcoats occupied attention profitably in the windows and within-door displays. Marks had some attractive lines in his side-window on Peel street, a window where one step apart from the stream of pedestrian traffic a man may gaze his fill, and study values through glass to his content while making up his mind on purchasing. There was a good bright bit of attraction in one of these Spring overcoats in a quite pronouncedly yellow

tweed, with warm flecks of brown and dark red wool in the weave. Many good plain greys were shown, also one of the new knit tex fabric overcoats in a very kindly-hued green. Tweed caps in the English style were displayed here also, and their colorings ranged over the gamut of the greys, bluey greys being shown, noticeably as well as the warmer tones.

Dressing Gowns to the Fore

Marx had some dressing-gowns on view also, silk fabrics with Paisley patterns, and the shot-silk effect also, light Summery dressing robes good to slip into for the morning cigarette. A very neat blue serge suit in shaggy surfaced serge, double-breasted, and cut after the conservative style of the moment, pleased the eye in one of the interesting corners of Marks' Peel St. window, and in this window also noticeably appeared the reviving style of collars with turn down corners, which the bat-wing tie very briskly and beautifully enhances. Flowered pattern batwings predominated in Marks' window shows, but four-in-hands in all the newest flowered styles were also well to the fore. Some fine effects from London, England, were given a front place in this connection, Paisley, and Oriental designs in the lead, with close rich patterning all over in very tasteful hues. A big variety of colors glowed up in the neat 'tad-pole' shaped adornment of a certain line of dark four-in-hands. Each 'tad-pole' had a little 'eye' in white on the red, blue, brown, or green of its own color, and this little pattern proved a clever embellishment upon an unobtrusively handsome line of ties. Pongee silk shirts in the natural buff hue made a very good showing in the Marks' window, and are likely to be popular this Spring and Summer.

Bat Wings Showing.

Case was showing batwing ties with a tiny oval or lozenge-shaped pattern carrying varied tiny bands of color, and showed these with some of the newest collars of the conservative double style, and displayed in half dozens upon a shirt or so laid with artful unconcern upon the window 'floor.' Away up in one corner appeared a collar box in leather, and the suggestion could hardly fail to meet response. Soft cuffed silk shirts in all the new stripes, violet hues at the time predominating, were also shown by Case, and a very neat new style suit, with belt, built in a delicate grey, formed a dominating note high in one window. Horn-handled canes, and one without the crook handle, but with a plain silver top, were shown in the Case displays along with chamois gloves. These horn-handled canes, rather stouter than some more

recently shown, are pioneering their way along St. Catherine street men's wear windows. The steel cane, leather-covered, preceded them in some of the stores which closely follow and sometimes even outstrip the footsteps of fashion. The stouter cane has a suggestion of the wounded officer about it which adds a war-interest to this line, and may be coming into demand because of the return to Canada of lean brown men with kindly eyes that have looked death in the face, and whose steps halt a little as they lean heavily on their supporting staffs.

The Ladies!

From war and the wounded to women is but a step, and it may be mentioned that the men's wear stores of Montreal are in many cases alive to the advantages of offering lines that appeal to ladies. Hannan features ladies' imported chamoisette gloves, and has found them a fast moving line. In men's gloves silk with black points on the backs have been popular, and a French lisle glove imported direct, and retailing at \$1.25 has gone very well indeed. Its color was a grey approaching taupe. By the time this is in print Hannan's will be showing Summer fabric underwear in gossamer weaves and priced from a dollar to twice that sum per garment. Some Summery underwear is already showing in Montreal, and the first actual Summer window display in men's wear has been put on by Henry Morgan & Co., The Colonial House, in the shape of a croquet window with the mallets, balls, hoops, etc., varying the display of men's wear for the season. A palm beach suit, white shoes, socks, and underwear formed the main theme of the display.

Hats have had their share of the window space in the men's wear stores this month. Dineen's on Peel street showing some neat new lines in dark green with puggaree band in green and white. Applegath on St. Catherine St. showed a wide variety, with New York silk topper in all its glossy radiance as the main item in one case, and Robertson & Co., St. James street had a window display in which every style of new hat appeared set forth in plain perfection unadorned, a Western style Stetson with its stiff buff hued brim, and in the inevitable dents in the crown, forming an interesting front-line unit in the trim.

Some Windows Described

"Cravats that look dollarish" was one of Riley Hern's quaint whims in window cards. The cravats shown were priced at only 50 cents and lived up to the words on the card. Riley Hern showed besides lots of auto-dusters, and livery styles for chauffeurs in his side windows, a front

window trim of great attractiveness in the newest styles of built to measure suits for which he has a reputation. A black fabric suit with white line running through the weave was one of his leaders in illustrating this department. Dark blue socks were shown with it. Some new ideas in light grey fabrics for the Spring also shared in the displays effectively, and a trench coat in dark grey-green material dominated one window section.

Pink Popular in Shirtings

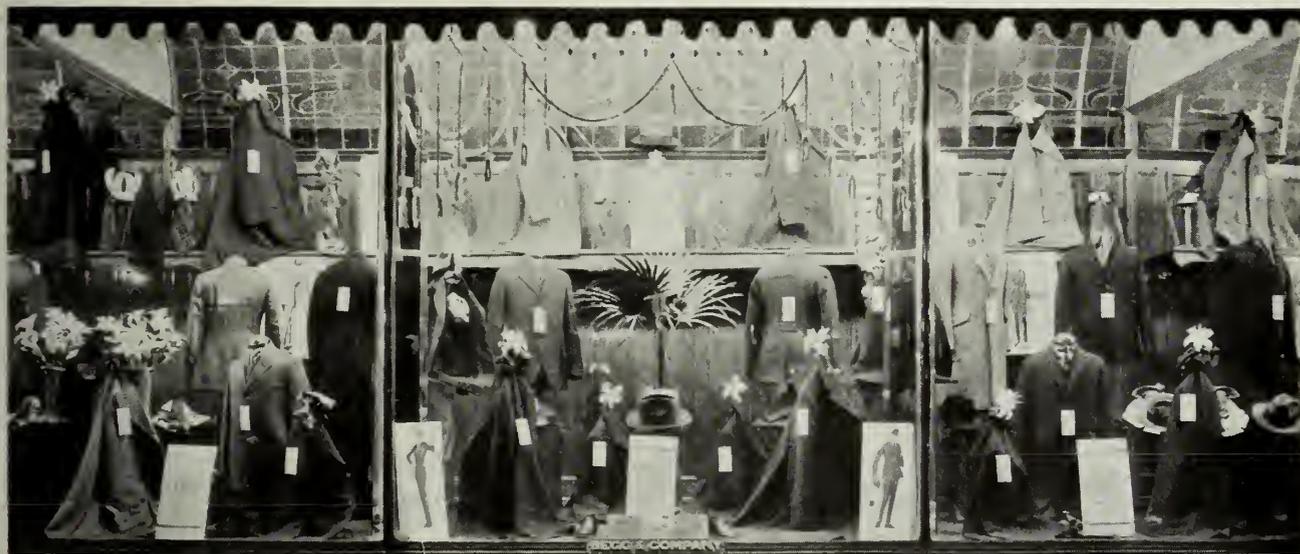
Rod. Sangster, Jr., on St. James St., made the discovery this Spring that pink shirts have been the prevailing choice of the masculine taste for quite a little time. There has been a remarkable run on the new pink shirtings from Japan. These build into dainty shirts at \$2. The material is Japanese crepe, and design

usually in broad stripes. Grey greens, blues, and browns are found in this line, but the pinks have been going best. Picturing a pleasant pink contrasted with a black tie, the refreshing tone of the color suggests itself to the mind, and some Springtide feeling after this manner is no doubt accountable for the run on pink shirts. Rod. Sangster made a big success of a special window showing silk-fronted shirts at \$1.65, and ties at two for 85 cents. This window was not dressed like a sale window, but kept in exclusively simple good taste with emphasis laid only on the price. It proved that price is probably one of the greatest levers to success in making a men's wear window efficient as a silent salesman. But the secret of associating a perfectly conservative and dignified window trim with a truly attractive price quotation easily observed, but by no

means suggesting a 'marked down event' is perhaps the very fulcrum of the lever. In ties as shown by Rod. Sangster, the new Japanese flowered, and mixed figured patterns, also Paisleys proved good sellers, and one of the latest lines of men's garters went satisfactorily also, and is gaining sales momentum as the Summer approaches.

By the way, a St. Catherine St. store was showing a clever line in 'Dresden' pattern four-in-hand ties, very soft and fascinating in colors, also plain shirts in buff and blue which looked exceptionally neat; and in Goodwin's men's wear department the word all for the time being 'underwear,' as regards rapidly selling lines, while Goodwin's window displays were featuring the newest Spring goods in overcoats, suits, hats, etc., with every success in these lines also.

A Good Clothing Trim



WHILE this is almost entirely a clothing window, care has been taken by the designer to avoid any monotony. Of course use of the splendid show cards which the manufacturers are now sending out, make monotony unnecessary; but the use of palms, flowers and other decorations will, as is evident in this illustration, do much to take away from any too great sameness.

A few other lines, collars, neckwear, hats have been used here also to brighten the trim and doubtless to attract their own share of attention.

This design looks like one which should have drawn sales. It showed overcoats at a time when the weather was very cold, and cards, on these as on the suits, stated the price at which they could be secured. This was an informing window as well as an artistic one and such are the windows which men—the great window shoppers of the world—like to pause before.



THE WAR—DEVELOPMENT OF NEW LINES

Communities Barren of War Profiteering Have Developed Summer Resort, Tourist and Soldier Trade to Highly Profitable Plane—Barrie and Orillia Merchants Set Good Example.

MANY communities throughout the country have experienced great boosts to business through the operation of munition factories and the attendant business created by the employees, whose increased wages, with the consequent lavish expenditure on the necessary and otherwise, has been a God-send to many retail dealers in the small towns of the Provinces whose businesses at the outbreak of war gave all the appearance of merely "waiting for the bell to ring."

But what about the less fortunate communities wherein no such manufacturing for war is in progress? Doubtless some have been "hard hit," and perhaps the men's wear dealers have been no exception, owing to the absence of their chief trade element who are fighting the country's battles. But many districts have had new lines opened to them by war conditions, and perhaps the present necessity for developing other lines may result to the benefit of the trade when normal times return.

Among the lines which contain large possibilities for development are the soldier trade, the transient touring, and summer resort trade; and perhaps one of the fields which has been most successful in the readjustment of trade conditions has been the district from Barrie north to Orillia and including the Muskoka Lakes. This district boasts of no munition factories or any other large war manufacturing concerns, but no sign of pessimism is in evidence and failures have been only in normal proportion.

War Outlook Was Dark

On the outbreak of war, conditions in the men's wear and other trades in this district truly looked black, and this outlook was intensified in later months when manufacturers looking for suitable sites for factories for the manufacture of munitions passed this district up for more favorable locations. But through the dark outlook a ray of light shone, and the realization of the possibilities embraced in other lines open for development, which constituted that meager optimism, has brought success to many dealers who will benefit to an even greater degree after the war when pre-war trade conditions return.

As we have said, the district referred to is marked by the absence of war manufacturing concerns, but it is favored with being the centre of a considerable amount of Canada's summer resort trade, and also constitutes the district in which Canada's largest concentration camp has been located.

Quick to realize the opportunities offered by the presence of these thousands of Canadian soldiers, men's wear dealers

of Barrie, Allandale, and neighboring towns, immediately secured large stocks of all such lines as would be demanded, and their efforts to supply the soldiers' necessities have been crowned with success.

The district farther north is well known as one of Canada's most popular centres of summer trade, and by the expenditure of a little energy, a considerable increase in business from this source and from the transient automobile touring trade, has been secured. These sources of trade under development have proved a big factor in dissipating the pessimistic outlook which for a time was entertained, and already preparations are being made by men's wear dealers throughout the district to duplicate the trade which has favored them in the past two summer seasons.

Milne & Son, Barrie

A significant instance of what can be accomplished by going after business in these lines is the case of A. Milne & Son,

dealers were no exception. In the case of Milne & Son, it was not considered sufficient to sit down and wait for the soldiers to come into the store, but they purchased an automobile and by making daily trips to the camp, twelve miles distant, solicited business to both individuals and to the regiments as units.

It was soon after the camp was inaugurated that the first results of the retail trade of neighboring towns became noticeable, and dealers began stocking largely in soldiers' lines. Mr. Milne, in addition to arranging effective window displays of all such lines as shirts, socks, ties, collars, belts, canes, insignia, underwear, puttees, and ready-made breeches, secured the exclusive agency for a Toronto firm and many orders for made to measure uniforms were secured. It was soon found that a tendency to place orders through the mails from the camp, was increasing, and in order to secure their share of this business, Mr. Milne advertised his automobile delivery system and by giving a good service to



General view of Camp Borden—new arrivals getting ready for first meal.

of Barrie, who have been perhaps the largest dealers in soldiers' supplies to be found in the district. The town of Barrie has been the busiest centre for such business, owing to its proximity to Borden Camp and a large number of officers and their wives made it their headquarters during the summer months. Hundreds of soldiers also thronged the town continuously. It is but a logical conclusion that all retail dealers, irrespective of their trades, benefited by this influx of soldiers looking for some place to spend their money, and the men's wear

the camp his turnover was greatly accelerated.

Among the lines which proved most popular during the Summer months was the light Summer underwear. It became quite an apparent fad among the soldiers to change their underwear several times a day during the heat and dust. A large stock of puttees and ready-made breeches was also disposed of prior to orders restricting their use.

"Soldiers Equal Munitions"

"The soldiers have meant as much

Barrie as the munition factories have to other towns," said Mr. Milne, in reviewing the healthy growth of his business since the soldiers at Camp Borden opened up a new field in his line of trade. Mr. Milne explains that the reason for the patronizing of the small town retail merchant by the soldiers has not alone been the proximity of such towns to the camp, but in large part has been due to the adequate service given, and the maintenance of reasonable prices. In other words, the absence of an attempt to take advantage of their position and levy exorbitant prices, has brought the town merchant into favor with the soldiers who no longer display their partiality for the city dealer to the exclusion of all others.

The volume of soldiers' trade was much larger during the early months of the summer than it was towards the end of the camp season, but this is explained by the early procedure overseas of many of the battalions containing chiefly young men from the towns. While recent units have been found to consist to a great extent of older men, indications, based on trade forthcoming from the few soldiers who have already gone into camp at Borden, are that there will be another good summer's business in soldiers' lines during the present season, especially if the military authorities are successful in sending troops to camp in equal numbers to those of last summer.

The Holiday District

A little further north of Barrie is a district which during the summer months is thronged with holiday makers, and is the centre of much motoring traffic. Throughout the district reaching to the Muskoka Lakes and including the town of Orillia, a demand for articles of men's summer wear has been turned to good account, and the transient motorist along with his fellow pleasure seeker at the resorts, have divided honors in making up the deficiency in business due to war con-

ditions, in a district which is as devoid of war profits through munition manufacture as that previously described.

While the demands of the male motorist and summer resorter are, of necessity, light, in the matter of wearing apparel, the equally light texture of such apparel makes it doubly necessary to have on hand a large assortment of outing shirts, soft collars, socks, light underwear, and other articles which enhance the comfort of a holiday whether in the wilds or in the summer resorts. This demand has been well maintained during the war, due in some part to the increasing number of American tourists who have patronized Canadian resorts in recent seasons, and men's wear dealers have been quick to realize the possibilities and reach out for their share of such trade.

Sinclair Store, Orillia

The Sinclair men's furnishings store at Orillia is one which realizes the possibilities in summer wear and is making every attempt to cater to the wants of even the most fastidious of the transient summer customers, and lines are carried which appeal to everyone from the man who enjoys his holiday in the wilds, clothed in khaki ducks and shirt, to the pernickety William who is the idolized exponent of the latest dance steps on the hotel promenade.

In order to arrest the interest of this passing trade, attractive window displays are arranged, of varying lines included in the above range. Mr. Sinclair has adopted in his store some novel ideas for display, and realizing the immense value of window dressing for the attraction of such trade, is making arrangements to construct a new front to his store, which will greatly enhance the power of window display. An attractive arrangement of seasonable lines has been made up in the store, and prominent in the plan adopted by Mr. Sinclair is the unique manner of displaying shirts. Or-

iginating from the plan adopted in a Philadelphia store, Mr. Sinclair now shows his various patterns of shirtings in individual cabinets with a glass front, and much resembling the familiar way of showing biscuits in a grocery store. This method, which Mr. Sinclair is extending to every other line of furnishings which lends itself to such treatment, allows of visible display without damaging the article by exposure to dust. This feature is easily discernible in the accompanying picture of the store. Another feature of display which is prominent in the Sinclair store is the effect of showing various men's wear lines on small tables placed in the centre and extending the depth of the store. This plan has been found to have many advantages over the old methods of display when articles were either kept out of sight or shown from shelves along the wall.

The foregoing cases, wherein the effects of war conditions were overcome by the realization of the possibilities in other lines and the conscientious development of such lines by the use of up-to-date business methods, indicate what can be accomplished by the application to the situation of ordinary business principles, and other dealers in a situation of similar character would do well to realize the advantages of adopting a similar procedure both for the the present and for future trade.

HAT AND CAP MANUFACTURERS ORGANIZE

The Hat and Cap Manufacturers of Montreal, have organized for their mutual welfare, under the name of the Hat & Cap Makers' Association of Canada. H. A. Wolfe has been elected president, and Mr. S. F. Kanter of the London Hat & Cap Manufacturing Co., Secy.-Treasurer.



J. Sinclair's store, Orillia, where a good deal of extra business is secured from Summer visitors and automobilists.

TRADE MARK GOODS IN BUSINESS

Men's Wear Dealers Throughout Country Favor Trade Mark Lines When Standards Are Maintained and no Price Cutting—Advertising and Selling Trade Mark Lines Make Store More Popular.

THE many outstanding peculiarities that mark the modern tendencies of human nature are perhaps found at their best in the individual who sets out to buy something. At least this is the way the retailer of to-day views it, and it keeps him hustling to cater to the whims of the modern purchaser without being classed as an aspirant for the realms of psychology.

One of the many points which enter into the buying and selling operations of to-day is in connection with the question of trade marks. It is a matter of no significance that some customers prefer to buy goods which bear the mark of a standard product, and no less significant is it that some retailers find it to their advantage to carry such trade marked lines. This is, however, a subject on which a great diversity of opinion was known to exist, and in order that some better idea of the situation might be secured. MEN'S WEAR REVIEW has obtained from retailers in all sections of the country, from Victoria, British Columbia, to St. Mary's, New Brunswick, an expression of opinion on this matter.

To this end a letter was forwarded to a large number of men's wear dealers, embracing the following questions:

1. What is your opinion regarding trade mark goods?
2. Have you found that many of your customers ask for goods by the trade mark name?
3. Have you found that even some who do not ask in this way are yet more quickly persuaded of a line's excellence when they recognize the trade mark?
4. Do you show trade mark lines largely in your windows and in your store interior?
5. Do you find that these goods do something to make your store more popular with the community?

These five questions were found to cover the matter of trade marks in a very comprehensive manner, and considerable information was forthcoming in the replies.

Trade Marked Goods an Advantage to Trade

As to a general opinion concerning the advisability of handling trade marked goods, the replies were almost unanimous in their belief that the carrying of such goods was to the advantage of the trade as long as the standard of quality of such products was maintained. Some were of the opinion that the value of carrying trade marked lines was greatly enhanced by the support of good advertising, and that by this means sales were greatly facilitated. This condition of affairs was especially noticeable in the case of dealers in cities, whereas the

small town retailer was more disposed to regard the matter of trade marked goods with unconcern owing to the fact that customers were uneducated to the value of such goods. While the preponderance of opinion was in favor of the trade marked goods, yet there is a provision in connection with the handling of such goods, which, when not lived up to by all dealers, is inclined to bring the handling of such lines into ill-regard. This provision is in connection with price-cutting, and the experience of some retailers was that unless standard prices were maintained by all dealers in the same city on similarly trade marked goods that much of the benefit of carrying such lines would be forfeited. Another disadvantage which might be found to enter into the question was also where, through perhaps a slight error in inspection, a garment was allowed to slip through containing a flaw in manufacture. In such a case as this it was pointed out that the trade mark would prove to be more or less of a brand to be avoided, and thus have a reverse effect to that desired. In brief, the situation was indicated to be merely this, that when satisfaction is given, the trade mark is an advantage; but when satisfaction is not given, the advantage of the trade marked goods is not only lost, but trade in that line is given a bad knock.

Customers Demand Trade Marked Goods

That the majority of customers ask for trade marked goods was the general opinion as expressed in regard to the second question. More particularly was this noticeable in connection with the higher-priced goods, and one dealer stated that 75 per cent. of his customers insisted on trade marked products. As a reason for demanding such goods, one opinion was to the effect that "goods made to a standard commended themselves to everybody." In a few cases where some doubt was found to prevail as to the general application of this question, it was indicated that the demand for trade marked goods most certainly existed in connection with some staple lines, no matter what the nature of the community in which the business was located.

As to the persuasion necessary to convince customers of the excellency of a certain line when a trade mark is recognized, the consensus of opinion was to the effect that the amount of persuasion was negligible, and without exception proved advantageous to all concerned. Of course, this question is one involving perhaps the greatest amount of dependence upon the vagaries of human nature, and it could only be expected that with varying types of customers to handle, that this topic would call forth a wide

range of comment. In the case cited above, however, where an imperfect garment was sold, no amount of persuasion would convince the customer that it was to his advantage to again purchase goods with a similar trade mark. Another opinion was to the effect that the recognition of the trade mark was a commendation in itself. In some other cases it was found that the best means of persuasion was to allow customers to sample the goods in question, but this procedure is hardly as applicable to the men's wear trade as to other branches of trade. Still another dealer found that considerable persuasion was required as to the quality of a line of trade marked goods except in cases where the customers were familiar with the mark through other mediums, such as advertising.

Display of Trade Marked Lines Preferred

With two exceptions out of the total number of replies received, the dealers stated that they showed trade mark lines largely in window and store interior displays. One of these exceptions found it more to his advantage to push his own lines of goods, while only one was of the opinion that the profits on trade marked goods was too small to justify such attention. Here, again, some difference of opinion can be noted, for in contravention of the latter claim comes the statement of one dealer of Cornwall, Ont., that he finds it raises the reputation of his store to display trade marked goods. In another case the dealer found that the best lines to boost through the medium of his window and interior displays were widely advertised trade marked goods. In some cases the trade marked goods are accompanied with illustrations of their particular outstanding features, and in some instances the dealers indicated a partiality for such lines when it came to window dressing and arranging displays. It was still further pointed out that it was advisable to not only display the trade marked goods themselves, but to place around the store illustrations of the trade mark as it appears on the goods. This latter plan familiarizes the customer with the mark, and it is more easily recognized when subsequently seen on the actual goods.

Trade Mark Increases Popularity of Stores

Bearing out the popularity with which trade marked goods are received, as indicated by the opinions expressed by the dealers, it was the unanimous opinion that the carrying of such goods was of assistance in making the stores more popular in the community. Especially so was this reported to be the case where the goods were carried more or less exclusively, and not on sale at every store

in the town. The greatest element which appears to figure in the effect on the popularity of the store in a certain community is that of dependability. It has been pointed out that if the customers of a certain district know they can depend upon the merchandise of a certain store, that store is rendered popular, and the best way to attain this end has been found to lie in the stocking of only standard and trade marked goods.

This survey of the situation as portrayed by the information forthcoming from the dealers is of a general character, and it may be advantageous to quote herewith some of the personal opinions expressed by the dealers in answering our letters.

Cornwall Dealer's Opinion

When asked for his opinion regarding trade mark goods, one Cornwall dealer stated that it was always to the best advantage to handle such goods, "because they are more reliable, and after people get to know that such goods are carried they are pleased, and it makes a clean stock to handle." He stated that he also found it an advantage to persuade people to buy trade marked goods, and added that the store always maintains its popularity by handling goods that people can rely upon.

Another interesting answer which contained a qualification was the reply of one dealer to the first question as follows: "If the standard quality is maintained in a garment the trade mark is O.K., but in war times, with the advance

of material and labor and qualities reduced, garments are much better without a trade mark." In answer to the query as to whether such goods were of assistance in making his store more popular in the community, he stated that such was the case if the goods were not sold to every store in the city. This procedure made the store common, and even trade mark goods do not draw trade to the store unless the exclusive sale for such goods is held.

One Lone Dissenting Voice

One of the few dissenting voices as to the value of trade mark goods came from a country place, and even that dealer admitted that while such goods were of no importance to him, yet they were undoubtedly a splendid thing for the city or town. He explained that his customers never asked for special trade mark goods, and the amount of trade did not justify any attempt to educate them to appreciate such lines.

"Trade marked goods are made to a standard, and when the price is fixed they are all right," said another dealer, who was of the opinion that trade marked goods commended themselves to everybody. By the handling of such standard lines this dealer's store was popular, because, as he described it, "the customers know where they can buy dependable merchandise."

From New Brunswick came still another opinion to the effect that carrying of trade marked goods was an advantage to both customer and dealer. He believes

that goods trade marked are sold on their merit, and his experience proved that customers had acquired the habit of asking for such goods.

Must Advertise Trade Mark Lines

A dealer in Quebec believes that trade mark goods are more easily sold when advertised properly, but he is also of the opinion that the trade mark sometimes brings in some inconveniences. "The worst of these inconveniences," says he, "is unfair competition. If several merchants in the same vicinity, or even in the same city, handle the same trade mark goods and sell them at different prices, here comes the perpetual objection of the customer." I can get it cheaper at X's. "So in this case the trade mark does not better the position. We feature trade mark goods in our store and in the newspapers, and I am convinced that there are many advantages in doing so."

Another retailer in an opposite section of the country is, nevertheless, of the same mind, and favors the carrying of trade mark goods, "if such goods have some outstanding feature, such as quality, style, etc." He displays trade mark goods when they have their special features illustrated, and he finds that it is not difficult to convince customers as to the advantages of a trade mark line when they are familiar with the mark.

WOMAN'S OVERALLS CONTINUE TO GAIN FRIENDS

Many Stores, Having Felt Out the Demand, Place Big Repeat Orders.

MORE and more widespread becomes the interest in women's overalls. Says one manufacturer:

"When we started making women's overalls, we considered it would be a very small affair—just a flash in the pan. We find, however, that some of the largest stores in Canada are ordering. First, there is the — they bought only two dozen from our salesman as an opening order. We told them that two dozen would not give the line a show, and on our own hook sent them eight dozen, the remaining six dozen being on approval, with the understanding that we would take them back at the end of a month's time if they wanted us to. Instead of having to take any of these back, we had a re-order from them by telegram four days after they got the original eight dozen, asking us to express to them before Saturday a duplicate order for sizes they were out of.

"This is just one instance. We have also sold large quantities of these goods in Vancouver, Victoria, Montreal and all the larger cities, and even some of the smaller towns are now starting to buy

them, and we have no hesitancy in saying we think it is a permanent thing. It is a sensible garment, and was brought before the women of the world, purely as a result of the war.

"We have had no end of inquiry regarding them from different merchants, wanting to know what they look like, what they are made of, and wanting particulars. In fact, the idea is so revolutionary in Canada that it has created tremendous interest, just like the first automobile did, or the first aeroplane.

"Some of the stores where we have sold our goods have had a girl wear them in the store, walking up and down the aisles passing out hand-bills. In fact, this is what is being done in Windsor by the C. H. Smith Co., and the interest is so great that it simply packs the aisle where the girl stands with curious people to see what they look like.

"We don't want you to think that we deserve any credit particularly for adopting these women's overalls. Frankly, we didn't think they would prove much of a success at the time we did it, as we were very sceptical indeed, but we have no

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A woman-overall, as made by Peaborys Sales Corporation.

WHAT MEN'S WEAR DEALERS ARE BREAKING LAW?

The Trading Stamp Act, and the Lottery Act Presents Perplexities Bearing on Special Trade-gaining Features—A Case in Point—The Acts Quoted—These Not Entirely Clear.

ARE you within the law? Are the schemes you from time to time adopt to the end of stimulating business absolutely in accordance with the Lottery Act, and the Trading Stamp Act?

Don't be too sure about it. Read first these acts, as later quoted in this article. After that quite probably you won't be sure about it. Perhaps you won't be sure of anything. A lawyer, you know, gets his living from interpreting the law. If the law were made plain so that any man of intelligence could interpret it, wherein would be the need for lawyers? When the leaders of the land can argue as to whether a woman is a person, there certainly is room for argument on this Trading Stamp Act, and this Lottery Act.

How the Question Arose

The reason Men's Wear Review is going into this is simply because one of our readers, Wm. Hay of Queen Street West, Toronto, has recently run foul of these two Acts—or would have run foul had he not seen the storm in the offing and sheered off from the dangerous rocks.

Mr. Hay had a scheme for stimulating sales—a scheme described some time ago in Men's Wear Review—which included the returning each month of one days purchase money to his customer.

Now Mr. Hay recently received a call from a Sergeant of Detectives, who told him that a North-end dealer had sought a permit to carry on a certain sale. This had been refused, whereupon the dealer had said: "Why this is practically what Billy Hay is doing on Queen Street."

Hence the visit to Mr. Hay's store.

The detective got full details regarding the plan.

"Is it illegal," asked Mr. Hay. "I'm giving back my own money."

"I don't see that it is," said the detective, "but it may be."

Now Mr. Hay didn't want to break the law. Less still did he want to face any trouble. So he went to the City Hall, with the usual result. He learned nothing. Can one get blood out of a stone?

But talking to his friend the Sergeant of Detectives, Mr. Hay later got some help. "I'll ask Mr. Corley (the prosecutor)" said the Sergeant, "and I'll let you know what he says." That night the Sergeant rang up Mr. Hay saying, "Mr. Corley thinks that if a charge were laid against you, and you were brought into court, you wouldn't have leg to stand on."

So, though no one except Mr. Corley seemed to know how this selling scheme offended, Mr. Hay gave it up. But here

are the two laws which bear on the matter. Read them:

236. Every one is guilty of an indictable offence and liable to two years' imprisonment and to a fine not exceeding two thousand dollars who,—

(a) makes, prints, advertises, or publishes, or causes or procures to be made, printed, advertised or published, any proposal, scheme or plan for advancing, lending, giving, selling or in any way disposing of any property, by lots, cards, tickets, or any mode of chance whatsoever, or,

(b) sells, barter, exchanges or otherwise disposes of, or causes or procures, or aids or assists in, the sale, barter, exchange or other disposal of, or offers for sale, barter or exchange any lot, card, ticket or other means or device for advancing, lending, giving, selling or otherwise disposing of any property, by lots, tickets or any mode of chance whatsoever, or,

(c) conducts or manages any scheme, contrivance or operation of any kind for the purpose of determining who, or the holders of what lots, tickets, numbers or chances, are the winners of any property so proposed to be advanced, loaned, given, sold or disposed of.

2. Every one is guilty of an offence and liable on summary conviction to a penalty of twenty dollars who buys, takes or receives any such lot, ticket or other device as aforesaid.

3. Every sale, loan, gift, barter or exchange of any property by any lottery ticket, card or other mode of chance depending upon or to be determined by chance or lot, is void, and all property so sold, lent, given, bartered or exchanged, is liable to be forfeited to any person who sues for the same by action or information in any court of competent jurisdiction.

4. No such forfeiture shall affect any right or title to such property acquired by any bona fide purchaser for valuable consideration without notice.

5. This section includes the printing or publishing or causing to be printed or published of any advertisement, scheme, proposal or plan of any foreign lottery, and the sale or offer for sale of any ticket, chance or share, in any such lottery, or the advertisement for sale of such ticket, chance or share, and the conducting or managing of any such scheme, contrivance or operation for determining the winners in any such lottery.

6. This section does not apply to

(a) the division by lot or chance of any property by joint tenants or tenants in common, or persons having joint interests (droits indivis) in any such property, or,

(b) raffles for prizes of small value at any bazaar held for any charitable or religious object, if permission to hold the same has been obtained from the city or other municipal council, or from the mayor, reeve or other chief officer of the city, town or other municipality, wherein such bazaar is held, and the articles raffled for thereat have first been offered for sale and none of them are of a value exceeding fifty dollars;

(c) the Art Union of London, Great Britain, or the Art Union of Ireland.

335. In this Part, unless the context otherwise requires,

(g) "Every one," "vendor," "purchaser," "merchant," "agent," or "person" for the purposes of the sections relating to trading stamps, includes any partnership, or company or body corporate;

(u) "Trading stamps" includes, besides trading stamps commonly so-called, any form of cash receipt, receipt, coupon, pre-

mium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof or his employee or agent, and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either—

(i) By any person other than the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or,

(ii) by the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, in cash or goods not his property, or not his exclusive property, or

(iii) by the vendor elsewhere than in the premises where such goods are purchased; or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time;

2. An offer, printed or marked by the manufacturer upon any wrapper, box or receptacle, in which goods are sold, of a premium or reward for the return of such wrapper, box or receptacle is not a trading stamp within the meaning of this Part.

505. Every one is guilty of an indictable offence and liable to one year's imprisonment, and to a fine not exceeding five hundred dollars, who, by himself or his employee or agent, directly or indirectly, issues, gives, sells or otherwise disposes of, or offers to issue, give, sell or otherwise dispose of trading stamps to a merchant or dealer in goods for use in his business.

506. Every one is guilty of an indictable offence and liable to six months' imprisonment, and to a fine not exceeding two hundred dollars, who, being a merchant or dealer in goods, by himself or his employee or agent, directly or indirectly, gives or in any way disposes of, or offers to give or in any way dispose of, trading stamps to a purchaser from him or any such goods.

507. Any executive officer of a corporation or company guilty of an offence under the two last preceding sections who in any way aids or abets in or counsels or procures the commission of such offence, is guilty of an indictable offence and liable to the punishment stated in the said sections respectively.

508. Every one is guilty of an offence and liable, on summary conviction to a fine not exceeding twenty dollars, who being a purchaser of goods from a merchant or dealer in goods, directly or indirectly receives or takes trading stamps from the vendor of such goods or his employee or agent.

Is the matter absolutely clear?

The "Nay's" appear to have it.

Let Men's Wear Review hear from you in this regard; hear your perplexities and you're special cases. We'll get full information in regard to such sales for you.

IN LARGER PREMISES

The Wearbest Clothing Company, Montreal, have considerably increased the size and capacity of their factory at 149 Notre Dame West, Montreal, by the addition of several thousand feet floor space. It is hoped with the improved facilities which this affords to be in a still better position to give service to their customers.

Watch-Watchers Watch This Window in Thousands



Here is a men's wear window daintily decorated with floral devices, and possessing a special "man-stopping" feature which is not apparent easily in the photograph, but which does the work. In the left-hand lower corner, note the Standard Time Chronometer—in its mahogany and brass-bound case. Probably a thousand men a day stop and look at that clock, incidentally, no doubt, being influenced by the display of goods in the window. Allan's store is located at the corner of Craig Street and Bleury Street, Montreal, and the manager, Mr. Lister, estimates the value of his window displays at something like 75 per cent. of his sales force. "The windows bring the people into the store," he says. "After that it's up to the salesmen."

From this particular window there was done a fine business around Eastertide, in gloves, neckwear, shirts, and collars. Note the graceful way in which the three shirts in the background are displayed in tier form, not all on the level. This is a clever touch by the window dresser responsible, J. A. Brosseau. Note the belt coiled just in the very middle between the gloves in the front floor space of the window. This window carries out the idea of "daintiness, delicacy, and refinement" which in the opinion of the manager of Allan's make for sales in men's wear as surely as they do in the Department Stores which appeal to the ladies.

TRADE MARK VALUES THAT COME TO RETAILER

Familiarity of Public and High Reputation Possess Strong Selling Value to the Merchant—Profuse Use by Many in Window Advertising and Interior Display.

IN men's wear stores the movement found in some parts of Canada and the United States among departmental stores to discard the use of all trade marks and branded goods except their own makes little headway. Probably at no time has the branded name been brought forward more prominently in the windows and the men's wear ads. as well as in interior displays than to-day. More and more the merchant is coming to realize that branded goods are, for the most part, a guarantee of their reliability, and that the acceptance of these by the merchant makes easier the ideal to which all aspire, a guarantee of every article that passes over his counter.

Which Wins?

It would be an interesting study to figure out what line of goods received the greater attention from the retail merchant in so far as giving publicity to the branded name it carries. Do you use the brand name in mentioning collars more than hats? Are shirts known more by the name of the maker than the summer or winter lines of underwear you carry? Or would one, two or three well-known brands of ready-made or made-to-order clothing show a more liberal use of the maker's name or brand than any line mentioned hitherto? And all this applies quite as strongly to newspaper publicity as to window and interior trims. The merchant now sold out is deterred by a disinclination to advertise the "Smith" brand of overalls on the ground that the share if any, that the "Smith Mfg Co." bears of the cost is less than he should pay for the publicity he secures by being identified with the name of the local dealer. It is becoming recognized that if a merchant is wise in selecting the "Smith" brand as the main line of overalls with which he fills his shelves, a guarantee should go automatically with the name, and any publicity that has grown to be attached to this name will accrue to him in the handling and sale of these goods. The average merchant now goes further and contends that the fact that he carries such and such a brand of high-class goods conveys a favorable impression to the public as to the general character of the rest of his stock.

Worth \$1,000,000 a Letter

One or two instances will suffice to indicate the "selling" power of trade marks. In a motion for the dissolution of the American Tobacco Company on the ground that it was a "trust," sworn testimony placed the value of this trade mark at \$45,000,000 and of total assets of \$227,000,000, or 20 per cent.

One Canadian trade mark is valued at \$1,000,000 a letter.

Value on From Maker to Dealer

The real meaning of this is,—as applied to retail selling,—that such brands have become familiar to the public after long tests have not met their approval to such an extent that sales will result from the name itself, without any preliminary education on the part of the new hand. Article "B" he has to introduce, to demonstrate; article "A" sells "On sight." The million-dollar letter value implies that it sells much more easily than an unknown and untried brand, for the value to the manufacturer is a "selling" value, and automatically passes on from him through the various selling agencies until it reaches the ultimate consumer.

Of Sentimental Value

From the individual the belief in the efficiency of a "brand" has passed on to a community. "Sheffield" cutlery is famous. In Canada we have a "Made in Kitchener" association. We have no Provincial groups, but "Made in Canada" has been and will be used as an offset to "Made in Germany." Whether "Made by the Allies" will come into existence as a preferential slogan remains to be seen. In the United States several states have adopted a brand such as "Made in Iowa," and a bill is now before Congress to compel the use of a label "Made in U.S.A." In such a case the brand gets away somewhat from the original idea, which was not only to stand as a guarantee of quality, but to secure for the maker that accumulation of value that would result from a test that had proved highly satisfactory. In the absence of a rigid system of inspection a "Made in Canada," a "Made in U.S.A." mark would be of sentimental value chiefly, and not necessarily a guarantee of quality.

How a Few Ads. Show Up

Many manufacturers and merchants fail to realize the extent to which brand names are now being used in Canada by the retail stores in their every day advertising. Take for instance, an advertisement of R. H. J. Dauler, Limited, that appeared in a St. Thomas paper on Friday, May 18. "Smart new negligee shirts" were featured, from \$1 to \$5, and no less than six names of makers on brand names were mentioned. In "Union underwear," fine wool and silk and wool balbriggans were singled out under four general names, and five names of makers. In overalls, two were named under a \$1.50 price, and three more at \$1.00, and a sixth at \$1.15.

Ecclestone's, of St. Catharines used the name of what they called two

"famous makes" in ready-mades, and used a big illustration of one with the brand name in display type underneath.

In overalls, "Oak Hall," St. Thomas, named four different brands, \$1.25 to \$1.50.

"Oak Hall" of Hamilton went much further in a five-column ad. In hosiery they named two brands; and in underwear two.

A well-known London merchant, W. F. Boughner, featured one line of clothing for his whole ad.

The Dauler store in London, outdid the St. Thomas store in featuring brand names in their ads.; a cut name for a cap; four different shirts, three overalls with one firm's brand name in a cut; three hats, and two hosiery brands.

These firms believe that their sales will be increased by the naming of the makers and the use of the cuts they furnish, or they would not use them; and, in their windows, the lithographed and other cards, furnished by these and other firms, are a constant accompaniment of the goods on display. So strong has the value of branded clothing become that many men's wear dealers have special electric signs, some giving the brand name in larger lettering than their own.

Firm's Own Trade-Mark Valuable

There is another form of a brand that is related to the store itself, a quite important one, also the use of a special form of type or manner of setting, to familiarize the public with a firm's own name, that brings it into the "trade-mark" class.

A well-known merchant has this to say on this subject: We find, that the use of our own distinctive firm name, in the form of a trade-mark, is a strong business asset. We use the one form in bold black letters as if written with a broad pen upon all wrapper, price tickets, envelope, stationery, and paper bags. It has come to be a striking and distinctive emblem or trade-mark of our store. It appears boldly in all our advertising, and is printed on the paper bags of our pastry department where the goods are our own manufacturer, and thus come to be closely associated with our store's reputation. But we associate the sign with everything that is sold across our counters, thus building up for ourselves a trade-mark which will be used as the store develops and comes to manufacture special lines of goods."

It would be a valuable exercise, to study how some of the leading firms retain a uniform of firm name, large or small wherever it reaches the public.

WHAT IS SHOWING IN TORONTO

Bright Windows Do Their Bit to Offset Depressing Effect of Dismal Weather — Full of Promises of Summer.

WHEN fashionable young Toronto of the male species goes down town to see what's new in wearing apparel, he does not have to look long to be convinced that the powers have had him in mind, and have been employing all their constructive genius to creating attractive new things to satisfy his most exacting tastes.

Even if he goes down town with no idea of buying a silk shirt, a bow tie, or any other of the unlimited superfluities which the most fastidious of us are always on the lookout for, he simply cannot help himself, for the windows, ablaze with color and gaudy patterned displays which are almost running riot, literally step right out on the street and stop him. The beckoning hand of out-of-doors where only the lightest apparel is required, is sufficient excuse for the color, and the loudest patterns are most popular with everyone except the more conservative element, which seldom desires any new departures.

As has been indicated, a trip down Yonge street proves that popular demand is for color and more of it. One particularly colorful window and one which strongly appealed to the tastes of the younger element looking for something different with which to startle the natives at the races or the ball game, contained an attractively arranged group of Japanese crepe ties with patterns of strong color contrast. These, along with other novelty crepes, were predominant in flowered patterns of large size and in all shades; and particularly effective was the manner in which the veins and petals of the flower patterns were picked out in bright colors contrasting with the other portions of the design. As a welcome departure from these more or less solid colors, a wide array of vividly striped patterns were shown, and some of these on a white background were particularly adaptable for light Summer wear. These patterns consisted of a series of vivid stripes in red, green, blue, and white, for a depth of about one inch for every three or four inches of tie on a white background. A tendency was also noticeable to design these ties for matching with popular designs in shirts.

In more conservative stores some new colors and design in Irish poplin ties were shown, and a somewhat novel departure was their rubber lining. This new lining is designed to render the tie non-creasable and in this respect has

special appeal to the conservative element to which it is offered.

The bow tie is very loath to forfeit its run of popularity and still finds a warm reception. One attractively arranged window contained a display of light faille bow ties of the batwing design, while English foulards were also keen contenders for popularity. Some handsome printed ties with all the appearances of the loud designs, but in subdued tones, were also being shown, and while the approach of warm weather is fast giving the knitted ties the go-by for another season, some of the exceptionally wide variety in mild shades were still on view.

Soft Collars for Summer

So extensive is the call for soft collars that it gives all the appearances of being a permanent adornment to set off the negligé effect, which is meant to be conveyed by the combinations being shown. Collars with silk corded stripes in white are popular, though really no novelties are being shown, with the possible exception of an invisible fastener which is used to hook some of the newest collars. Some new shapes in stiff collars have appeared, but the plain white soft collar of pique material seems to dominate the displays.

Loud Striped Silk Shirts

The showcases in the modern retail store are commonly termed "silent salesmen," but there is some speculation as to how long they will maintain their reputation for "silence" with such displays as have been mentioned and perhaps supplemented with a few of the latest designs in silk shirts. The louder the designs and colors the more they cost, yet with apparently endless pocketbook resources, the modern youth, who holds nothing but contempt for cost, is a lucky customer for the dealer, who fears he would otherwise have little sale for the silky creations with their exclusive and fetching designs, and particularly fetching price-cards. So popular have silk shirts become that Toronto has been aptly described as having "gone silk shirt crazy," and the same might be said of the bow-ties, for the two go hand-in-hand.

The broad striped design seems to be most favored in silk shirts, while faintly tinted shades in solid designs are also enjoying a good run. One particularly attractive window contained three arrangements, displaying the effect of a combination of these light shades in

a pale pink, blue and fawn combination which, with tie and soft collar to match, composed a specially desirable and cool outfit for the warm weather. Vivid colors were also to the fore, and brilliant stripes to match the striped ties described above were very much in evidence. These shirting designs were mostly confined to stripes of red, green, blue, and white, in stripes of about half an inch in width. Some pretty designs in shirtings of cotton crepe were also displayed in some windows.

Silk Gloves for Warm Weather

There is much speculation as to which elements of feminine attire will next be incorporated among mere man's demands, but one which though hardly new, has apparently found a warm place with the men's wear trade, judging by its popularity, is the use of silk gloves. There has always existed a distinct drawback to the use of kid gloves in warm weather, and with characteristic thoughtfulness, the powers have come forward with a solution which consists of a complete array of designs and shades of good quality silk gloves of a more durable texture than the feminine requirements. Another factor which enters into their popularity is the high price of leather, though the effect of this must be discounted somewhat when we consider the prices which are smilingly paid for silk shirts and some other articles of attire. Suedes and champagnes are the shades chiefly being shown in silk gloves.

"Skeleton" Suits for Summer

Though bearing a nickname which sounds ominous in the extreme, this welcome innovation in clothing wear bids fair to captivate the desires of the younger element, for the "skeleton" suits, consisting of cloth of a light texture and unlined, with the exception of a silk yoke and silk-lined sleeves, are just the thing for warm days. The vest is similarly unlined, and the outfit presents a most desirable substitution for the Palm Beach suits previously popular in warm weather. The suit embraces the up-to-date points such as pinch back and the belt effect, and is particularly welcome owing to its comprising both sufficient lightness of texture desirable for Summer wear, and the appearance of a regular suiting, thus rendering it wearable on all occasions.

Some particularly attractive creations involving this new innovation were be-

(Continued on page 44)

MEN'S WAREHOUSE REVIEW

HATS *and* CAPS

NO RELIEF IN SIGHT FOR HATTERS

Prices Will Continue High—Materials For Both Felts and Straws Getting Harder and Harder to Secure—All Contracts Subject to Cancellation—Die Situation Alone Shows Betterment

AS time passes the situation with regard to hats becomes more and more serious. There can be nothing but higher prices, or lower quality which after all amounts to the same thing. Even should the war cease tomorrow there would be no return to normal conditions.

It may be that some of our readers are facing unfair competition—competition which is misleading the public by stating that hats are for sale at the old prices and in the old qualities. Such competition will have to be met, and with a view to enabling a successful refutation of such wild claims, and to making all our readers more aware of what they may expect when the hat salesman calls, it will be well to run over the situation here. It is a situation similar to that of last month to some extent, but more acute—more disturbing.

Essential Materials Very Scarce.

To begin with the supply of many materials needed in hat making is practically exhausted. Such essentials as fur itself is not always easy to get, and is always away up in price. In fact the delivery of hats next Fall is to a great extent dependent upon contracts which manufacturers have for materials, and which contracts are stamped:—

"Deliveries against this contract are liable to variation or cancellation on the part of the seller, by reason of conditions occasioned by war or other circumstances beyond seller's control."

From this it will be seen that there is no great certainty as regards the future. It is true the die situation has eased up somewhat, as a result of the efforts put forth by U.S.A. manufacturers to improve their product; yet while the die is being received in the quantity wished, and in very good quality, the price paid is exceedingly high compared to the price of before-the-war years.

No Certainty as to Future

But the most serious side to the question is the getting of the fur and the shellac. It seems almost impossible to foretell what the situation will be even a month hence.

As a means of showing exactly how the

prices of hats have been advancing it might be well to quote some figures as given by Robert J. Patterson, one of the best authorities in the United States. He is dealing with a cheap hat, and indicates the increased cost of production over a year ago in this way:

Consider This Table

	Former cost per doz.	Present cost per doz.	Advn'd cost per doz.	Advn'd per hat
2 lbs. fur for dozen hats...	\$ 2.00	\$ 6.50	\$4.50	.37 1-2
Sweat leathers75	1.75	1.00	.08 1-3
Hat bands	1.20	1.60	.40	.03 1-3
Dyestuffs materials12	.60	.48	.04 -
Labor	7.50	9.36	1.86	.15 1-2
	<u>\$11.57</u>	<u>\$19.81</u>	<u>\$8.24</u>	<u>.68 2-3</u>

Here no account is taken of advances for the less important requirements. Moreover, the figures are for a cheap hat, and would be more startling for the higher grades. Again for Canada there is the addition of the 7½% war tax to all these figures—not over the prices of a year ago, but over the figures if taken back to before the war.

Sell a hat to-day at the 1914 or 1915 prices and in the 1914 or 1915 grades! "There ain't no such animal."

The Day of the Straw

But the season is at hand for straws—the few short Canadian weeks in which this line can be handled. There will be a little sorting, of course, but by the end of June probably that will be all over. The wise dealer does not want to run the chance of carrying straws over. Neither does he want a too large stock to clean up by special sales in August.

An Advance Certain

As to the future the situation is similar to that in felts. Only higher prices are in sight. Braids cost more to land from such producing countries as Japan and China, largely because of higher freights, insurance, etc., but also because of the high price of "silver." Then bleaching chemicals, leathers, bands, glues, shellacs, box board, labor and practically all the other factors of production are away up, and are rising

steadily. It begins to seem sure that the finished straw hat of 1918 will run from 25 to 35 per cent. higher from the manufacturer.

But hats off to the straw. It is going up, it is true, yet to do it justice it has maintained its price better almost than any other line of wearing apparel. It is

hardly to be expected that the buying public will remember this, yet almost certainly the first really hot day will send them out after straws in 1918, despite the high prices which will then obtain, as it sent them out this year, thinking little of the higher prices asked in comparison with before-the-war years.

Weather Does Harm.

Unquestionably the cold weather of April and early May has set back the demand for hats. Dealers have found stocks moving slowly and have been loath to add to these. It seems certain however that as a result of this very backwardness in ordering there will be a much bigger sorting business in August and early September than is customary.

Prices in hats have been somewhat upset by the entry of two or three new factories. In some cases these are quoting prices which are exceedingly advantageous — prices which other manufacturers say the goods cannot be made for. If such is the case, however, the matter will straighten itself before long and in the interval the retailer is in a rather fortunate position.

Messrs. Firth Brothers have opened a new clothing store on Dalhousie St., Brantford.

Just a Suggestion



The big drive on straw hats is under way. If the weather is fair, hot—Summery in short—keeping the straw to the fore will result in the most being secured of this short season.

There are suggestions in this trim. It's crammed full—too full, perhaps for art, but it has the sales-pulling qualities, and it is an easy trim to arrange.

MEAN'S WEAR REVIEW

SUITS & OVERCOATS

WOOL SHORTAGE BRINGS TALK OF ECONOMY

Will the Vest Go?—U. S. War Demands Makes Situation More Serious—Norfolk Shows Signs of Gaining Favor.

FALL buying is practically over for the season, and the retailer of men's wear is naturally concerned at present in the selling end of his business. At the time of writing there was very distinct anxiety and annoyance caused by the adverse weather conditions experienced throughout the Dominion, weather conditions which retarded Spring selling, and caused some reluctance and uneasiness regarding the matter of future needs.

Wool Shortages Serious

While this may have been but a passing tendency, it was noted in some degree fairly widely, and rather regretted by manufacturers, for the future seems to hold small hopes for any very abundant supplies of garments for some time. There is as a matter of fact, a very noticeable wool shortage which is certain to affect the production of fabrics for some time forward. One manufacturer of men's wear observed that wool which had been purchasable at 70 cents cleaned about a month ago, had advanced to \$1.40 in four weeks for the same wool uncleaned. There is little or nothing hopeful to predict at present as to new fabrics, though undoubtedly efforts are being made to produce attractive materials for suits and overcoats. While offerings have been made of materials from the Old Country, there is very little prospect of any considerable importations of wollen stuffs. Salesmen in this line have visited Canada from England, but they have very little to say regarding possibilities of supply because the "Business as Usual" slogan of Britain at the beginning of the war has been to a great extent abandoned. That the wool shortage is really serious now, and that the effects of it will be felt more rather than less by the retailers of Canada before very long, in curtailment of range and variety of garments, and in further advances in prices is one opinion very strongly held.

U. S. War Demand a Factor

The fact that the United States have entered the war definitely has occasioned an unprecedented call for wollen materials in that quarter. Wool for blankets is being called for urgently. Emissaries from America have been going over Canada

searching for stocks of material suitable for war purposes, the condition in the United States being similar to that of Great Britain at the commencement of the Great War. This new drain on wool supplies will inevitably be felt in the men's wear business. There will be no interesting new fabrics for a good while it is feared. Conservative and staple goods will be predominant. Even these will be in insufficient supply as compared with pre-war days.

Will The Vest Vanish?

Under these circumstances the possibility of some form of economy of material in the making of men's wear comes

forward tentatively. Here, however, comes in the fact that in the manufacture of garments for men the opportunities for such economies are very limited. Women may go gleefully around in much shorter skirts to suit the dictates of Dame Fashion (and incidentally the exigencies of the fabric market), but men must have their clothes more or less containing the same amount of material from year to year. You can't jolly the masculine consumer of garments into wearing a shorter coat, or anything of that sort. There is not in the literal sense such a lot of truth after all in the proverb "You must cut your coat according to your cloth." But possibly the vest or waist coat may vanish in the sacred name of War-Economy. This is really the only direction in which any economy of material at all could be effected in the making of men's suits, and it is a very doubtful economy after all. The saving of cloth would not amount to very much in even thousands of suits, and men accustomed to wearing vests will still want them. It might be that vests in different material from the coat and trousers could be introduced in the name of economy, and even with success, but this is still in the future.

Styles Conservative

Naturally styles continue to be very conservative. No strikingly new ideas in men's wear has been coming to the front of late except in the matter of overcoats for the Winter, of which more will be noted further on. There is a very slight tendency noted now towards shortening the skirts of sack coats in men's suits. This is a tendency accountable for perhaps by the fabric situation? The effect is a smart line of coats, briskly built, and business-like, lapels keep conservative, soft rolled, and varied as to the cut of the peak, but not extravagant in design in any direction. There are variations also as to pockets. Patch pockets, and bellows pockets are worn, and the slanted aperture to the pocket is quite frequent. Pants keep to conservative lines, rather "English" in general build, and some have cuffs.

Still The Pinchback Prevails

In men's suits generally the pinchback style is holding on steadily to its vogue,



One of the summer suits expected to be big sellers for the little fellow this Summer.

inclination is to a rather looser fitting pinch-back style, a pinch-back that doesn't pinch the back exactly, but which is modelled in neat pleats two on each side, not coming in too waistily.

With belts most distinctly in style for the Fall, and no doubt for late Fall and Winter, with chances of carrying on until Spring, there has been a hint of the Norfolk style's coming back to favor more strongly. "Quite a few Norfolks are being shown," said the designer of a well-known Montreal men's wear house. The conservative style holds good here also. But the Norfolk coat takes a good deal of extra material, and therefore it can hardly be very widely worn until the woolen situation improves.

In reference to belts of all kinds on all the new coat styles, including the trench

coat, the width of the belt is being maintained at about two and a half or two and a quarter inches, and so far nothing unusual is forecast as to belts. Buckles are mostly in gun-metal for the trench coats, and some leather-covered buckles have been shown. On belted sack coats button fastenings are the rule.

Overcoats Mostly "Trench" Style

In Winter overcoats there will be any amount of trench coat showings. These serviceable coats are seemingly on the way to be popular in Canada, and should find appreciative wearers in Winter weather. The belt idea is gaining in acceptance as it spreads in fashion throughout the Dominion. Trench coats in the warmer Winter fabrics are likely to have plenty of vogue.

The question of the trench coat with

fur collar is exercising designers and manufacturers for the moment. If there is anything in the idea that what is worn in the United States to-day will be worn in Canada before long, then there will be trench coats with fur collars on the way quite soon. America has given the idea some stamp of approval.

The great furriers of the Continent have been interesting themselves in the matter of the fur collars for men's overcoats, and if the style comes in at all strongly in Canada, manufacturers of men's wear will be heavy purchasers of furs. So far, however, the style has not begun to catch on. It may in the course of a few months. Overcoats not built in the now famous trench style may also be found with the fur collar during the coming Winter, but this is still uncertain.

COLLARS & SHIRTS

SHIRTS GOING HIGHER. HOW ABOUT COLLARS?

Uncertainty as to Adoption of 3 For 50 Price, Though This Seems Necessary—Silk Shirts in Great Demand—High Colors the Thing in Spite of Unsatisfactory Dies.

MORE and more the question of price is coming to be a nightmare with the retailer—and the manufacturer, too, for that matter. What is to happen to collars? What will be the price range for spring, 1918. Shirts, upon which the makers are of course now figuring? The tendency is unquestionably higher, but how much higher? This is a question which **MEN'S WEAR REVIEW** will endeavor to answer here. The answer may not be altogether cheering, but "the truth shall make you free." There's no use dodging the issue. Better far to get ready for the inevitable.

Among makers the feeling appears to be pretty general that a mistake was made when the price of collars was changed from 2 for 25c to 15c each. At that time a number of retailers, especially from Western Canada, urged the advisability of making the retail price 3 for 50c. They contended that this kind of a price would certainly bring purchases of three, whereas the other price would result in many customers departing with only one collar. At that time, however, the advance was made to only 15c, all the collar companies' advertising being changed to impress that price on the minds of collar buyers.

Reasons For Advance

But since this advance was affected there have been many price changes which make the production of a collar much more costly. Cotton is up. Laundrying is up materially. Boxes are up. Labor is up. A higher price indeed would seem absolutely necessary, but what seems necessary, does not always become a fact. However read what one manufacturer has to say on this subject:

"It is a much better policy to maintain the standard of quality and advance the price, rather than reduce the quality in an effort to meet a price of fifteen cents which is really not popular with the retail trade today. The trade would not only not object to a rise in price, but would like to see it, as a three-for-fifty price would be much more popular, and would result in an increased collar business."

The Objections to a Charge

After explaining the inadvisability of changing a price which has been quite generally established in the minds of the buying public, another collar manufacturer says:

"There are many reasons why the price should not be changed again,

and it is not likely that it will occur, if it is at all feasible to continue to distribute them to sell at 2 for 30c."

This is the very heart of the matter: If it is at all feasible to continue to distribute collars at 2 for 30c this will certainly be done. **MEN'S WEAR REVIEW** has no authority for saying the following other than a knowledge of the cotton market, and of manufacturing costs generally, but it is our belief that before the end of this year an advance in collars will be decided upon. Moreover we doubt if this would disturb the attitude of collar wearers towards the retailer. Changing prices have become themselves so well advertised, through the daily newspaper stories, that the people's minds have been prepared, and a new advance is accepted as the inevitable—part of the burden of the war.

With collars there is a little uncertainty as to price. With shirts this is not the case. Prices for fall, as every dealer knows, are higher than for the previous season. Prices for the spring will be higher still, from 15 per cent. to 25 per cent. higher in the opinion of one man well qualified to speak.

Some Causes of Advances

"As regards prices—they must be

higher. Raw cotton is at record price, and, in all probability, will be higher. Cotton yarns are scarce even at the price the mills are prepared to pay for them, and grey cotton is practically at a premium.

"From all available sources of information, it is not likely that the cotton acreage will be increased notwithstanding the good prices realized for the product, as the results of mixed farming in the cotton sections where it has been tried, has been proved equally attractive, and not subject to the same likelihood of a loss through the ravages of the boll-weevil. Another difficulty which is facing the cotton farmer, is the shortage of fertilizer which is practically indispensable in producing a paying yield."

Shirt orders for fall are generally reported good—good both as to volume, and as to the style of shirtings purchased. One manufacturer, whose fall line was late, and who had only had it out to the trade for three weeks at the time of speaking to MEN'S WEAR REVIEW had by then been forced to cancel 50 numbers.

From all sides comes the word that it is the better grade of shirt which is in large demand. Crepes are strong. So are silks—these latter being especially wanted for sorting summer orders. It is indeed a class of shirt which is wonderfully suited to the summer trade, and being shown just as this trade is about to commence seems very desirable to merchants who have the opportunity to handle such lines.

Japan Silk More to the Fore

For the next year it would seem certain that a good deal of the silk used will come from Japan—a much larger amount than ever before at least. In the past the Japs have been able to sell only the very high price silks, as there is a law in this island empire which forbids the "helping" of silk in any way. It can not be woven with cotton, can not be weighted. Of late, however, the Japs have been shown the possibility of making the warp of chappe silk, thus materially reducing the price so that shirts of these can be sold at about \$48.00 This class of material, however, will not be a very big factor until 1918.

Patterns for spring 1918 will of course be loud—loud in the extreme. Says one manufacturer, when speaking on this subject:

"The more difficult the color situation, the more demand there seems to be for an abundance of it. This is the human element in it; the harder an object is of attainment, the more it is appreciated. Probably this is why a boy will steal his neighbor's apples."

Must Not Expect Too Much

But with things as they are now dealers must not expect the most satisfactory colors.

Some manufacturers, in fact many manufacturers are to-day using what



An effective Shirt and Collar Display— as shown in the W. G. & R. Style Book.

is termed a "commercially fast" die which with reasonable laundry care, is fairly satisfactory, but which, will not stand the laundry abuse that Indanthrine colors will. Indanthrine color, of course, is now about all used up and with the United States at war with Germany, there will be no more Deutschland trips across with German colors. And by the way, it is not generally known, but, the color brought over in the Deutchand was in the dry state, ten times stronger than the ordinary liquid colors.

Indanthrine Die Necessary

Up to the present there has been sufficient Indianthrine color to make woven goods, for the making of which it is of course essential, since the cloth, after being woven, has to stand a severe bleach to bring it to the proper white. With colors which were not absolutely fast this could not be done. The supply of these dies is very low, yet it is probable they will be so husbanded as to make them available in reasonable quantities for a considerable time yet.

WHAT IS BEING SHOWN IN TORONTO

(Continued from page 39)

ing shown at one store, and consisted of light weight Donegal homespuns and tweeds. A wide range of shades to suit

all requirements from the most conservative to the most glaring, were being shown, and were received with great favor.

The main demand for Spring overcoats is quickly passing, but what demand exists specially favors the trench effect, which was popular during the earlier months. A strong showing of suits embracing the double-breasted effect, is also noticeable, and their popularity bids fair to give them a strong run in the newer creations. In the Palm Beach suits, which always carry appeal to a certain element, pinch back effects are predominant, with fancy shades and designs most in evidence.

Meeting New Army Demands

To meet the demands of the military requirements which are expected to take on a slightly different aspect owing to recent developments, men's wear dealers are not planning to stock heavily in all lines, but expect the demand will be restricted chiefly to light requirements, such as khaki handkerchiefs, socks, and collars. This situation is based on the tendency to believe that the demands of the new army will not be so extensive in the way of incidentals as has marked the raising of troops in the past.

NECKWEAR

RAW SILK BECOMES MUCH SCARCER

Use of This in Explosives is Greatly Reducing Visible Supply — Problems of the Manufacturer—Greater Scarcity in Prices Noted.

THINGS have been a little quiet as far as neckwear is concerned. The cold weather has been largely responsible, but there is no doubt that the pronouncement of the government regarding the intention to bring in conscription has been partially responsible for the quietness. It is not so much the thought of conscription which has been upsetting, as the lack of any definite information as to what exact class will be affected—so a certain amount of trade has been lost from all.

The general situation with regard to neckwear is not becoming any easier. Canadian manufacturers have, for years, been getting the majority of their silk from Switzerland. Now deliveries from there have been delayed greatly, by reason of the scarcity of bottoms, and the steps being taken to have these carry only goods which are essential to the success of the Allies. Nor is it easy to get from the United States sufficient silk to offset the reduced quantity being received from Europe.

Ties Will Be Available

Such is the general state of affairs, yet there does not appear any reason to fear a serious interference with the output of Canadian manufacturers. The difficulties mentioned above, and others like them, are simply the problems which they are facing as a result of the war. A solution is being found to such problems every day, and while prices seem certain to tend upward there will unquestionably be a fine range of ties from which purchases may be selected this fall.

The present would seem a wonderful time for United States manufacturers of silk to get a stronger hold on the Canadian market. Something to this end is being accomplished, but because of the large demand for tie silks coming from neckwear manufacturers in the States itself, and because of the difficulty U.S.A. silk manufacturers are having in securing the raw silk, the opportunity to get a larger hold on the Canadian market can hardly be grasped.

Raw Silks Grow Scarcer

The scarcity of raw material is explained by what a Toronto neckwear

man saw when in the West recently—a whole train load of raw silk being drawn across Canada from West to East. Enquiries by the neckwear man resulted in his securing the information that this silk was going to be made up into explosives.

The war has brought many changes. What formerly was considered satisfactory has been proved dangerous. So it has been with gun cotton. Its great explosiveness resulted in many accidents, and as a result raw silk has been largely substituted. The consumption of this product has naturally been enormous, therefore, and when it is remembered that the cultivation of the silk worm has been interfered with to a large extent by reason of Italy and the other silk worm countries being engaged in war business, it can be seen that the problem of getting the raw silk from

which the ties are made is a serious one at present.

A Summer of Extremes

Jap silks are still coming in—are in a good measure responsible for the loud colors and startling designs which have proved so popular, and which still rule favorite. While it is true that these bright silks are yet very much to the fore, there now begins to be evidenced a tendency toward quieter colors. In short it would seem that this Summer will be a Summer of extremes. There will be bright gaudy ties, for those who like them. There will be quiet, dignified, ties for those who do not like the startling, but there will not be so many patterns which might be classified as coming between the two extremes.

Saneness in Prices

In prices there has come a change



Paisley Pattern Reefer with hand-knotted fringe. Shown by Tooke Bros., Montreal.

along sane lines. Consider for instance one line of ties made from a fine silk and sold to the retailer at \$9.00. This is being generally retailed at \$1.25 per tie. Dealers who have been asking this price state that they have not had any serious difficulty in getting the figure. Some say no difficulty at all. At such a



A Taffeta Tie with Jacquard pattern running over all the fabric, and an extra shade color run into the cross bar. This one is in delicate gray, almost a taupe, with red cross bar. Shown by Tooke Bros., Montreal.

price, of course, there is a fair margin of profit, which there would not be were the tie sold at \$1.00.

Another change noted is a turning away from the pretense that ties are to be had at the same price as before the war, and in the same quality. Dealers are almost unanimous now in stating frankly that there has been an advance, that they must ask more or give less. Except as a special inducement, when the old values may really be given at the old price, the ties are being sold on a new, since-the-war basis.

Watch for This

By the way something a little novel has been introduced in the way of a tie sale. The story of this will be told in our July Issue.

CHAMPION SALESMAN WORKS FOR THE BABIES

THE following paragraphs from the *Detroit News*, dealing with the money-raising propensities of A. E. Larned, president of Larned, Carter & Co., Detroit and Sarnia, will be of interest to all who in these days of need have taken part in schemes to gather the reluctant dollar for philanthropic uses.

Says the *News*:

Who is Detroit's most scientific salesman?

Put the question to a representative group of business men and the answer is the same—Abner E. Larned.

Mr. Larned is unquestionably the most potential selling power in the city. He has demonstrated it on divers occasions. Last week he created his own organization and sold more than \$350,000 worth of bonds representing Belgian babies, scraps of paper that, though they were large in sentiment, represent absolutely nothing in money. In less than two hours he sold \$125,000 worth of those bonds at a dinner in the Hotel Pontchartrain.

* * *

Abner E. Larned sells intangible things. He sells a bit of sentiment, an appeal to civic pride. He makes ideas yield harvests of gold. If it should ever happen that Mr. Larned decided to make a personal canvass of his friends to sell the product of his own factories there is no question but that many of our leading citizens would be walking abroad in overalls. Happily for the sartorial salvation of all of us, Mr. Larned has little time for his own affairs. He can't be bothered with obvious things. His is an altruistic soul and so his selling genius is diverted from his own private business to the public weal.

* * *

Mr. Larned has a simple recipe for making hundreds of thousands of dollars grow where none had existed before. He arranges a dinner. His theory is that if you drop a \$5 banquet into the mouth of Mr. Local Millionaire, it expands not only his embonpoint, but his cheque book as well. One such dinner in the case of the Belgian babies produced \$12,000 from each of three different sources.

But it isn't fair to our expert salesman and it isn't fair to our generous citizenry, either, to give all the credit to the chef. You've got to credit a good percentage to impulse and then again, you've got to remember that the impulse must be inspired. Detroiters are not so crassly material that a good dinner alone acts as a tonic on their pocketbooks. There must be something else and that brings us back to the subject of these few remarks.

Abner E. Larned is an orator. He is the original silvery-tongued son of Grosse Pointe shores. Words flow right out without any effort of his part. It is recorded that Hugh Chalmers and others once tried futilely to prevent him from making a speech. It was at the Detroit club. Mr. Chalmers and conferees had just presented Mr. Larned with a magnificent punch bowl in recognition of his services in selling enough bonds in one hour and a half to build the Detroit Athletic Club. Mr. Larned arose in his gracious manner to reply. The chairman of the evening pressed a button that signaled a brass band stationed in the hall outside. Immediately all the blatant noises of which a brass band is capable were released. But the plot failed. The speaker's voice rose triumphant to the occasion. The band was drowned in a flood of oratory.

JOHN FORSYTH ILLUSTRATIONS

Through an error credit was not given for the illustrations with which the article upon the making of Summer Underwear in the May issue was brightened. These were kindly loaned by the John Forsyth Company of Kitchener, and were of their Waterloo underwear factory.

TRAVELLER'S SHOP ON TRAINS

There is no longer any need for the worried travelling man to remark: "I left home in such a hurry and forgot my collar button and cuff links," or any other of the extensive paraphernalia worn by the modern male species, for one accommodating railway company at least, the C.N.R., has had sufficient foresight to establish a traveller's shop operated by

the porter. In this shop is carried all articles the traveller is likely to forget or overlook, or might wish to purchase as an after thought.

COPYRIGHT LAWS

Costs \$40 for General and \$35 for Specific—Some Regulations As to Choice of Marks.

IN connection with the subject of trademarks, a few points upon the trademark as a feature for a copyright or registration system will be in order.

By recent status a trade mark must consist of or contain at least one of the following essential particulars:

1. A name of an individual or firm printed, impressed or woven in some particular and distinctive manner.
2. A written signature or copy of a written signature of the individual or firm applying for registration thereof as a trade mark.
3. A distinctive device, mark, brand, heading, label or ticket.
4. An invented word or words.
5. A word or words having no reference to the quality of the goods, and not being a geographical name.

So far as legal action is concerned, none can be brought for the infringement of an unregistered trade mark. For an ordinary infringement the remedy consists in damages and an injunction. Fraudulent infringement however, is a criminal offence, punishable by fine and imprisonment, and carries with it the forfeiture of the goods.

Registration Costs \$40 or \$35

So far as the registration of a trade mark at Ottawa is concerned, there are two kinds of registration or copyright, a "special" and a "general." The former gives a person the right to a brand name for a specific line or lines of goods but this right does not extend beyond this. A general trade mark issued to a firm prevents any other firm using the brand for any article of manufacture even if this particular line is not made by the firm to whom the copyright has been issued. The general trade mark is therefore a sort of "blanket" right. The cost of registering these through a patent attorney is \$35 for a specific, and \$40 for a general.

DENT'S GLOVES

THE "D" on the glove domes of the



world-known firm of Dent Allcroft & Co., has been familiar to the trade for over two hundred years. and as a distinctive mark has a reputation

which is favorably regarded far and wide. so that the firm's other great distinctive brand, "Hand in Glove with the World," is usually associated instinctively with the initial on the glove domes. The value of such a long established trade mark is undoubted.

KITCHENER MANUFACTURERS' ASSOCIATION

Banquet Tendered at Which Mr. Rieder, New President of the Canadian Consolidated Rubber Co., Makes Some Fine Points Regarding the Establishment of Factories—
The Value of Trade Marks Told by R. W. Ashcroft.

IT was fitting that the newly organized Kitchener Manufacturers' Association should have held its first banquet in honor of T. H. Rieder, a man who for years has been working along lines which are to be followed by the new, but vigorous organization—working in short for the advancement of this remarkably virile city.

T. H. Rieder, as many of our readers will know, has recently been appointed

ation, he believed, would be for the community to invest heavily in its educational institutions. This would assist the Empire in the great commercial and industrial struggle which is to come. "I feel" he stated, "that the time is coming when industries will not go to a place because of bonuses, tax exemptions, etc. If you have the educational advantages, industries will seek you. If you properly educate your young people, industries will spring up from within, which is better than having them come in from outside."

The address of R. W. Ashcroft, of New York, formerly advertising manager of the Canadian Consolidated Rubber Company, now occupying a like position for the United States Rubber Company, bore on the subject of trade marks.

"The first trade mark," he said, "was put on goods for identification purposes. Since then trade marks—whether they be words, symbols, or combination of letters—have become pride marks, the manufacturers' statement that 'I am proud of these goods; use then and you will swear by them.'"

Mr. Ashcroft quoted the remark made by the head of the company which turns out Uneeda biscuits: "We would not consider the sale of this trade mark for

less than the total capital of the company. Our factories may burn down, and we can rebuild them; but take away the trade mark, Uneeda, and we have nothing much left."

"Our present problem," stated Mr. Ashcroft, "is one of production. We have more orders than we need.' So some of us say: 'What's the use of soliciting business?' But the wiser ones among us are more far-sighted. We see the opportunity—the opportunity to so establish our goods in the minds of the buyers, that when others come in the sales of our lines will be undisturbed.

"The trade mark is business life insurance.

"Advertising that trade mark is paying the premium on that insurance."

Splendid addresses were also given by Rev. C. A. Sykes, E. C. Kabel, and Jas. Acton, while the singing, under the leadership of H. Nyberg, was a feature of the evening.

Medicine Hat, Alta.—W. H. Todd, who has conducted a gent's furnishings store for the past three years, is opening a branch store at Redcliff. He will have the agency for Fashion Craft clothing and will carry a complete stock of men's clothing and furnishings of all kinds.



S. Williams, whose apt anecdotes as chairman, did a great deal to make the banquet the splendid success it was.

to the presidency of the Canadian Consolidated Rubber Company, a \$20,000,000 corporation, attaining this position while still on the sunny side of 40. It has been said that a prophet is not without honor save in his own country. Then Mr. Rieder cannot be a prophet, but merely a remarkable business man, for recently his fellow manufacturers of Kitchener, and many other citizens, did him unusual honor. Over 200 were present at the banquet, and all the speakers called upon by the chairman, S. Williams, paid their tribute to Mr. Rieder, not only as a business man, but as a citizen. Finally Mr. Williams presented Mr. Rieder with a huge key, "not," as he said, "the key to the city. Not the key to success, that Mr. Rieder had already found, but the key to the hearts of all members of the K. M. A."

Mr. Rieder seemed to forget for the time all about the Rubber Company and himself, and spoke of Kitchener, to date, his home city. There was need, he pointed out, for preparation for after-the-war conditions, and the best prepar-



T. H. Rieder—honored in "his own home town," where honors mean most.

MARKET REPORTS

THE MARKETS AT A GLANCE

WHILE the price movements in men's wear lines during the month have not been as numerous as in recent like periods, the undertone to the entire market is one of firmness. Clothing manufacturers report that quotations on cloth for Spring delivery, 1918, are considerably higher, and that much dearer clothing must come when these higher-priced materials are reached. Deliveries of cloths from Canadian mills are reported gratifying and the value as compared with imported lines intrinsically better. Business for Fall delivery of clothing has been very good.

Shirts and collars held steady in price during the month with good Fall booking of orders reported. It is anticipated that higher prices will prevail as soon as the present booking season is completed.

One line of English felt hats advanced during the month, but prices of Canadian hats in some instances were lower owing to developments that have recently taken place in a manufacturing way. A good demand for tweed hats for Fall is reported.

New developments in the neckwear situation are tentative rather than actual. A commission from the Swiss Government is conferring with the British Government during the third week in May over the matter of prohibition of silks from the British Isles. If this takes place the Swiss silks will not come into this market at all freely. In the United States the new duty of 10 per cent. on raw silk will affect the price of manufactured goods coming from that quarter.

Advances in underwear for sorting orders have been recorded during the month and there has been a generally higher tendency on shoes and rubbers during the month.

Gloves are in very firm market. A factory for the manufacture of cotton and silk gloves has recently been established at London, Ont.

Overalls were in quieter demand during the month, owing to the recent heavy orders that were booked on the advancing market. Prices remained unchanged in these lines, but the cloth for overalls advanced on manufacturers' quotations.

UNDERWEAR

No Chance of Getting Any Sorting Orders for Summer Delivery—Only Thing Available Is in Cotton Underwear for Fall.

UNDERWEAR.—As announced in these columns in our last issue the projected columns of 10 per cent. on sorting orders for delivery on underwear in the Fall of this year has taken place. Mills are practically all booked up on orders for Summer goods and cannot even take further sorting orders. The nearest delivery that can be secured is Fall of this year. In woolen underwear the Canadian mills are almost entirely sold up for the present year. The situation in underwear is one of extreme tightness. In the United States there are very strong indications that higher prices will prevail there owing to the imposition of a 10 per cent. tax on raw silk and wool. This will mean that an advance of fully that amount will be entailed in the manufactured articles. Any American underwear that comes into the Canadian market will henceforth have to bear their share of this increased cost. Cotton underwear that comes into Canada from the United States is in an acute position. Agents and mills who are now figuring on Spring 1918 production state they are appalled by the prices asked for cotton yarns. An instance of the way the cotton yarn market is advancing might be shown in the case of an American under-

wear manufacturer who was quoted a price of 46c per pound for a fine count cotton yarn used in ordinary underwear and was given twenty-four hours in which to place the order. The mill in question refused to meet the figure, intending to hold off a little longer. At the end of the waiting period the spinner quoted 47c and gave the manufacturer the option of placing the order within forty-eight hours at that price. At the expiration of that period it was advanced to 48c and during the second week in May the same count yarn had advanced to 51c. This yarn formerly sold in normal times at 19c per pound.

BOOTS AND SHOES

Movement Steadily Upward During Month—Placing Orders for Fall Delivery on Rubbers Very Heavy.

SHOES, RUBBERS.—There has been a steadily upward movement in the price of shoes during the past month, the increase amounting to approximately 10 per cent. as announced by one of the large wholesale houses. Each time the wholesale is compelled to go into the market for additional stocks he finds that higher prices prevail from the manufacturers. There is no immediate shortage of shoes in sight, however, as wholesalers state they can get the goods if they are prepared to pay the prices quoted by the manufacturers. At times

there is uncertainty as to whether the trade will pay the higher prices but the insistent demand in time dispels the idea that the higher prices are likely to shut off consumption. Orders on lines for Fall delivery have been good, particularly from Ontario points. The top of the market has not been reached by any means as yet. With the United States in the war there is a bigger demand for leather than ever. Leather supplies are being used up at an enormous rate, faster in fact than it is being produced, as the production of hides of the Argentine for the coming year has been sold to Great Britain before they are off the backs of the animals.

Rubbers Advance Again

Time for the forward booking of rubbers at the reduced prices announced at the time the travelers were started on the road with the Fall lines has been withdrawn and higher prices have been put into effect. An increase of 5 per cent. on the recent price has been made effective dating from May 5. At the time the Spring prices were announced for forward booking a decrease of approximately 2 per cent. was made. With the announcement of the recent advance new prices accordingly show a clear gain of 3 per cent. over prices given out by rubber companies in February. Bookings have been exceptionally good on rubbers, the heaviest in fact that wholesalers have yet experienced on future delivery orders.

GLOVES

Cotton and Silk Gloves Becoming More Popular—Owing to Difficulty in Getting Leather.

GLOVES.—A development in the glove industry in Canada within recent months has been the establishment at London, Ont., of a branch of an American manufacturing concern where cotton and silk gloves for men are being manufactured. The company first started the manufacture of women's lines but have recently been developing the manufacture of men's lines. The factory has been in operation in Canada now for six months. These gloves are known under various names as chamoisette, chamois suede, fabrichant. On the women's lines of these gloves the factory is sold up for the present year. The gloves for men are now being manufactured at an attractive price, going to the retail trade around \$9 per dozen which would make the retail price somewhere in the neighborhood of \$1.-1.25 per pair. Silk gloves for men manufactured by the same concern will go to the retail trade at a price that would enable them to retail at \$1.50 per pair. These lines in silk and wool are stated to be suitable for Spring and Fall wear.

The market for leather gloves is still in a very firm position. One concern with a well-known make of glove stated they were seriously considering withdrawing their line entirely owing to the difficulty of obtaining leather supplies. The lowest price on their tan capes for Fall where any quotations have been made will be \$18 per dozen. Quotations on the general line of gloves remained unchanged during the month, with a good demand reported even in spite of the high prices. One line of horsehide teamsters' mitts recorded an advance of \$6 per dozen on the best grades, making the selling price of this particular line now \$33 per dozen.

	Per dozen	
Split cowhide working gloves.....	\$ 9 00	\$13 50
Buckskin gauntlets	15 00	27 00
Buckskin moccasins	13 50	19 50
Horsehide teamsters' mitts.....	12 00	33 00
Grey suede gloves	21 00	27 00
Ivory capes	22 50	27 00
Tan capes	22 50	27 00
Automobile gauntlets	37 00	48 00

OVERALLS

Demand for Overalls Quieter Owing to Heavy Orders Placed At Time of Advancing Market.

OVERALLS.—Advances in overall materials of from ½c to 1c per yard were announced by the cloth manufacturers during the month as the result of the heavier demand for khaki cloth in the United States. The raw cotton market held very steady and firm during the month and this coupled with the demand for cloth for army purposes has made a firm position for cloth. Prices of overalls in the local market held steady at \$19.50 per dozen for one concern,

\$17.50 to \$19 for another concern and at \$16.50 per dozen for a grey line of overalls. For a time there was an embargo on this latter cloth coming in from the United States owing to the need for cloth for the United States forces, but this has now been lifted. Manufacturers are fairly well protected in their supplies of this cloth for the next few months.

Women's lines of overalls are meeting with a good reception but manufacturers anticipate that it will take a little time to develop this trade. Results so far have been quite gratifying.

CLOTHING

Intrinsic Value of Canadian Cloths Stated to Be Superior to Imported Lines—Fall Trade Gratifying

CLOTHING.—Manufacturers of clothing are much pleased with the way they are now getting deliveries of cloth from Canadian mills. The Canadian cloth manufacturers are developing their industry to such an extent that they are able to push through larger quantities and keep more nearly abreast with orders. Already some of the goods for Fall use have been delivered to the clothing manufacturers. Canadian cloth manufacturers have not been able to take all the business that has been offered to them as their goods have been very popular and they have had no trouble in selling. Cloth manufacturers have used discretion in taking orders for cloth and have cut down orders in some instances that seemed beyond their capacity to fill. Clothing manufacturers show no reserve in their praise of the Canadian-made goods, asserting that there is intrinsically better value in home-produced cloth than there is in imported lines. This is true because the Canadian manufacturers have been able to change their styles and introduce some new lines while the imported cloths have remained unchanged in style.

Fall Business Good

Travelers for the wholesale clothing houses have now been on the road for some weeks and reports of business that is being booked are most gratifying. The volume of business is reported slightly ahead of last Fall's orders. Up to the present time, or during the first four months of the year, the decrease in special suitings is reported to be about 10 per cent. under the same period for last year, according to some of the manufacturers. This is accounted for by the fact that there were a large number of officers' uniforms being made last year while there has been a noticeable absence of this work during the first part of the present year. However, partly as a compensation for this loss the orders on special suitings for civilians has been a little better than last year. Clothing manufacturers are also anticipating that there will be a good sorting business on Fall lines. They give as their reason for this that the

number of suits involved in an order that could previously have been bought for a certain sum is necessarily smaller this year on account of the higher prices. While the amount of their order may not be increased in the same proportion that the clothing cost has increased the number of suits placed on order by the retailers naturally is smaller. When the orders for these extra suits begin to come in, there will be activity in the sorting business.

English Cloths Mounting

There is a continued tendency toward higher prices in clothing due to the prospect of still higher prices in cloths. One line which was formerly used extensively in the tailor's trade and which in pre-war times sold at 5s. 6d. is quoted at 10s. 6d. for Fall delivery of this year. And those closely in touch with the situation state that this same cloth is bound to be 13s. a yard, where delivery for spring of next year is specified. This is but an indication of the general trend in prices in almost all lines of cloth. Some of the lower-priced lines will in all probability advance in even greater proportion. The reason given for this proportionately higher advance in the lower grades is the fact that the countries in the Balkans from which large supplies of rags formerly came for shoddy purposes are no longer supplying these rags. True, Great Britain and France are reclaiming large quantities of old clothing but the difficulty of transportation from the Eastern countries makes it impossible to utilize this source of old materials. Wool that is shipped to these countries in the form of clothing for allied fighting nations is entirely lost. It is pointed out that the consumption of wool is greater than the production at the present time and that clothing of all kinds is bound to be high even when the war ends. Some of the big department stores are stated to have bought considerable quantities of clothing and are keeping them against the time when there will be a greater scarcity than now prevails. They are supplying their present needs from the wholesalers' stocks and reserving other purchases for future needs.

SHIRTINGS

Manufacturers Anticipate Will Be Big Advance in Shirts as Soon as Bookings for Fall Completed

SHIRTS, COLLARS.—Booking orders on shirts for Fall delivery have been heavier in most cases than was expected at the opening of the booking season about April 1. They are reported equally good with last year's bookings and at that time orders were good because Spring and Fall bookings were in many instances made at the same time in anticipation that higher prices might prevail. There has also been some placing for Fall as well as Spring. It is anticipated that as soon as the present booking season is over higher prices

will prevail on most lines of shirts. One representative of a shirt concern gave it as his opinion that the lowest line will be \$12 when the price is increased. The lowest line now being sold by manufacturers in most instances is \$10.50 per dozen. Collars have held steady in price during the month, there being no disposition so far as can be judged to increase the prices immediately at any rate.

HATS AND CAPS

Big Orders for Felt Hats by United States Government Will Take Up Large Quantities of Fur—Makes Situation More Acute.

HATS, CAPS.—Wholesalers report that the run on tweed hats for Fall delivery has been exceptionally good this year, a growing demand for these hats having been noted. One of the reasons given is their comparative cheapness in price as against felt hats, the range being from \$12 per dozen up. These hats retail around \$2 each. The demand is reported about twice as heavy for these tweed hats as that prevailing last year.

A more acute situation has developed in the market for rabbit fur, used extensively in felt manufacture, owing to the placing of orders by the United States for use of their armies. The head dress of the United States troops as most people know is a soft felt hat, cowboy style. Such a large order as this would take at least 300,000 pounds of rabbit fur from existing supplies and make the situation already acute still more so. During the time intervening since last issue an increase of \$3 per dozen has been announced in one of the English makes of hats that come into this market. Canadian makes of hats have not advanced during the month, on the contrary lower prices were being quoted in some quarters, the range being all the way from \$16.50 per dozen up. As intimated in these columns last month no less than two new hat concerns are into the Canadian field with the prospect of a third. Lower prices are being quoted by some of these concerns owing to their ability, it was stated, to bring the raw materials in under a 7½ per cent. war tax as compared with 42½ per cent. duty on the shapes.

Some wholesalers are in good shape with respect to deliveries of their Spring shipments as they expect to be entirely delivered by the end of May. Other wholesalers are not in quite so fortunate a position. There has been a steady demand for caps of all kinds and prices have held steady.

NECKWEAR

Uncertain Yet as to Whether Swiss Will Be Excluded from British Markets—Negotiations Now Going On

NECKWEAR.—The announcement by the United States that all imports would carry a duty of 10 per cent.

henceforth to defray in part the expenses of the war will eventually have an effect on certain classes of neckwear silk coming into the Canadian market. Silk dealers compute that an increase of 10 per cent. in the raw silk market would represent an advance of 5 per cent. on the finished product. There are considerable quantities of American neckwear silk coming into this market, with the probability that they will increase if the situation in Switzerland does not improve. Deliveries from Switzerland have been very low. Furthermore, there is uncertainty yet as to whether Swiss silks will be allowed to enter the British market. According to the mandates of the recent prohibitive list silk was one of the banned articles. The closing out of this commodity from the British market entirely was viewed with alarm by Swiss silk manufacturers as such a prohibition would really necessitate the closing of the Swiss mills. The matter has been left in abeyance since that time but negotiations were arranged to take place in the week beginning May 14. The outcome of these deliberations between representatives of the Swiss government and the British Government is awaited with a great deal of interest. During the month quietness has reigned in Swiss silk so far as price movements are concerned.

Some new lines of neckwear silk are being shown on the market that come in from the United States. They are known as florishwah silks and comprise all kinds of fantastic figures and colorings. Chinese scrolls, Persian effects, sport stripes, blocks. These colorings are in keeping with the brighter array of silks being worn by women in their Summer dresses. They are a line that will retail around \$1.50 and give promise of being taken up by the trade as a repeat order has been placed since showing them for the first time about a month ago.

HOSIERY

Demand Has Been Heavy With Certain American Concerns and They Feel Compelled to Restrict Bookings.

HOSIERY.—Booking business for hosiery lines has been exceptionally good as reported by some concerns with American and Canadian connections. One American concern formerly in the market with wool, cotton and silk hose is no longer taking orders for woolen hosiery. They are accepting orders for silk, however, and also on cotton hosiery. Orders for delivery in the Fall of this year have been heavy, so much so that manufacturers have been compelled to restrict the opening of new accounts. Accordingly within the past six weeks one concern at least has not been looking for any further new business and is not opening new accounts on any lines of hosiery whatever. There has been a gradual tendency toward higher prices. Wholesalers will start their travelers on the road during June with

samples of lines obtainable for delivery in the Spring of 1918. It is anticipated prices then will be fully 10 per cent. higher than those now prevailing.

FASHIONS NOT BEING OVERLOOKED—HUGE DEMAND FOR UNIFORMS

(Continued from page 29)

But the most of us, you will urge, do not don such garb to go about the ordinary duties of life. Therefore, what is there novel in things that more directly interest you?

Well, consider shirts, for instance. There is quite a marked tendency toward solid colors. In any well dressed crowd you will meet on the Avenue, there will be a very fair percentage of shirts of solid color. Blues, pinks and browns are perhaps the favorite colors though, of course, there are many shades and variations of these. If you do not fancy this particular taste there is another very much in vogue, that is the shirt with the very wide stripe. The tendency too, is to have collars of the same material as the shirt. I would not say that this fashion is generally adopted. But if you should have a fancy for this sort of thing you might indulge it with the confident feeling that you were amongst the most correct.

In collar the general tendency is toward the lower variety or the medium height with very wide space. While the soft collar is much in evidence in the shop windows and will more than likely occupy a very front place in the scheme of things when we actually get into the warmer months.

In hats, well, we have spoken of the Derby so let us say a word for another popular variety. The leghorn with a puggarree band is very popular, and for all the increasing popularity of the Derby, there is no present indication that it will supplant the soft hat, except for the more formal occasions. In straw hats the sailor with the serrated edge has somewhat the edge of public favor.

WOMEN'S OVERALLS CONTINUE TO GAIN FRIENDS

(Continued from page 35)

hesitancy in saying that women's overalls are here to stay, and the sale is going to increase, and they are going to replace, to a large extent, the old-fashioned bungalow apron that is used so much in the home and in the factories.

"There will be communities, perhaps, in which the woman's overall will not sell very largely. But more communities will show a demand. See the pictures of munition workers in the Sunday papers—lots of overalls there, ain't there? And remember many of those girls are of the class who set the styles. They won't give up the overall after the war. No. Instead, their friends will take it up.

"In short, this looks like a line to be reckoned with. We give it some attention, because it is from adopting such lines—where they are suited—that losses, inevitable as a result of the war, may be offset."

UNCERTAINTY *re* CONSCRIPTION DOES HARM. LET DEFINITE POLICY BE MADE KNOWN WITHOUT DELAY

FOR the past week serious-minded men have been considering conscription, the coming of which extreme measure the Government of Canada has announced.

As we go to press there is nothing definitely known of the plan the Government has in contemplation—nothing definite as to its clauses or even as to the attitude which the Opposition will take toward the measure.

This much is known, however—that the proposal in its present indefinite form is doing hurt to trade, and especially to the men's wear trade.

Let the Government, therefore, put this proposal on the hard footing of fact as soon as possible. When what is meant by conscription is definitely known, there will come a steadying of people's nerves, and a quiet facing of the situation. A full, frank authoritative statement will be the best tonic the men's wear trade could have at the present time.

Coming on the heels of perhaps the coldest, most miserably unseasonable May Canada has had in years, the forecast of conscription had an exceedingly depressing effect upon the men's wear trade. Many young men, who had put off their purchases because of the cold weather, felt that they might well put them off indefinitely, on the ground that they might be called upon to wear khaki before many weeks passed, and that, in view of this possibility, it behooved them to keep all their assets in as liquid a form as possible.

The situation may be made plain by quoting figures. There are, it has been estimated, over 100,000 men in the Toronto Military district who might be affected by conscription. Now, according to the forecasts of those who may or may not know, only some 17,000 men will be taken from this district. Yet who will the 17,000 be? At present the whole 100,000 are somewhat upset—cool enough, doubtless ready enough, the majority of them, but uncertain, and by reason of their very uncertainty certain that they should put off any purchases.

The effect of such a feeling is already evident. Some dealers, getting perhaps what the soldiers call "a case of nerves," have canceled their orders. Early sales were bad, as a result of the weather. Then came the effect talk of conscription had on an important class of customers. No wonder some canceled orders, or asked to have deliveries delayed.

It is very certain the tendency to stop buying on the part of young men will not last long—at least in the majority of cases. Soon it will be seen that only a certain class will be affected by conscription for many months at least—that it will, perhaps, be September before any will be called out; yet every day of the present uncertainty, every day that young men are kept from buying by reason of any unnatural factor, is working great harm to the men's wear trade, and of course to trade as a whole.

Let the Government, therefore, make its plans known in as definite form as possible as soon as possible. Then the minds of those most closely affected will be prepared. Then those not to go for some months at least will settle down.

Let all the knowledge available be given to all the people at the very earliest moment. Thus will the upsetting in trade be reduced to a minimum. None want to put their personal interests ahead of the country's at this time. But none wish to suffer needlessly. The war has already worked its hardship on the men's wear trade. Through the difficult early stages the business came into days of fullness. If necessary, the trade would again be willing to pass through such days of trial; but *with men generally so lucratively employed such a state of affairs is not to be thought of, if the full truth be known.* The going of 100,000 more men into khaki will mean a loss, but not as serious a loss as many might think. *But to have well nigh a million men fearing that they may be of the hundred thousand, is indeed serious.*

Let the information on conscription be fully and speedily given.

SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

THE main feature of this new card-writing series is to give the card-writer, experienced or inexperienced, new types of letter formations, and, while these lessons are of an advanced nature, we are endeavoring to make them as beneficial to the beginner as possible. The formations of these alphabets are new to all readers, but with diligent practice can be formed just as readily as the simpler ones of last year's lessons.

The construction of these alphabets is of the most practical nature, one stroke of the pen or brush being all that is necessary for their formation, and they are of the most readable and artistic types.

The chart of this lesson shows one of the most practical types for a good class of show card, though, of course, this formation is not to be used for sale purposes when a plainer formation is required.

The alphabet has no particular name, but is partly script and partly an italicized Roman alphabet. This will be noticed by a close study of the chart.

Before starting to practise this letter formation, one should study it thoroughly. There are many features and characteristics which appear and reappear throughout the whole alphabet, and when these have been recognized and carefully studied, it will assist one materially in the execution of the lesson. One feature of this alphabet which appears throughout the whole series is the upturned points of the lower ends of the down strokes (note the chart). This is really the feature of the alphabet, and is one which adds quiet speed to its execution, as it eliminates the finishing off of the ends of a stroke that is brought down even with the guide line. Another notable feature is that many of the strokes commence pointed, instead of a heavy brush width, as in the previous alphabet. This also adds great speed to the work.

Practice Work

In order that the best results may be attained, it is desirous that tools and

colors be in the best of condition. Here is a little review that will probably assist the cardwriter and also be of great value to the beginner.

Cardwriters' black, or color of any kind, is inclined to settle to the bottom, so, with a small wooden ladle, this should



Showing Correct Angle at which to hold brush to form Alphabets Illustrated
Fig. 2.

be thoroughly mixed before using. If the color is too thick, add small portions of water until the proper flowing consistency is reached. It is best to keep all color covered to avoid evaporation. If one has been faithful in keeping brushes thoroughly clean, they should last a long time; but if the color is allowed to dry in them, it has a tendency to loosen the hair from the ferrule.

Do not dip the brush into the color deep enough to touch the ferrule; then work it back and forth on a piece of waste cardboard or glass until the brush is the desired width and the color flows from it freely. Lay out the practice work minutely with a lead pencil and ruler, as shown in Fig. 1. Rule the guide lines about two inches apart, and the middle guide line about two-thirds the distance from the bottom line. In order to get a uniform slant to all the letters, angler lines should be drawn as indicated. These should always be used at first when practising slant letters, but as

one becomes more proficient they can be discarded.

The top line of Fig. 1 shows four different sets of strokes, which appear frequently in the upper case alphabet shown in the chart. All the strokes in the alphabet should be practised in this manner as many times as is necessary to make them perfectly.

The lower line shows four strokes that appear frequently in the lower case alphabet, and which need much practice.

When all is ready for work, place the card on the slant top desk with the bottom of the card turned to the right. This assists one to make the slant letter easier. Work should be done with a free arm movement without cramping the fingers.

To get the best results in forming these letters hold the brush as indicated in Fig. 2, and keep the elbow more to the right. This turns the brush in such a position as to enable the placing of narrow and wide strokes in the desired position.

THE CHART

Upper Case

"A" shows much room for practice, as it contains four separate strokes, although strokes 2 and 4 are similar. Stroke 3 of the letter "B" will require a great deal of practice in order to make it easily.

Stroke 2 of "C" is similar to the same number in the previous letter. Practise the long sweeping stroke 1 often.

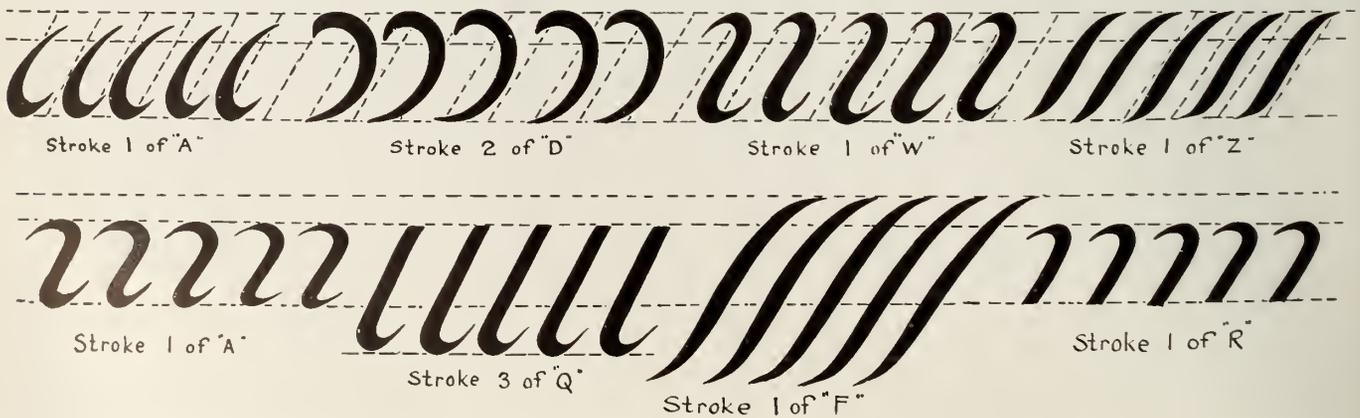
"D" shows a much different formation to any "D" we have previously shown. Stroke 2 is the hardest, and should be practised many times. It starts at the top with the full width of the brush, and gradually narrows as it comes down.

It will be found that "E" needs much practice to get the effect required.

Strokes 2, 3, and 4 must be given special attention (note the relation they bear to one another).

"F" has one less stroke than the "E." Practise stroke 1 many times.

Strokes 2 and 4 of "G" are of similar



J

The New Way System

CONSISTS OF

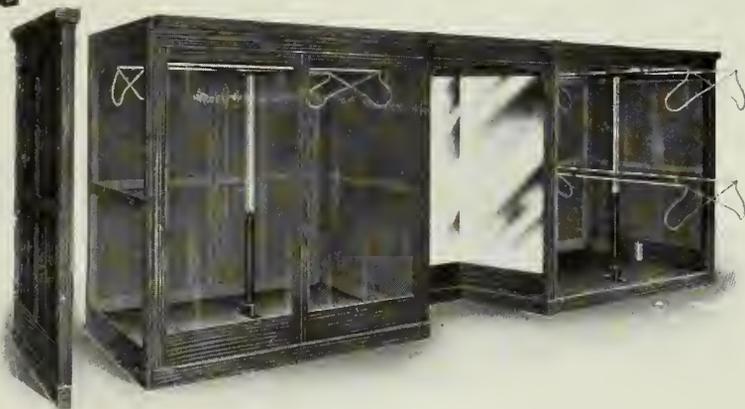
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Revolving Wardrobes for
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One of our representatives is in your vicinity. Let him explain the system. A post-card will bring him.



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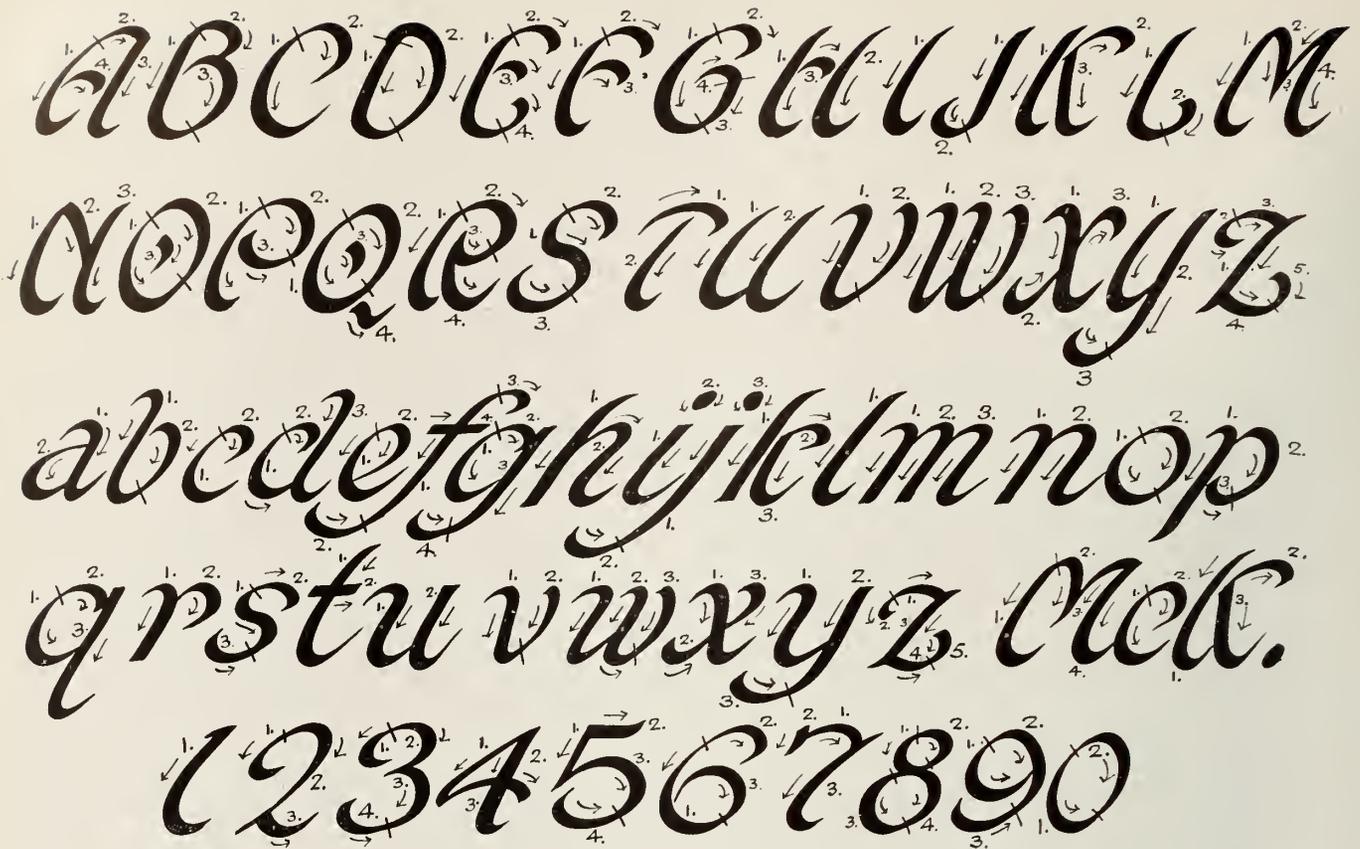
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The Grand Rapids Show Case Co.*

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



formation. It will be found that this entire letter will need a lot of attention.

All the strokes in the "H" have been used in previous letters. Note that stroke 3 is nearer the top of the letter than the bottom.

"I"—This stroke is shown in the "H."

"J's" formation is a little different, as stroke 1 curves in the opposite direction. Much practice is required on this one.

Note that strokes 2 and 3 of "K" join stroke 1 nearer the top than the bottom. This entire letter should be practised many times.

"L" is the same formation as is found in "E." It is the 1 and 4 combination.

Strokes 1 and 4 of "M" are the same, while 2 and 3 are the wide and narrow variety. Practise many times.

"N" also shows the same two outside strokes as the "M." Both of these letters will require much attention. (Note where the narrow parts of this letter come.) This is unlike a Roman formation, where the two narrow sections come directly at the top and bottom.

Stroke 3 of "P" is the only new stroke in the letter, and it requires much practice in order to properly master its formation.

"Q" is just a repetition of the "O," with stroke 4 added. Practise often.

In "R" is shown the same letter as "P," with stroke 4 added. This combination of strokes requires a lot of practice, in order that it may be perfected.

"S" is a similar formation as we have shown in some previous alphabets, except that it is slanting to the right. Practise this letter often, as it is one that is used frequently.

Both the "T" strokes occur in other

letters, and stroke 1 makes a good practice stroke.

The two strokes which form the "U" are similar to those of the letter "H." Stroke 1 is made a little longer in order to join up with stroke 2.

Strokes 1 and 2 of "V" are entirely new ones, and need much practice, especially stroke 2.

"W" is the same as the "V," with stroke 1 added. Practise often.

The "X" is a three-stroke letter, stroke 1 being at a different angle to similar strokes throughout the alphabet.

Stroke 1 of "Y" appears often. For variety sake this stroke is brought down below the others, but this is not necessary. The letter can be made shorter with stroke 3 resting on the lower guide line.

"Z" shows many new lines which need a lot of practice.

The lower case alphabet shows several strokes which do not appear in the upper case formation, and which demand a lot of time in practice.

The more practice work given these the better; but as the majority of the strokes used are ones similar to those in the upper case alphabet, they do not require individual explanation.

The numerals are not difficult.

In last month's lesson we gave a good demonstration of the use of the tooth brush for decorating the show card, and this month we are continuing the work, as shown in Fig. 3. This work is known as spatter drawings, and is a quick way of obtaining a stippled effect. In all cases it is necessary to use stencils. First make the drawing on a heavy Manila paper and then cut out the portion you wish to stipple with a sharp knife. This is then a stencil and should be laid flat on the card with small weights and pins. It is important that the stencil be kept tight to the surface to insure a clean cut outline. Holding the tooth brush in the left hand with a small stick in the other, dip the stick in your pen ink and draw it gently over the ends



There's a square deal behind this trade-mark



—A square deal for you and your customers—sure profits, sure sales and full dollar for dollar value.

KANTKRACK coated fabric collars are made in all the best selling styles to suit all classes of trade, but are made in "one grade only and that the best" and sold at one price to all.

Modern styles coupled with a remarkable linen-like finish have made **KANTKRACK** the favorite composition collar with discriminating men.

Remember the three K K K when ordering your next stock of waterproof collars.



One of our many popular styles

The Parsons and Parsons Canadian Company

Makers of the famous **KANTKRACK** composition collar

HAMILTON

Taylor-Made Garment Hangers

No. 74B

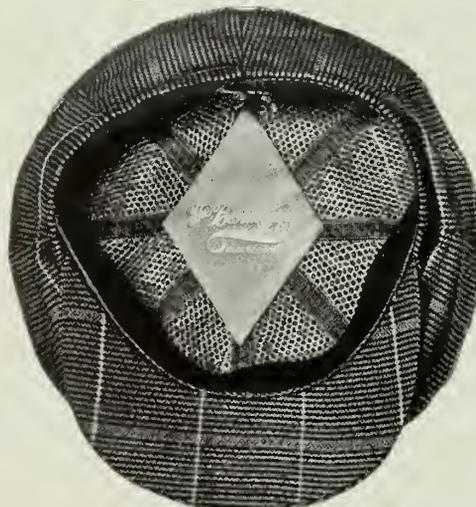
\$12.50
per hundred



No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at \$12.50 per hundred. Mail orders shipped promptly.

*The Taylor Mfg. Co.
Hamilton Ontario*

BOSTON SUMMER Outing Hats and Caps



Latest Patterns—Note the cool net lining in silk

BOSTON CAPS FOR YOUR SMARTEST DRESSERS

For your customer who wants something real classy, something distinctive, we recommend our new line of **OUTING CAPS** also **SILK CAPS** for summer wear.

This is one of the choicest lines we have ever turned out. We want every retailer to get acquainted with the record-smashing styles and values it contains. We'll submit samples. Write us.

BOSTON CAP COMPANY

Wholesale and Retail Manufacturers of Hats and Caps

New Address: 338 St. Urbain St. MONTREAL

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

of the bristles of the tooth brush, making sure to hold the brush close to the card. Repeat this operation until the drawing is complete.

In Fig. 3 are shown a few illustrations which will assist in doing this work.

"A" shows the word "styles." This was done in the usual way with black ink and afterwards shaded with a black pen stroke. There are many other color combinations which can be used with good effect, such as blue ink with a black or dark blue shading, brown ink with a black or dark brown shade, or green ink with a black or dark green shade. The word styles is only given as a demonstration, and any other word or words can be made into a stencil in the same manner.

"B" shows a dainty scroll work, which can be used in many ways on the show card. Many different color combinations can be used to suit the card on which it is to be used.

"C" shows a two-tone drawing of a star. First make a drawing of a star as shown, marking it out plainly with a pencil. Make a stencil of half the star by cutting out only the portions which are shown as dark on the drawing. When this is stippled on the card, the stencil can be turned over and made to fit on the other part of the star. This, as can be seen, gives the drawing an embossed effect, and many different color combinations can be used effectively.

"D" shows another two-tone spatter drawing, made with the tooth brush. This is only one of the many drawings which can be obtained from journals, which will be of great aid in this work. This drawing was simply pasted on stiff paper, and cut out with a sharp stencil knife, thus saving much time with an effect just as good. The round background stencil is first applied quite lightly and the tiger is put on much heavier.

"E"—This small floral drawing is exceptionally adaptable to this season of the year, and is very easily made, two small stencils being all that is required. The flower should be made pink and the leaf green, with a black outline and stem.

The accompanying cards give a fair idea of how the alphabet in this month's lesson appears when in use. These cards do not illustrate work which has taken hours to execute, but cards that were made in a very short time, and they illustrate how fancy cards can be made quickly and effectively.

EXPECT COTTON TO GO HIGHER

THE American Association of Garment Manufacturers, which convened in Chicago a fortnight ago, was attended by a number of Canadian members. Many subjects of interest at the moment were discussed, among others that of women's overalls which, it was gathered, is expected to be a permanent line—a line of increasing importance.

Many points bearing on the cotton situation were brought out, the general opinion clearly being that prices will go

considerably higher. One factor is the huge demand by the government of the U.S.A. In fact agents of the government were present and made the announcement that they required at once over 3 million yards of cotton, and had ordered already 29,000,000 yards of denim. Such ordering, it is believed, can not fail to force the market higher in spite of the fact that cotton crop prospects point at least to an average yield.

PRIZE-WINNERS ANNOUNCED

The R. G. Long Company of Toronto have now decided the prize-winners for window trims made during the recent "Bob" Long week. The accompanying illustration shows the fine window of Summers & Frost, of Kamloops, B.C.,

deed, the book may be used by dealers to enable their customers to pick out exactly the style desired.

The get-up of the booklet is really splendid—a credit to whatever Canadian had the mechanical production in hand.

WHAT'S A NECKTIE GOOD FOR?

MAN'S only non-utilitarian garment is the necktie. It's as useless as a monocle. Yet we wear it. We'd feel awfully awkward walking down the street without one.

Once upon a time the necktie was used to fasten the collar on. But now it doesn't do that.

Man's necktie is the Indian's eagle



The trim of Summers & Frost, Kamloops, B.C.—one of the R. G. Long Prize Winners.

winner of the \$25 first prize for places under 5,000 population. Second prize of \$10 for places under 5,000 population goes to James Leinster, Parry Sound, Ontario.

Jos. Reycroft, of Windsor, Ont., was first prize for place over 5,000 population.

BAG COMPANY MOVES

The Specialty Paper Bag Co., Ltd., is moving to much larger quarters in the Wrigley Building, Carlaw Ave. The firm has secured 23,000 sq. ft. on the ground floor and will be in a much better position to handle the increased orders being received.

A SPLENDID STYLE BOOK

AN exceedingly attractive booklet has recently been issued by the Williams, Greene & Rome Co., Limited, Kitchener, Canada. It will be kept as a work of reference by very many men's wear dealers.

The booklet brings out some of the outstanding features in W. G. & R. products—then illustrates a great number of the lines produced, so that ordering can be done from the illustration. In-

feather, the cannibal's necklace of teeth, the mid-African's ivory earrings. It's his pride, on which he bestows much thought, great care. We wonder what would happen to the vanity of the human race, masculine half, in case of a necktie famine.

LIEUT. WASHBURN GIVES HIS LIFE

LIEUTENANT ROBERT G. WASHBURN, for two years previous to the outbreak of war, one of the W. G. & R. traveling staff, and for many years previous to that in the employ of the Williams, Greene & Rome Company, has laid down his life for the cause of freedom on the battlefields of France. Until this news came, there had been no such break in the ranks of the 28 W. G. & R. men who are at the battle front.

By energy, faithfulness, and ability, "Bobbie," as he was generally called, won his way in business. Everywhere he earned the respect of those whom he met. His passing will be sorrowful news to many—but there will be pride mingled with the sorrow, as there is among the staff and members of the W. G. & R. Company.



Does Good Service Pay?

Satisfied customers build success in any business.

In any community a firm reputation for service is valuable.

Good-will is an intangible but powerful asset, and is measured by the good value as well as by the good service the customer gets from the merchant or the manufacturer.

Semi-ready Tailoring was conceived on Better Service lines. The idea which has been carried to success was to give to men better materials and better tailoring than they had been in the habit of getting outside of an expensive and exclusive tailor shop.

The guarantee behind each garment does much to cement good-will and create confidence.

These axioms apply to the customer of the merchant. Have we applied the same rigid rules of service to the merchant who buys from us at wholesale?

That question we prefer should be answered by our wholesale customers.

Ask any one of our customers who have been buying from us and who have been selling Semi-ready Tailoring for fifteen or twenty years.

It is not our idea of service to seek a man's trade for a season or for a year. We want to build up with him—to carry on a campaign for bigger and better business from year to year.

We are not faultless nor infallible. When we make mistakes we are ready to correct them, and have our customers say that errors are paid in full.

Our Special Order Tailoring—and the perfecting of a prompt and certain delivery on a specified date, was a forward step in Good Service.

In one month this year our sales of custom-made suits to special order were just double the sales of a whole year in this department as compared with 1905.

That was the reward of good service.

Looking ahead for next fall our buyers have secured some attractive patterns.

Semi-ready Special Order Suits are custom-made to the last silk stitch. When the measurements are received at the shops the cloth is cut from the exact physique type patterns, and the suit is finished to the precise size and style ordered. It would be manifestly impossible to keep a stock of ready-cut garments on hand to fill Special Orders for individual suits. Every garment in the Semi-ready Shops, whether for stock or for Special Order, is cut to individual size with scissors—not the knife.

Over 325 patterns of British-woven cloth are available for selection—worsted, Botany tweeds, black and blue serges, chevots, homespuns, vicunas—for business suits, dress suit, and liveries. Over 35 model designs to choose from in the Semi-ready fashion portfolio.

A custom-made Semi-ready suit is finished to Special Order in five days—at from \$18 to \$45, according to the cost of the cloth chosen. The price label is always put in the pocket, and must correspond with the price ticket printed on the cloth sample.

Semi-ready clothes are tailored in our own shops at 472 Guy Street, Montreal.

Young men about to start in business for themselves will find the stability of our concern and the help we can offer of some value to them in their enterprise.

Semi-ready Limited

Wholesale Makers of Men's Tailoring

H. A. Nelson, President

472 Guy Street, Montreal, Canada.

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

Fitting In With The Weather



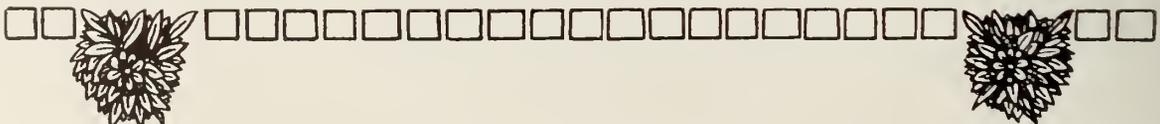
Says George Clark, of Fisher's, Ottawa, who is responsible for the above trim:—

"The weather man is just getting on the job with a little fine weather and as our windows are splendidly adapted for quick changing we grasped the first opportunity of showing anything like seasonable merchandise.

"Our windows are specially adapted for rapid changing and quick selling; out of a frontage of 38 feet we have a selling space of 80 feet which does not include the two entrances. This selling space is divided into ten sections, such as you see in the photo and one section twice as large, which we term the centre "Bowl." These sections may be made smaller or larger to suit the trim and are continually being changed. They have many advantages over the old style big window. If for any reason a section is not selling its merchandise it is immediately ripped out and something more inviting—more salable—takes its place. As Mr. Fisher says: "We're wasting our ammunition when a window isn't selling. We never do—either by keeping a section which does not sell or by using more space than is necessary for any trim.

"Our windows are 3½ feet deep, the backgrounds are full length sliding doors leaded at the top which gives the store considerable light. The ends of all windows are leaded glass with clear centres and frosted border squares, the background squares are also frosted.

"You will notice and perhaps wonder at the collar stand in the centre of the photo. Let's explain. Recently our collar sales were falling off. We were not allowed by the by-law to set outside a collar case, our dividers were waste space as far as selling was concerned. We set stands of collars similar to the one seen in the photograph on the dividers and we can assure you that results were obtained. It is a small item we will admit, but details are cogs in the business of window-trimming or window selling."





You are not too late

to get guaranteed delivery of your this year's needs in our "level best" make of

BULL DOG OVERALLS

For This Summer's Shipment—at Last Summer's Prices

You know that many makes of overalls are to-day quoted at from \$18.50 to \$19.50 dozen with promises of higher prices for Fall. Quoted you at about

\$17.50 last Summer. Not surprising with increased costs of over 100 per cent. in all cloths and from 100 to 300 per cent. in trimmings.

But Here is the Bright Side for You; Look It Over

This company has fortunately purchased, and in our warehouses hundreds of thousands of yards of guaranteed indigo and aniline fast color cloths, in "before the war quality and weight" bought months ago for cash.

and sales, and assure of a real, all-around service in a complete range of standardized overalls and work shirts, properly designed garments, with many exclusive features, that will always give your customers full measure of satisfaction.

With an added output we want a limited number of new customers, whom we can help increase profits

We therefore offer you, and our regular trade, whatever balance of stock we have to sell at present extreme low prices

At a Clean Saving to You of From \$1.00 to \$2.00 per Dozen Over Other Current Quotations

Why do we do this when we can readily sell our output for more money? We want the trade to understand that in the work goods field our BULL DOG STANDS FOR REAL PROTECTION ALWAYS, IN QUALITY, PRICES AND SERVICE, a trade name that has made good for eleven years.

send us in your order for this year's needs by today's mail. Get in on this big Spring drive. Be able to sell your trade good overalls for \$1.50, \$1.75 or \$1.90, when the other fellows have to ask \$2.00.

Remember, our supply is limited at these prices. We have already sold thousands of dozens for summer delivery. It will be quickly taken up. Get out your tape and see how your stock measures up and compares with BULL DOG specifications listed below. If you find BULL DOGS have the advantage,

Make up and mail us your trial order before May 1st to ensure these prices, and it will be sent you prepaid for shipment any time you say, from now till July 31st. If you are not well pleased with shipment, return it. We are glad to take all the chances. Terms 2 per cent. 30 days 1st foll. 3 per cent. 10 days. Yes, we'll book your order, subject to your approval of prepaid sample garments, which can be sent you at once.

Full Specifications:

Heavy quality Bib Overalls, Stiffel Blue and White Stripe, 42 yds. doz. Size 38-32. Weights, 1½ lbs., separate sewn, full cut bib, buttons fastened through 4-ply cloth, continuous faced back band and pockets, no-rip tab side vent, 7 pockets, back seam 8½ ins., side seam 46, front 26, knee 24, hips 53. Price, \$18.00 per doz. Same price in plain blue, and in black fine twill. Jackets to match. 8-oz. Black Denim Pant, high back, sizes 38-32, weighs 1 lb. 7 ozs., 2 set in hip and swing front pockets, 5-button fly, trouser finish. Same style in 9-oz. narrow stripe

cottonade. Heavy dark khaki trouser, cuffs and belt loops, deep self-faced curtain. Price, \$16.50 doz. Medium weight, Bib style Stiffel stripe, size 38 x 32, weighs 1 lb. 3 ozs., same style bib as best line, continuous placket no-gape side vent, 7 pockets, including set-in swing front pockets. In blue stripe and black, price \$14.00 doz. Plain blue, \$15.00. Jackets to match. Good medium-priced Pant. Black, \$14.00. Cottonade and Stiffel, \$13.50 doz. Good weight.

Canada Overall Company, Makers, London, Ontario

WHY are **HESSCO** Registered **Garters and Armbands**

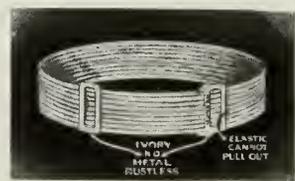
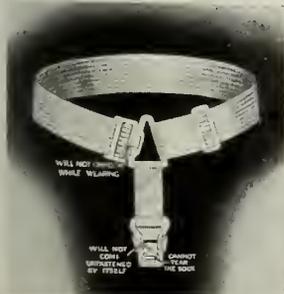
superior to any other kind on the market?

BECAUSE they are trimmed with Celluloid, therefore cannot rust, are light and durable; Garters are padless therefore cool and comfortable.

They are **UNBREAKABLE** and **GUARANTEED**.

THE HESSCO MFG. COMPANY

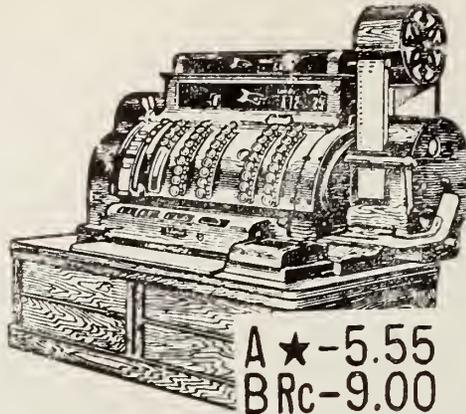
145 Wellington Street West :: TORONTO
Sole Manufacturers and Patent Holders



Also Manufacturers and Importers of full line MEN'S JEWELRY and LEATHER BELTS

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

Information and Protection



THE N.C.R. DETAIL STRIP gives you as a merchant a definite control of your business.

It gives you information you can get in no other way. It gives it easily, quickly, unerringly.

Every transaction which takes place in your store is recorded on the detail strip. This record is complete, covering every detail of every transaction. It is as safe as though locked up in your safe.

It records the amount, date and consecutive number of each transaction.

It tells you which clerk makes each sale and which clerk makes most sales.

It gives you a mechanically perfect record of all these details.

At the same time it protects your clerks against temptation.

It stops mistakes. It saves loss of money you could not otherwise save.

The result is a complete mechanical record, available at any hour of the day, of every detail of the day's business. The store is protected, so are the clerks, so are the customers. The information obtained gives absolute protection to all.

It gives you time to attend to duties more profitable than bookkeeping—inside the register you will have all the totals faultlessly added.

It is of the greatest importance that you investigate our system. National Cash Registers will save time, money, and build your business.

Write your nearest N.C.R. agent to-day. Offices at Halifax, St. John, Quebec, Montreal, Ottawa, Hamilton, London, Toronto, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver.

A★	-5.55	-0125
B Rc	-9.00	-0126
D★	-6.68	-0127
E Pd	-2.00	-0128
A Ch	-8.65	-0129
B Rc	-4.50	-0130
A Pd	-0.50	-0131
E★	-2.43	-0132
B Ch	-3.50	-0133
D★	-5.48	-0134
A Pd	-1.00	-0135
B★	-0.43	-0136
E Ch	10.50	-0137

Section of Detail Strip

Line 1 indicates that clerk A. sold goods for cash to the amount of \$5.55—transaction No. 125.

Line 2 shows that clerk B. received \$9.00 on account—transaction No. 126.

Line 3 tells you that clerk D. made a cash sale amounting to \$6.68—transaction No. 127.

Line 4 indicates that clerk E. paid out \$2.00—transaction No. 128.

The National Cash Register Company
of Canada, Limited
Christie Street - - - - Toronto, Ontario

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



Work Shirts of strength and durability bear this brand

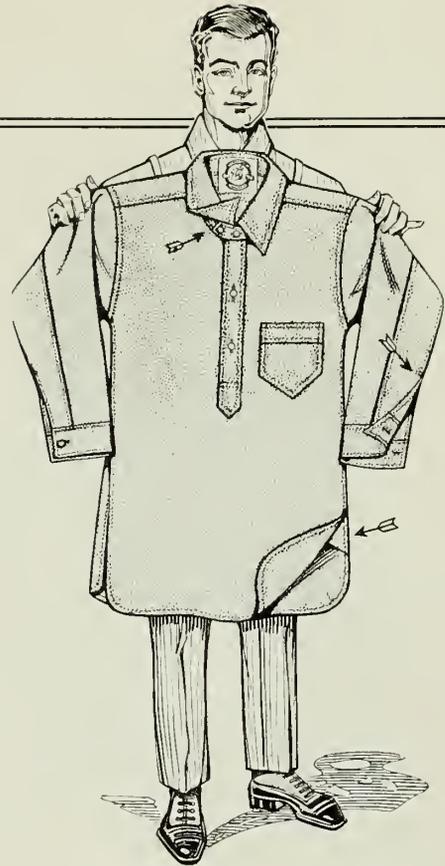
Here are some of the special features that keep these lines repeating:—

1. Extra Generous Size.
2. Double Stitching of all Seams.
3. Extension Neck-band.
4. Reinforced at all Points Subject to Extra Hard Wear.
5. Good Quality Buttons.
6. Reinforced Pleats and Button Stays.
7. Arm and Hammer Brand Standards of Workmanship and Materials.

STOCK UP.

J. A. HAUGH MFG. CO.

658 KING STREET WEST, TORONTO



Made in Canada in Our Own Workshop

Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks*, working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

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



CONSCRIPTION!

Do It Now!

Get Ready!

Replace your loss of trade
in civilian merchandise
with military equipment
and supplies.

RAPID SALES, GOOD BUSINESS
AND BIG PROFITS—when you purchase
direct from the manufacturer.

Write for Price List.

A. HARRY WOLFE
Unity Building - - MONTREAL

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card*,—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name.....

Address.....

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

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

CONSCRIPTION'S COMING

will mean big Military Business

For Puttees, Haversacks, Fatigue Uniforms the demand will be instantaneous.

The many recruits now *volunteering* will need equipment. So will those taken in by Conscription.

ORDER YOUR STOCK NOW

Miller Walking Breeches will be eagerly sought. Play up this line in your Military Trims. Use our show-card here illustrated to help stimulate sales. We can make immediate deliveries.

MILLER OFFICERS' UNIFORMS

Miller measurement system makes mistakes in ordering impossible. Don't experiment with amateur Military firms of mushroom growth—you can't afford to take a chance.

The MILLER MFG. Co., Ltd.

YORK STREET

TORONTO

Uniform Contractors to the Dominion and Imperial Governments

MILLER'S WALKING BREECHES FOR SOLDIERS



All Ranks can wear them in England and at the Front

Buy a pair NOW before you leave they will match your Tunic and cost you less

COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

New Forms to Stimulate Your Clothing Business



Men's Coat Form at Left.
Sateen Covered, as cut.....\$8.00
Black Jersey, Covered 6.00
Add for Arms 1.50
9 in. Base—The New Non-Scratch
Weighted Wooden, Mahogany
finish—or Metal, Ox. Copper
if desired.

Vest Form at Right.
Sateen Covered, as cut\$5.50
Black Jersey Covering 4.00
7 in. Base.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.

99 ONTARIO STREET - TORONTO

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 you getting the effects you want.

You can buy to advantage

by placing your orders with us now.

We can offer you very attractive values in Dressing Gowns, Hosiery and all Knitted Goods. We represent only high grade lines some of which are listed herewith:

Young & Rochester's Shirts in Flannels, Taffetas and English Oxfords; Dressing Gowns, House Coats and Vests.

Tress & Co.—Hats and Caps, Military Service Caps and Helmets. The "Tress" Cap for sports is in a class by itself.

Two Steeples', Ltd.—Hosiery, Underwear, Knitted Coats and Suits.

And in Scarce Lines we have
Gabardine, "Aquatite" Coats, Trench Coats, Lama Half Hose in Black and Khaki.

Military Accessories

Get our prices for Fox's Puttees, "Soldiers' Friend" Polish, Kit Bag Handles, Locks, English Spurs, etc.

Khaki Plain and Ribbed Wool Socks, \$4.50. Dark and Midgrey Wool Socks, \$3.50. For these lines of socks we strongly recommend placing orders, as early as possible.

Wreyford & Co.

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

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

"Craftana"

Registered No. 262,000



THE HALL-MARK OF

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

First in the Field and Still Leading.

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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**

THE AOME OF PERFECTION IN FOOTWEAR.

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

SILK HATS

Ours is the largest and most up-to-date SILK HAT factory in Canada. This, coupled with our complete concentration on this one line makes possible the unusual values we offer.

Our hats are always the last word in style and finish.

Write us regarding your SILK HAT requirements. We always have full range in stock, thus insuring you PROMPT DELIVERIES.

GEO. PROVENCHER

166B Elizabeth Street

Montreal

Established 1894

LARGEST CANADIAN DEALER
WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

UNDERWOOD TYPEWRITERS — MODERN
visible machines equipped with such improvements as back spacer, bi-chrome ribbon, tabulator and automatic ribbon reverse. Five-year guarantee. Sold for cash or payments. Free trial. Send for proposition to-day and save more than half regular price. Address—Arthur O. Secord Co., Limited, Dept. 7, Brantford, Ontario.

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Boston Cap Co.	55	Monarch Knitting Co., Ltd.	15
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THE MEN'S WEAR REVIEW

Vol. VII.

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No. 7

JULY, 1917

FEATURING

From Confederation Till
To-day

Business Changes in 50 Years
Development in Men's Wear Lines

■ ■

Collar Advances Accepted
Rather Joyfully

■ ■

Overalls Going Much
Higher

■ ■

Uncle Sam's Demands
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A GLIMPSE OF CANADA IN THE LIGHT OF 50 YEARS

The Progress of the Past Half Century From a Small and Struggling Group of Colonies Into Nationhood—Some Incidents of the Past Years and Their Bearing on the Present—Outstanding Items in the History of Canada's Development—How the Record of the Past is a Promise for the Future.

THE passage of fifty years does not bulk very large in the retrospect of history, yet this lapse of years, compassed by the lifetime of a man, means much to any country. To Canada it has meant the growth from a small and struggling colony into nationhood. The transformation of a country, cut into fragments by great stretches of uninhabited lands, and separated league after league by almost pathless wilds into a unified whole, united in interests, in feelings and in the interchange of commerce, and welded firmly together by the steel rails of progress.

There in the council chamber fifty years ago sat a group of men discussing the question of the name for this new country that was being born, and whose possibilities were beginning to steal in upon their imagination. Perhaps it was this that turned them from the old time worn and time sullied names of nation and Empire and kingdom to seek some newer, fresher title unsoiled by abuses of old times. Perhaps it was the inborn vision of a country lapped by three oceans, of great rivers opened for navigation, of a trade stretching to the farthest confines of earth that called to the mind of one of those present the great words of "Holy Writ," and in the stillness the Hon. Samuel Leonard Tilley quoted "He shall have Dominion from sea to sea, and from the river to the ends of the earth." Dominion from sea to sea! Canada had found its name.

How well the years have born out the vision of the fathers of Confederation even a cursory survey will readily show.

Material growth may not be the truest sign of greatness, but it is a tangible evidence that is indicative of many things, of a new country of course, of a country where democratic principles prevail; for autocracies do not double their population in fifty years, of an energetic people reaching out for a greater advance a wider vision, both in material things and in those intangible ideals that make for a great Dominion.

Fifty years ago when the fathers of Confederation were gathered about the council board, this was a far different country from what it is to-day. To begin with it had only a population of three and a half million souls against a present population of slightly over eight million. More than three quarters of these few millions were gathered within the comparatively small confines of the provinces of Ontario and Quebec. Four out of every nine persons lived in the province of Ontario and three out of every nine in Quebec.

When the West Was the Great Unknown

West of the Great Lakes was the vast unknown, a few wandering trappers a few factors of the Hudson Bay Company in isolated posts dotted that immense stretch of country. Even in Winnipeg one of the great trading posts of the company, then known as Fort Garry there were less than 300 souls, while in all the enormous stretch of mountain and

prairie land there was only a total of some 100,000 people, whites and half-breeds. These were scattered over the whole sweep of that immense country, at trading posts, in fishing villages and lumber camps of the Pacific coast.

The Ebb of the Gold Rush in British Columbia

Of all the great country west of the Lakes, British Columbia was the only portion that could be said to be settled. Rough, uncouth settling it was, the settlement that follows the cry of "Gold;" for it was the discovery of Gold on the Fraser that led to the influx of thousands of gold seekers, rough men, but the stuff of which pioneers is made. Into the mountain wilds of Western Canada they came following that "Will O' the Wisp" of fortune that has always had its power to draw men; to give to the Canadian west its first real impetus. For a few years the fever burned hotly, gold there was, and men drifted up and down the great streams hearing tales of a fabulous wealth, there for the finding. Gold there certainly was for in 1863 upwards of four million dollars worth of gold was taken from the Fraser and Thompson valleys. A fabulous sum in those days before the world had begun to think so readily in terms of millions and billions. But that great year was the swan song of the British Columbia gold



St. James Street,
Montreal, Looking
West, 1871, and
As It Is To-day





THE FATHERS OF CONFEDERATION

A reproduction from the official painting of the men who formed the conference at Quebec at which the agreement between the various provinces was reached. The original, unfortunately, was burned in the fire which destroyed the House at Ottawa last year.

—Cut by Courtesy MacLean's Magazine.

fields, never again did they reach that total. Year by year the output dwindled; dwindled, too, the mushroom towns that had grown up on the scene of the supposed Eldorado. Gold was still to be had for the labor, but the bubble of fabulous wealth had been pricked and the hardy adventurers were off to some newer land of promise.

The Gold was still a great industry for those times, but the glamor of it was gone and it had settled down into its rightful perspective. As yet no one had realized that there was a new Eldorado at their very feet in the swarming life of the great rivers, teeming with fish. The British Columbia fisheries that make the hey day of the gold rush seem as nothing, were practically untouched. At the time of Confederation there were one or two whaling enterprises, and a solitary cannery on the Fraser. The coal fields of the province had been discovered and were being worked to some extent, but they were practically only tickling the soil.

British Columbia was shut off from the remainder of the country by league upon league of pathless prairie, a journey of long toilsome perilous weeks. The sundering force of distance kept the west and the east as far apart as the poles in their material and social interests.

Shipbuilding Industry of the Down East Coast

While British Columbia was feeling the impetus of the Gold rush, the older colonies by the Eastern Sea had progressed somewhat more solidly if in a less spectacular way. In Nova Scotia, favored by the vet almost virgin forests a great shipbuilding industry had been built up. Every creek almost had its shipbuilding yard. These vessels were sold on each side of the Atlantic. There had been, too, a spasmodic activity in the Nova Scotia coal fields for half a century. At the time of Confederation they were mining some 600,000 tons of coal about half of which was used locally and half was shipped to the United States. There was also some little smelting done of Nova Scotian Ore, though this industry had hardly developed beyond infancy.

The Maritime Provinces like the far west were also cut off from central Canada by enormous areas of uncleared untracked land. Indeed the association of these Eastern provinces was much closer with the United States than with the other parts of Canada.

"Boston," said one Nova Scotia representative, "is only a few hours' trip, but to come to Toronto you need to mortgage the farm to pay the fare."

In this casual statement lay a great element of danger to the unity of the young country. The drift of things was naturally from Canada to the United States, which was then the land of opportunity.

The Lure of the Republic Draws Canada's Sons

The very name, Republic, drew like a

loadstone, those immigrants from the older lands of Europe, eager and heart hungry for some spot on earth where they might find freedom. The very name of Canada's southern neighbor had a drawing force that the colonies of Canada could not have. In those early years therefore there was a marked and dangerous tendency, not only to lose the fair share of immigration from overseas, but to lose as well many of her own young men who thirsted for the opportunity that it seemed to them could only be obtained in the more advanced country to the south. This flux of young Canadians across the border was hardly compensated for by the influx of population that at this time reached very small proportions.

The country was mainly a great wild-

days bringing in a total of some \$14,000,000. Other industries were few and far between. The saw mill, the grist mill and the brewery were the beginning of manufacturing development and around these grew up the whole manufactory of the nation. Around these mills grew up the village that grew in size as the exigencies of conditions demanded till even at the time of Confederation Canada had some sizable towns. The population of Montreal was 100,000, of Quebec city, 60,000; Toronto came next with 50,000 while Hamilton, Halifax and St. John. N.B., each had about 25,000 inhabitants. But it is not in these cities but rather in the more slowly developing rural districts that can be traced the impetus that has sent Canada so far along the road of progress.



A view of the four corners of King and Bay Sts., Toronto, 1870—on right is A. Baker's Tailor Shop.

erness with areas of civilization dotted at irregular intervals, with no means of communication between the different localities. It was not a great country, but several small states each trying to work out their own salvation with very little reference to the general whole. Despite these conditions there lay in these scattered colonies the seed of greatness, but with no immediate promise of any harvest to catch the attention. Not unnaturally therefore the tide of population was turned from their shores to the breezy, boisterous, prospering neighbor to the south.

A Glimpse at Canada's Early Industries

Even Canada's industries were of no great extent. A land that has become one of the premier farming nations of the world, in those days just prior to Confederation had not yet awakened to the immense possibilities of her virgin fields. Ontario tilled more land than all the other provinces together. In New Brunswick only 1/10 of the land was cleared, and it was to be had for 50 cents an acre or in return for certain statute labor. In Nova Scotia land sold for \$45 per hundred acres. Only in Ontario had farming become the backbone of the country. In Quebec the lumbering industry was the chief source of revenue and no mean source even in those

A good many of Canada's industries were purely fortuitous in their origin. The great tannery industry grew up because Canada was to a considerable extent a grazing country. Everyone kept a cow or two, even in the cities the cow was an almost indispensable adjunct of the household. The day, being the day, of the cow, it was natural that hides were plentiful. The abundance of hemlock and oak bark was the other condition that assured the growth of this great industry.

At that time too there grew up a great woolen industry, fostered by the famine in cotton that followed on the dark days of the civil war. Moreover in this early industry Canada held a high place, and the honest worth of her tweed was widely recognized. These were the days when homespun was still the prevailing style, more than half the farmers still took their wool to the carding mill, then home again for the women to spin it and back to the custom weaving shop to be finished. Such was the beginning of the clothing industry that is such a factor in Canada to-day.

The Growth of the City from the Humble Beginning of the Crossroad Mill

Our great manufacturing industries sprang just as naturally from the corner blacksmith shop. First only a repair



Street in Winnipeg in the early eighties—Same street to-day is shown on opposite page.

shop but gradually emerging from the early stage, doing small manufacturing operations till out of this finally arose the great manufacturing establishments that have meant so much in Canada's development.

It was about fifty years ago that some of Canada's natural resources first began to be discovered. Oil was discovered in Lampton in 1862, and Petrolia in 1876 was tanking 3,000 barrels a day. The only difficulty confronting this new discovery was to make the demand for it equal the supply. About half the amount was used in Canada. Efforts were made to ship it to Liverpool, but the port authorities there refused to give "the evil, smelling product" storage room so there was no incentive to develop this great industry for some years, until in fact manufactureries had developed in Canada, and until the wider knowledge of the many uses of the product led to an almost limitless demand. In 1866 salt was discovered near Goderich, Ontario, and its 90 barrels a day constituted the whole output of Canada's salt industry.

There was very little manufacturing in those days. One sugar factory in Montreal provided one of the first instances of industries based on foreign supplies. This Company, The Canada Sugar Refining Company, is still doing business in Montreal. The great chemical industry was also in its infancy at the time of

Confederation. Drugs, soap, starch and potash were practically the only products in this field. Of Canada's great dairying resources there was hardly a trace at this time. There were in fact only a half a dozen cheese factories. From this small beginning only half a century ago has sprung one of Canada's premier industries.

Riveting a Continent With Steel Rails

Canada was just waking into a realization of her possibilities in the year 1867. Possibly it was this spirit of the times that brought about a political Union that was to make Canada a Dominion from sea to sea, that showed also to these men who had dreamed this dream of Union the necessities that lay before them, showed them the disintegrating effect of isolation, and pointed them to the possibilities of a country united by a great highway of steel from the shores of the Atlantic to that other shore half the world away.

At any rate it was the development of Canada's railroad systems the demand for which had been part and parcel of the Confederation issue, that has been the source of almost every forward step that Canada has taken in all the years succeeding. Ontario had been built up around the Grand Trunk Railway and there was now to be another example of what the railroad could do as a develop-

er. Winnipeg was a trading post on the fringe of civilization 20 days journey from its nearest neighbor. In the year 1876 Winnipeg had but 215 inhabitants and others were slow in coming. There was no particular incentive to lead men to venture out into this prairie land. True it had been discovered that this land was a veritable garden for the growth of wheat. But of what use was wheat that was twenty days journey to the nearest selling point? Manitoba wheat, good and all as it was, was worth 50 cents a bushel at Winnipeg. In 1878 the railway line between St. Paul and Winnipeg was completed cutting a twenty days journey to three. At once Manitoba wheat jumped to 75 cents. Here was the incentive that caused the great wave of immigration that has been flowing toward the west from that day to this.

The Intercolonial Railway was finally completed after forty long weary years, and the Provinces down east by the Sea has some reason to look to their sister provinces as their greatest interest rather than to cast their eyes across the boundary line. In 1886 the C.P.R. was completed and the nation linked from sea to sea. This was the firm basis for a united country.

The Dark Years

But Canada was yet to suffer her dark



Street in Winnipeg, to-day, looking from the same standpoint, showing the changes of thirty-six short years.



Winnipeg from St. Boniface Ferry Landing—a few years after Confederation.

years. In 1873 the great boom built up on speculative activity in the United States, and in a lesser degree in Canada, burst. Canada who had been boasting herself in some of her growing industries looked into the face of calamity, and shared in the almost world wide panic. Her business was almost at a standstill. Of her grazing industry little remained in that year not a beast was shipped to the Old Country.

The shipping industry, and the lumbering industry that had been the backbone of her trade languished for lack of purchasers. She was a nation rich in material that found none to take her wares. So the dark years from 1873 to 1878 dragged on. With the latter year there dawned an era of returning prosperity which Canada was quick to feel. Demands for lumber and grain became greater every year. Foreign trade that had declined by more than a third of its volume began to recover. The cattle industry that had been practically dead, in 1880 shipped 30,000 cattle and 100,000 sheep to the United Kingdom, while from the 500 cheese factories that had sprung from the first factory in Oxford County in 1864. There went 40,000,000 pounds to the Old Country in this same year. The fishing industry that at tallied only 9½ million increased to 12 million. The deep sea Lobster fisheries were discovered and became a mine of wealth, the great wealth that lay in the waters of the western coast began to be understood and the canning industry began to be a real factor.

Canada Comes Into Her Own

It was not until 1896 however that Canada swept into the full blaze of her prosperity. The Canadian West was the new Eldorado. Reckless farming had exhausted the American wheat lands and new sources of supply were needed. This was Canada's opportunity. Men and money were plentiful and the hey-day for Canada began. The tide of immigration that seemed to have set away from Canadian shores, turned again. This tide of immigration from the United States alone reached in 1897 to 9,000, and by 1917 it had mounted to 133,000 while in the period covered by these

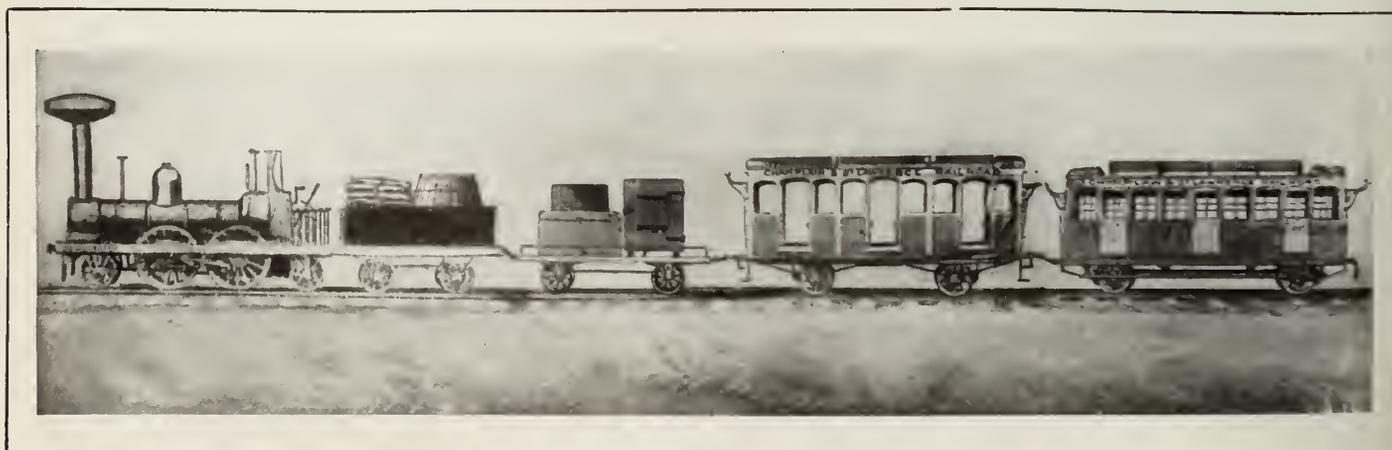


Hamilton, James St. S., 1861 and to-day.

two dates there had come to her shores. 221,402, the great bulk of these being of British or American origin. Here is an astonishing indication of the pulling power of opportunity backed by good advertising.

In these past fifty years Canada has the beginning of the dark years had to stepped out of her swaddling clothes into real nationhood. And standing here in the din of these troubled years Canadians can not only look back on the

past half century with pride, but look forward to another half century with a confident hope and expectation. Tried in the tragic fires of war, made strong by struggling years she takes her place among the nations on an even footing. Whatever is before the world in the aftermath of war, this is certain, that Canada has a great place to fill, and it is the confident belief of all Canadians that she is able and worthy to fill it.



Canada's Earliest Railway Equipment.

DEVELOPMENT IN APPAREL SINCE CONFEDERATION

Things We Now Regard as Commonplaces Were Unheard of When the Provinces United—The Change in Men's Suits—Value of Dress More Than Ever Appreciated.

WHEN old Rip-Van-Winkle waked after his protracted sleep, he found things mightily changed; but had Rip postponed his snooze until the nineteenth century, and dropped off in Canada at the time the various provinces were federated into the Dominion of which we are all so justly proud; and had he awakened now, when we are celebrating the fiftieth anniversary of that federation, think what his feelings would be.

He would see trains, the like of which were unknown when he fell to sleeping. He would see cars running without any apparent motive power—cars with tentacles reaching up to overhead wires. He would see carriages—colossal carriages rushing through the streets—pulled by no horses. He would, looking up, behold ships of the air, flying as the birds fly, only higher, swifter, with greater control.

And about him Rip would see men—many in khaki, the meaning of which he would not know. He would see other men appareled in strange garments. "I wonder how these changes came," he would mutter.

Perhaps it will do us good, at this time, to put ourselves in the mental position of the said Rip, and consider the changes which have come in men's dress since our provinces became welded into a nation. They have been remarkable changes. They make us wonder what may be in store during the next half century.

Let us consider one line of clothing at a time.

"Ad wad same power the giftie gae us Tæe see ourself as ithers see us."

So wrote the immortal Bobby Burns on no greater a subject than "A flea in a ladies bonnet."

If such a sordid sight could so inspire the great Scotchman, I, perhaps we, of somewhat lesser talent, will be permitted a word or two on the uninhabited male hat. Ah, if we could only see ourselves as we will look a few decades from now.

Just look back on the straw hat styles. Look back. But perhaps you can't remember anything very definite except the neat—clean cut style illustrated herewith. Perhaps, thinking this is what we sell, we grow complacent. But should we. We probably were just as self-satisfied say 20 years ago—but look at the illustration of the straws we sold and wore then.

Can such things be, you say. No they can't be, but they were. There is all the difference in the world in the tenses. What is seems natural, graceful—handsome perhaps. What was is apt to appear absurd.

But journey back yet a little further. Lo, gaze upon Father as he appeared in 1880. Who shall say after this that the



The Straw Hat of to-day.

former days were better than these.

Styles are said to go in cycles of ten years. This 1880 show therefore has seen almost four such cycles. Praise be it hasn't repeated yet. Perhaps in even showing the style we are running the risk of reintroducing it.

The Felt Hat Story

In felt hats there are no such outstanding changes perhaps, to be noted.



The Straw of 1895.

And after noting the hat note father's sporty tie. Loud patterns, such as those now worn were to be seen in those early days of our national life.

There is of course the general growth in favor of the soft hat. Years ago it was almost unknown. When Sir John A. Macdonald and George Brown buried the hatchet—temporarily—to unite the various provinces into the Dominion, they, and their associates were wont to wear stiff high hats. And a high hat was a high hat in those days—from 9 to 10 inches high. It might be of black or

grey fur, but it always was stiff and high.

But, with Confederation, new light naturally came—hence, perhaps, the gradual reduction in the height of hats—and later on the introduction of the soft style, of late years destined to become so popular for all but the most formal wear.

In fur hats, as in straws, however, there were models introduced which now appear absurd—the very Charlie Chaplin's in hats. For instance about 1880



Father's hat in 1880—Also Note the tie.

there came the "Oscar Wild." Poor Oscar was being blamed for so much just then that probably it was thought he could bear up under the weight of this hat. Certainly it offered scant covering for his ample brain.

The Striking Model

The crown of the hat was about three inches deep, no higher than the ordinary straw sailors but with the usual round form, the same as the modern Derby. The brim on the other hand was extremely wide, somewhat in the style of the modern "Charlie Chaplin."

Look over the style as roughly illustrated here. Do you remember it you older friends? It will be an eye opener to you of a younger age—make you more pleased, perhaps, to come in one of Sir Robert's early classes.

By a gradual development from this freak we went to the other extreme, so that sometime about the year 1890 men were wearing hats in Derby styles about five inches deep with narrow brims, about one and a half inches wide.

This was a bull dog sort of style. Our memory is that it endured but a short time. However short it was too long—though this hat may have been welcomed in those early days. Indeed, thinking more along this line we believe the style must have found friends, for did it not come back—though perhaps in slightly modified form, about 1899?

Development in Caps

Caps like hats have had their changes in the last 50 years. Our grandfathers in Canada, wore the old-fashioned knitted woollen toque, to-day we wear caps,



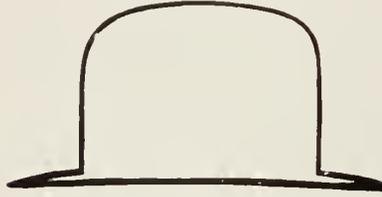
The "Oscar Wilde" of 1880.

the like of which we have never seen before:—large patterns, fancy checks, large peaks and such fancy linings and exquisite manufacture that prices are paid for them to-day, which some of our ancestors would have considered big enough to rank as a first instalment on a vacant lot.

Some of the greatest cap makers come from Poland. In fact the founders of two of the largest cap factories in England were refugees from that country, whose families worked all day making caps, which were sold on street

corners in London at 1/ each in the evening.

The progress of the cap in Canada was gradual up to two years ago, when it was seen that the Felt Hat Manufacturers were experiencing trouble for the lack of materials which enter into their production, and prices had to be advanced out of all proportion to what was considered "value" by Experts, with the result that the retailer had to fall in line and charge more for hats to the consumer. The result was that thousands



The bull-dog style of 1890.

of young men decided that under these conditions, a cap "would do," it would not break, and it would not "break" the purchaser.

the sleeves have been very large, and especially full at the top. This tendency was still noticed in 1890, though in other ways there was then a reasonable turning toward the fashions of to-day. The trousers were still light, full, and uncreased. The coat was still cut high, but not so high as at present.

But, on the verge of the new century we see the sac coat. Doubtless it was worn before, but it must not be thought the styles depicted were only styles for dress occasions. No. They were the styles worn by many—by the well dressed—for street wear.

Some of us will remember the style of 1900 pattern than those of earlier years—though the writer distinctly recalls the style of 1886 as worn in 1812—by an editor. But it is only with the few that a suit of clothes is regarded as a perennial. Hence, the 1900 style is the first many of us will clearly recall. Do you remember the padded shoulders—the huge width of the coat and the general square appearance given? A terrible thing was this style—in retrospect. Doubtless at the time it was regarded as very fine.

And note in this suit the entrance of the creased trouser. How it first made its need felt is unknown, but certain it is that less than 30 years ago the crease was the stamp of the poor relation—the kaliope announcement of the Country Cousin.

So far we have seen nothing of the cuff trousers. No wonder. It wasn't heard of in these early days. A turn-up was permitted on rainy days, but only to keep the trouser edges out of the mud. There was a good deal of rain some years, however, and little by little people came to regard the turning up with favor. Finally, about 1904, young men would keep their trousers turned up. You may remember the derisive phrase, then applied to these pioneers of the cuff trouser—"It's raining in London."

Finally, in 1905, the writer believes it was, Summer trousers were made with the cuffs. They were long, whereas the present cuff trouser is short. They had a wide cuff, whereas the cuff of the year is narrow, but then came the cuff.

So we have advanced. At present, de-

HOW CLOTHING STYLES HAVE MOVED ALONG

At a meeting of designers, some little time ago, a question arose as to who really creates the styles. Then up rose one of those self-abrasing fellows, and said: "Style drawings are put in a barrel, as they are used. Eight years fills the barrel. It is then headed, turned on end, the bottom knocked off, and lifting out the first style drawing we get the new thing for the coming season."

Clever—but, well we beg to differ, and we submit as an evidence the sketch of clothing styles which are reproduced herewith. Rough they are, undoubtedly, but they indicate the development since Confederation, and we fail to see any great repetition—the turning of the barrel is not in evidence. It is true that some features rise and wane, then rise again, but generally the styles in men's clothing have shown quite remarkable changes—unnoticed from year to year, but standing out clearly in retrospect.

Notice grandfather as he appeared about 1847 or 1850. The silk hat—which was a real hat—is about the only thing most like the corresponding article of to-day. Unless it is the black stock tie, which is now reappearing to some extent. At least we believe we have seen it worn by some movie actors—and when they were depicting modern day scenes, too—not "colonial stuff."

The trousers are worth noting. Full, of light material, guiltless of any crease, almost covering the shoe—they resemble the modern trousers only in that they fulfill the same general function—they differentiate us from the Highlander. Then, and for many years after, a crease in the trousers was taboo. It was bad form—really wasn't done, you know. Why a crease bespoke "store clothes"—ready made—"hand-me-downs," they were then disrespectfully called—clothes

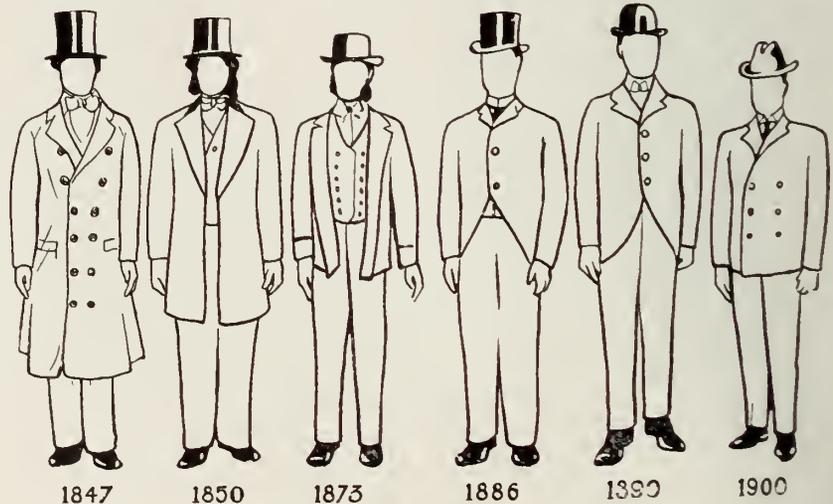
which had become creased through idling too long on the dealer's shelves.

Notice the development as shown in the accompanying illustrations. See the somewhat narrower trousers as used in 1873, and the different hat.

And then observe the style of 1886. Looks like a coachman's livery, minus the boots, doesn't it? Minus also the tight trousers of the coachman. But so attired 31 years ago, Father was distinctly correct. Doubtless, the wide, stiff shoulders did not worry him—nor was he choked by the skimpy, pinching lapel.

What was the use of wearing a shirt with such a high closing coat? Little wonder that "dickies" were worn, and that ties received but a fraction of the attention they now get from this trade.

All the way up it will be noted that



Note the development in men's clothing styles as depicted by old cut of Hobberlin's

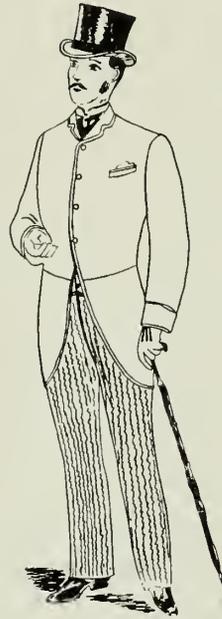
STYLES AT TIME OF CONFEDERATION —AND SINCE



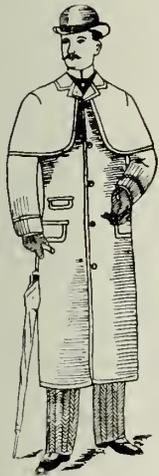
Frock Coat Spring 1874
Extremely wide Lapels.



1884



Cut-away
1885



1885



Fig 1
1873
Checked Trousers
Winter



Fig 2
1873
Striped Trousers
Season



Spring and Summer 1874

signers are busy planning for the future—estimating what will please. There is a tendency to look with favor on roomier clothes than those of this year. U. S. designers speak of styles following military lines. Canadian designers, however, who have made clothes for soldiers back

from the front, claim these men want to get as far away from military clothes as possible. When Uncle Sam's men forget the glamor in the bitter realities of trench warfare there may be found there a turning against, rather than toward, the military styles.

BOUGHT SHIRTS BY WEIGHT IN EARLY CONFEDERATION DAYS

In the early eighties, practically all the shirts which were sold were the ordinary white open back stiff bosom style, made with different kinds of reinforcements on the backs and fronts. Indeed features of this kind were the main selling points at that time, and all shirt salesmen carried a counting glass to examine the qualities and weights, this to the end of securing orders against competitors.

Would Weigh Before Buying

It is hard to believe, in view of the present conditions, how shirt sales were often secured in those days. One manufacturer, for instance, then a salesman, states that often merchants would weigh the shirt offered for sample on an ordinary store scales. If the sample shown was heavier than the shirt which was in stock at that time, the order was given, if not, the order was lost.

No wonder, in face of this practice, that it was then the custom for shirt manufacturers, in order to make their shirts as heavy as possible, to rub heavy starch into the sleeves and bodies.

In these early days price was an exceedingly important point. The great aim of all manufacturers was to see how low they could quote for the different qualities. And so, from year to year, shirts diminished in size, until some makes—so it is stated by men who remember to their sorrow—were so small in the bodies that it required a contortionist or some one similarly gifted to don the garment.

A far cry, surely, from those unhalloved days to these when the coat shirt is in universal favor.

When colored shirts were introduced well over 20 years ago, they were made open back with stiff bosoms, and there were three collars and a pair of separate cuffs given with each shirt. This was gradually reduced to two collars and then one collar, and finally collars and separate cuffs were done away with altogether. In the meantime, the shirts were made open back and open front, the openings being the depth of the stiff bosoms. Gradually the open front shirt replaced this style, and about 15 years ago, the coat shirt was introduced, but did not find much favor for a year or two. Eventually this style was adopted exclusively, and has been in vogue since that time.

Coat Shirt Unwelcomed

Like the combination or union suit underwear the coat shirt had to fight its

way. It was probably first made by F. R. Tripler Company of New York but they made it only to order. No manufacturer, even 15 years ago, was pushing, or carrying, such a line.

Looking back you will recall a tab which had its place at the bottom of each shirt bosom. This was for the supposed purpose of holding soul and body—to wit shirt and trousers—together. To prevent the human house being divided against itself, for as you will remember Lenim pointed out, a house so divided Could Not Stand. Well this tab was seldom buttoned to the trouser top. Indeed it became much like an appendix—a useless thing, and it was cut off about the time that the first appendix was similarly treated. So was the world developing.

Enter the "Jacket" Shirt

Well, the passing of that tab at the lower extremity of the shirt bosom, cleared the way for the coat shirt, or the Jacket Shirt as it was first known. The coming of the coat shirt has made dressing a comparatively easy exercise—its child, the soft shirt, has made life much freer. This child arrived close on the heels of the coat shirt. Indeed in those days about 5 years ago more was happening with regard to shirt development, than perhaps has happened in any like period before or since.

The French Cuff

Another development of that decade was in the cuff. First the French soft cuff made its appearance.

For two or three seasons it was worn by those not afraid of something a little extreme. Then it was replaced by the soft single cuff. But a demand arose for the double cuff again. It was reinstated, only to find, about 5 years ago, a body of pessimists predicting that the French cuff had had its day. Had! It had only begun, thank fortune, and to-day, according to one leading authority "the coat shirt with soft front is almost exclusively in demand, the ordinary stiff cuff being not more than 10% of the total sale of colored shirts. Moreover, owing especially to the demand there is for silk and silk mixture materials for shirts, it would appear that this style will prevail for some time to come."

The sport shirt, of course, is a product of the last few years—having grown out of the desire for something different for outing wear. It has reigned a big favorite, but has come in for some criticism because it has, too often,

been worn on occasions for which it was never fitted, nor intended. Perhaps the sport shirt is experiencing a decline of popularity, but after observing what happened when the passing of the French cuff had been predicted, we hesitate to comment ourselves.

Overalls At Confederation

With industries running, in many cases, 24 hours a day—with new industries, such as shipbuilding, coming strongly to the fore—the demand for overalls grows greater daily. But what of the overall in our father's days? Did the styles resemble those of the present?

Well hardly. In fact at the time of Confederation, overalls were practically unheard of in Canada. Some may think the overall had not then been invented. Frankly the writer thought so, but investigation has proved this to be an incorrect idea.

About 30 years ago, a man named Grant took out a Canadian patent on something approaching the modern overall. He tried to have the patent approved also in the United States—was particularly anxious to do this as one firm. These offered 10c a doz. royalty and guaranteed sales of 10,000 doz. a week. But a search of the records revealed that in 1743 there had been patented something called "Bradley's pantaloons for workingmen and sailors." This patent of course had been taken out in England, but it somehow spoiled the American right of Mr. Grant, and utterly upset that bonanza of 10c per dozen—with the guarantee.

"Bradley's pantaloons for working men and sailors" were of course vastly different from the overall of to-day as far as material went. They were made of tarpaulin. The general idea, however, was the same.

Developments Only of Late

White, as the foregoing will indicate, overalls can trace their lineage back to the century before Confederation, it yet remains true that previous to ten years ago, the only overalls in general use and distribution were very narrow, stingily cut, flimsy affairs.

The standard high grade guaranteed overall such as is worn throughout Canada to-day, was an innovation. Previous to its coming the merchants throughout the century were convinced that no man would pay more than a dollar for a pair of overalls, and the popular prices prevailing were 50c and 75c per garment.

The change that has been wrought in public opinion has been due to the perseverance and publicity methods of a few manufacturers who have first educated the merchants, and then in turn the consuming public, until to-day fully 75% of the business is done on the high grade, guaranteed line of overalls.

There will of course always continue to be a more or less restricted sale for the cheap lines of overalls, and in this connection, it is interesting how geographical location plays a part in this. In the western farming communities

they want the best regardless of price, and among the northern miners the same holds true. In our eastern manufacturing and farming centers, great care seems to be exercised in buying, and often times a cheap price will count where quality will not. In Quebec, among the French speaking people the cheaper line seems to predominate. Even in this territory however, there are large quantities of high grade overalls sold, and no doubt all will soon learn that the cheapest is the poorest, and that the best is the cheapest in the long

run—as other communities have learned from the lesson of experience.

At first, evidently, the overall was regarded merely as a garment to be donned when some particularly dirty work required doing. That it would reach its present position, as the daily covering of the mass of workmen, as the ever ready friend of the automobilist and amateur horticulturist, as the protection of women as well as men's apparel, was certainly unthought of even a decade ago.

They never had the comfort of the stock collar and ascot tie, also introduced for sport and Summer wear, some 15 years ago—a tie, by the way, which it would seem might well be reintroduced now. The ladies are getting back the stock this year, and are looking mighty sweet in them—why can't the men have these again? They're comfortable and attractive. A few officers are wearing them. A few horsemen still use such ties. Why can't those of us who aren't officers and who don't own a horse, and who wouldn't know what to do with a horse if we did own one—why can't we have the privilege of wearing such a sane and pleasing bit of neckwear?

Then think of our garters. In days of old our underwear held up our socks. So all was well. But enter the knee length underwear, and at once came the need of garters. Now we have these in many shapes—and greatly have they added to our comfort. Another development this, since Confederation—indeed since we celebrated the Dominion's Silver Anniversary.

And suspenders. Oh yes, the fathers of Confederation used these—galluses, some of them called these worthy articles. It was a good enough name too for the heavy, unresilient article of the day. But development was needed. Men wanted to go without coats. If we remember this practice of going without coats in Summer weather became recognized as a respectable thing to do—on informal occasion at least—about 1895. The practice grew more common, and out of the practice—to aid popularize the practice—grew the coatless suspender.

Greater Importance of Clothing

So it has been. One change in men's attire has led to another until to-day a man's equipment is important as never before.

You remember a famous King, called, "the Finest Gentleman in Europe," was described as follows: "First a coat, then a waistcoat, then another fine waistcoat, more fine waistcoats, and then—Nothing."

Well, dress in those days was important to the few. Now it is important to the many. And has this recognition of the importance of good clothes brought with it any effeminization—any deterioration? From the far flung battle line of the world's greatest war comes the answer.

TOO LATE TO CLASSIFY

TRAVELLER WANTED

TRAVELLING SALESMEN WITH CONNECTIONS in men's stores in Ontario east and west, Quebec, Maritime Provinces, to sell, as side line, snappy line of men's novelty jewelry; something different than ever shown in Canada. Liberal commission to live man. Samples require little space. Communicate full particulars with Box 200, Men's Wear Review.

THE COMBINATION SUIT HAD TO FIGHT ITS WAY

And consider the use of Combination suits—a commonplace in the trade now but it was not always so, not by any means. There was a hard fight waged to get men to take up this comfortable, sensible garment.

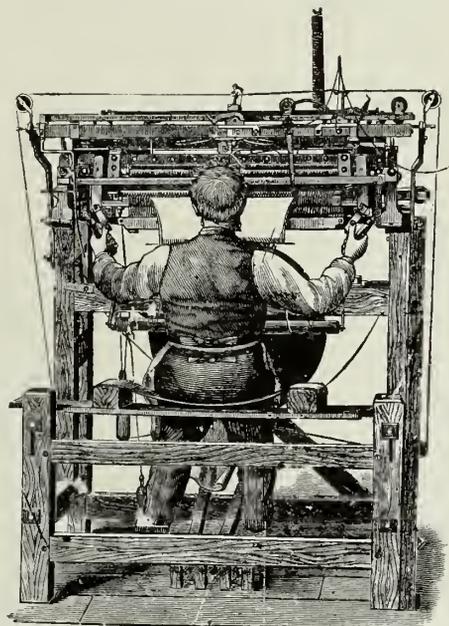
Indeed only within the last fifteen years has the Combination suit become established.

A word or two on underwear by Mr. Chas. Turnbull of Galt, whose father was manufacturing the line 60 years ago, will be interesting:

"It is rather difficult," says Mr. Turnbull, "to say when the demand for Combination suits became noticeable, but I would say about ten years ago. The writer's father who was in the Full Fashioned underwear business in Galt about sixty years ago, made men's combination suits at that time on the old hand frames, but only for individual orders. Women's, boys' and girls' combination or dresses (which was the trade name at that time) have been made by us in fair quantities for the past thirty years, and in Scotland, men's, women's and children's have been made for probably seventy-five to one hundred years. In Great Britain, the men's combinations are nearly all knee or kilt as they are called there.

"It was a difficult matter here to get men to wear union suits or combinations, as they were thought to be only adapted for and worn by women and children. This has been the principal reason why they were so slow in appealing to the men."

Since then not only has the combination suit got almost a strangle hold on the trade, but light, almost transparent



A hand machine used for making underwear in The C. Turnbull Co. of Galt before Confederation

underwear has been introduced for summer wear—introduced and popularized. It reigns supreme for June, July, August and September wear by practically all young and middle aged men.

GREAT CHANGES IN OTHER LINES, NECKWEAR, SUSPENDERS, ALL DEVELOP

It is impossible to deal here with all lines of apparel. But those not mentioned in detail show like marked changes. Take ties for instance. The fathers of Confederation wore mighty attractive neckwear—black stocks which added greatly to their dignity. But for them there was no such variety as now exists.

No bias ties were then heard of. No, these were to come only in the last quarter century, following the advent of the made up four-in hand, now happily relegated to the back concession. The fathers of Confederation had no chance to wear the large ascots which came with such a rush about 15 years ago.

Established 1875



*The Home
of "Wearbetter"
and "Art Kraft" Clothes.*

*Sherbrooke,
Que., Canada.*

Eight years after Confederation

the late Walter Blue established in Sherbrooke, P.Q., the Wholesale Clothing firm which still bears his name.

In those early days both the men's and boys' suits were in styles very different from those which now prevail—but then, as now, the effort was to

**Give the Maximum of Value in
Goods, Workmanship and Style.**

So has the business been built up.

At present Walter Blue & Co., Limited, is a joint stock company, controlled by the Blue family, with J. H. Blue, son of the founder, in charge as President and General Manager, and F. H. Baldwin holding the posts of Vice-President and Secretary-Treasurer. So pride in the product is still a family matter as it was in those early days of 1875.

WALTER BLUE & CO., LIMITED
SHERBROOKE, QUEBEC

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



Unequalled Values in Men's and Boys' Clothing

The close personal touch of those interested in a concern is full of significance. It means an adherence to policy, to principle. It means maintenance of quality.

"Every great business," it has been said, "is the lengthening shadow of a single man." So it is with this large Sherbrooke firm.

With the passing years styles have altered, but sources of supply for raw materials have remained largely the same, and by reason of its long connection with these the securing of cloth under the present difficult circumstances has been made possible for Walter Blue & Co., Limited.

So in the

"Flit Kraft"
Clothes
FOR MEN.

and the

Wearbetter
SUITS
FOR
BOYS

the best in fabrics has been given. Designing has received the most careful attention, *so that the styles and workmanship have kept in.*

WALTER BLUE & CO., LIMITED
SHERBROOKE, QUEBEC

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



ESTABLISHED 1859

58 YEARS AGO

C e e t e e

We have made only highest grade knitted underclothing ever since. Who is there in Canada does not know of the famous "CEETEE"



Sheep—the emblem of the pure wool underclothing that will not shrink and that has no superior for quality, either domestic or imported.

LOOK FOR THE SHEEP

IT IS HIGH PRICED BUT CHEAP

Turnbull's

The C. Turnbull Company of Galt, Limited
GALT, ONTARIO



Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

Overalls, Jumpers and Uniforms
and

Miss Stifel Indigo

the kid glove finish cloth for women's

Overalls and Work Clothes

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the women's work garment business.

Manufacturers, Dealers, look for the boot trade mark on the back of the cloth when buying—it's your guarantee and your customer's guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.



REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

NEW YORK.....260-262 Church St.
PHILADELPHIA.....1033 Chestnut St.
BOSTON.....31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO
Postal Telegraph Bldg.
ST. JOSEPH, MO....Saxton Bank Bldg.

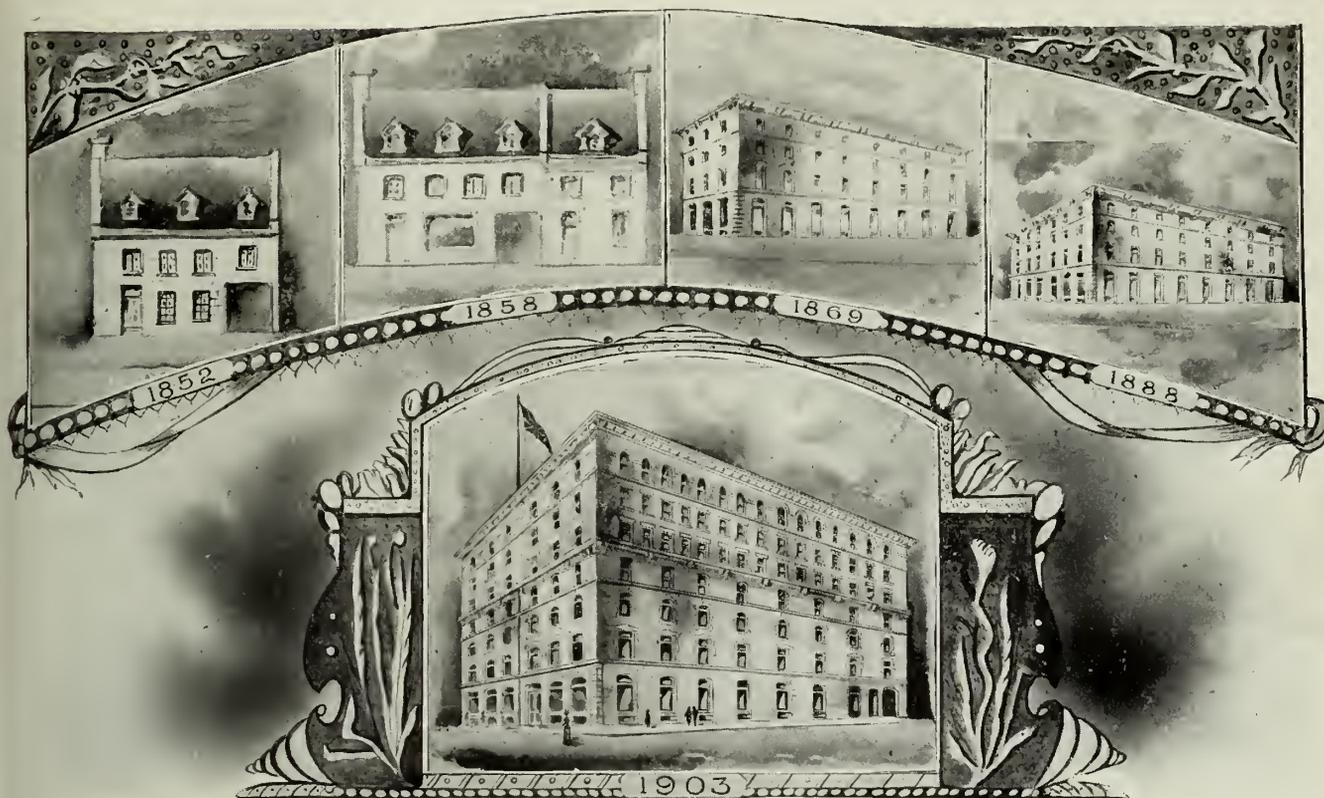
BALTIMORE.....Coca-Cola Bldg.
ST. LOUIS.....928 Victoria Bldg.
ST. PAUL.....238 Endicott Bldg.
TORONTO.....14 Manchester Bldg.
WINNIPEG.....400 Hammond Bldg.
MONTREAL.....Room 508 Read Bldg.
VANCOUVER...506 Mercantile Bldg.



Copyright 1917, J. L. Stifel & Sons

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

Here Before Confederation



In 1852 Louis Gnaedinger founded on St. Peter Street, Montreal, the present well-known house of L. Gnaedinger, Son & Company, wholesale distributors of the renowned "Monarch" and "Alliance" derby hats, and also of all the standard lines of soft and straws.

The "Moose Head Brand" of furs is likewise a product of this house.

The commodious warehouse and factory now occupied by this firm is located at 90-94 St. Peter St., Montreal, and is just opposite the old site selected by Louis Gnaedinger, when beginning business sixty-five years ago. The illustrations are an indication of the success and progress which have attended this house.

Louis Gnaedinger, the founder, died in 1880, and the business then passed into the hands of his three sons, Emanuel, Frederick and Theodore, and in 1913, upon the death of Emanuel, his son Victor, in turn, took his father's place as partner, and these are the men at the head of the organization to-day. Thus for three generations of Gnaedingers the business has been carried on, ever more firmly cementing old friendships and creating new ones.

FELTS and STRAW HATS

L. GNAEDINGER SON & CO.

MONTREAL

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

Fine Quality Hosiery Plus Reputation

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED.



HOSIERY



The Canadian public know the name. For years they have bought their sweaters by this brand and recognize the face value of the "*Monarch-Knit*" trade mark on knitted goods as a guarantee of quality. They are learning that "*Monarch-Knit*" now applies to *fine quality hosiery* through advertisements appearing in leading magazines and periodicals. Every pair of "*Monarch-Knit*" hose bears the trade mark. It is the constant reminder that the quality is being maintained. The matter of service to your customers is never in doubt, and the future of your hosiery department is safe with "*Monarch-Knit*," a trade-marked line with an established reputation for quality behind it.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.

Also Hand Knitting Yarns suitable for knitting Soldiers' Sox, Etc.

Dunnville, Canada

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

Our aim has always been to give satisfaction,—

To satisfy merchants, because reselling

THE
Lang
SHIRT

“The line of unusual value”

assures a satisfied customer—To satisfy merchants by making our shirts according to their instructions.

If you want your own labels, we will put these on *Lang* Shirts. This will make your label stand for the **best** in Shirts.

In spite of difficulties, *Lang* Shirts are available in really splendid color ranges, and in remarkable qualities.

We recommend early buying to insure reasonable deliveries. We guarantee to do our best to meet your needs—and to advise promptly if your order cannot be looked after.

Our aim is to make more friends and to keep the old and the new. In other words, in these abnormal times we feel co-operation between manufacturer and retailer is more than ever necessary.

The Lang Shirt Company, Limited

KITCHENER - ONTARIO

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

CHALLENGE

BRAND

“Play Ball!”

To every sport-loving Canadian those words convey a ringing appeal, but to the wide-awake Men's Wear Dealer stocked with a good line of waterproof collars, they convey, in addition, a suggestion of handsome extra profit. An

Arlington Waterproof Collar

will strike the average ball player as just the right thing to have tucked away in case of emergency. Accidents **do** happen to the most carefully laundered linen collar, and the shrewd “king of the diamond” will readily perceive the manifold advantages of an Arlington or two in his travelling kit.

Suggest Arlington advantages to the ball players of your town and to every man coming into your store. Tell them about the “cleanable collar” that is different.

*Stitched-edge full linen finish—
and all the better styles (½ sizes).*

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.

MAKERS SINCE 1889



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

THE GROWTH OF FIT-REFORM CLOTHING

E. A. Small Company, Limited, Established Over Thirty Years.

THOUGH Montreal is the oldest city in Canada, and possesses very many old business houses, in the clothing line, none who were in business at the time of Confederation are now in existence. Such old names as Wm. Ewan & Son, J. W. Mackenzie & Co., Charles Huston & Co., James O'Brien, S. H. & J. Moss, Evans & Co., H. Shorey & Co., are familiar ones in the early days of the trade, but these have one by one dropped out or been merged into other companies.

Certainly among the first of the old firms still in existence may be mentioned that of E. A. Small & Co., organized in 1886, or over three decades ago. E. A. Small & Co. took over the business of Charles Huston & Co. afterwards absorbing Wm. Ewan & Son and J. W. Mackenzie & Co.

The business in its early years progressed steadily in the manufacture of high-class Ready-to-Wear Clothing. In 1898 an important event took place when the company inaugurated "Fit-Reform." This was the first tailor-made clothing founded in Canada, the idea being to give those who desired, garments ready-to-wear equal to those of the custom tailor. At that period this was considered quite an innovation.

In a booklet issued in the autumn of 1898 at the time of this new departure Fit Reform was justified as follows:—

"Because reform in the fit of Canadian clothing was necessary before gentlemen could wear it."

This booklet also states—"If nine different men including the Short, the Tall, the Portly, the Slender, the Round-Shouldered, the Over-Erect could be rolled into one, each man might thus be fitted with ordinary ready-to-wear clothing."

"As, however, people might object to this process, Fit-Reform has been achieved by the less convenient method of making nine essentially

different shapes of clothing, each shape in sixteen sizes to fit nine leading types of men."

Another innovation was the placing of a Fit-Reform price label in the pocket, thus giving the wearer an assured standard of quality at the price.

Since that period Fit-Reform has made many changes progressing with the times.

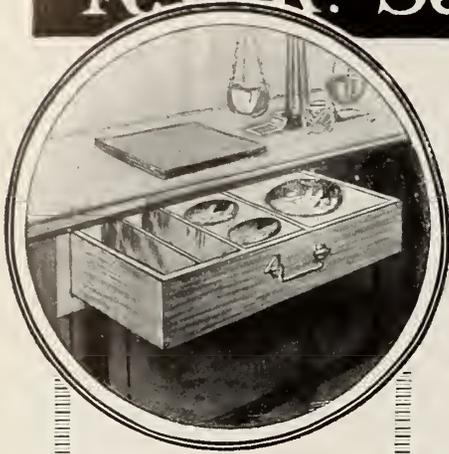
The original construction of the garments have also met with changes necessary to adapt themselves to the demand of the present day. Another important feature in connection with Fit-Reform was the founding of the made-to-measure system whereby the company's agents throughout Canada fill in a measurement sheet and have garments made to order to the individual taste and measurement of the customer. This special order Department has grown to large proportions.

The unfortunate death by drowning of the founder, Mr. E. A. Small, occurred in July, 1901. This caused the turning of the business into a joint stock company, the late Mr. Duncan MacIntyre becoming President; F. J. Shaw, Vice-President; A. A. Sandeman, Managing Director, and Charles Harrod, Sec.-Treas., the two latter gentlemen having joined the original firm in 1886 and 1888. Mr. A. Small, brother of the late E. A. Small, also joined in 1886 and is to-day Warehouse Manager.

The growth of the firm since its inception has been steady and consistent, with a policy of keeping faith with the public by giving them exactly what Fit-Reform stated they would do through the medium of their advertising. The company has a large number of agencies in the principal centres of Canada, and its reputation is an enviable one in the trade. The present officers are: President: Mr. F. J. Shaw; Vice-President: Mr. J. M. McIntyre; Managing Director: Mr. A. A. Sandeman; Sec.-Treasurer: Mr. C. J. Harrod; Director: Mr. J. J. Robson.

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

N.C.R. Service a Sign of Success



The History of the Old Cash Drawer

Mistakes

Losses

Uncertainty

Temptation

Laziness

Carelessness

Disputes

Customer
Dissatisfaction

No records

Overwork

Late Hours

Inefficiency

Small Profit

Stunted
Business

Before and After Confederation *and a message for to-day*

Those of us who can look back to the days of Confederation, re-live as the old associations are recalled.

The store of the early days had many pleasant associations. The wooden Till could tell an interesting story—one which would perhaps reveal human weaknesses, losses to the merchant on account of mistakes, disputes with customers, forgotten charges, etc.

Doing business in an efficient or systematic way was little thought of in those days. The temptation which was placed before employees was criminal.

A merchant of Dayton, Ohio, in thinking of the dangers to himself and his employees because of no system, devised a crude mechanism for registering money. This was the first step from the old-fashioned Till to the present highly specialized Cash Register.

The story of the years of struggle and patience on the part of the founder of The National Cash Register Company, Mr. John H. Patterson, to perfect a register which would relieve the retail merchant of work and worry, remove temptation from his employees, is a most interesting one.

The story of Mr. Patterson's early struggles is told by himself in an interesting booklet—"The Troubles of a Store-Keeper and How to Correct Them." This booklet is of especial interest to every retail merchant. Send us your address and we will gladly forward you a copy.

THE
National Cash Register Co.
OF CANADA, Limited

HEAD OFFICE AND FACTORY:

350 Christie Street - TORONTO, ONT.



The History of N. C. R. SERVICE

No Mistakes

Losses Stopped

Temptation
Removed

Accuracy

No Disputes

Customer
Satisfied

Quick Service

Correct
Information

Instantaneous
Audit

Immediate
Balance

Highest
Protection

Success

A "National" Serves and Protects

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

*A Trade-Mark
known the world over*



*The Brand
of hat superiority*



Our values make satisfied customers—
the kind that come again

Christys' Hats are favorites wherever hats are worn

We will send samples, prepaid, of our two best selling lines of Christys' Soft Hats upon request, and will guarantee prompt deliveries. We also feature Stiff Hats. Let us have your inquiries—a post card does it.

Christys' Hats are better to-day than they ever were before, and they always were the best hats ever made.

"If it's new we have it"

You should certainly see our values before placing any further orders. They'll interest you.



Our styles please the hard-to-please

Ansley Dineen Hat and Fur Company

LIMITED

52 Wellington St. West - - Toronto

On our premises our Military Cap Factory is in full operation. Your orders for Officers' or Privates' Military Caps or Covers will receive prompt attention here.

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

Stimulate Your Military Sales

**MILLER'S
WALKING BREECHES
FOR
SOLDIERS**



All
Ranks
can
wear them
in
England
and at
the Front

Buy a pair NOW before you leave
they will match your
Tunic and cost you less

COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

Plan now to secure a goodly portion of the increased demand for military lines resulting from the creation of Canada's New Army.

The coming summer and fall will see a marked revival of military activity all over the Dominion. Canadians may differ as to the method of raising new forces but that they will be raised seems a positive certainty.

Arrange now to cater to this new trade by stocking Miller Military Lines.

The Miller Walking Breeches

is a soldier's favorite worth playing up strongly. One of our show cards (here illustrated) will be a big means of boosting your sales in this direction. Immediate deliveries guaranteed.

Miller Officers' Uniforms

are just the line to win the trade of the commissioned men. Correct cut and perfect tailoring. *Our measurement system eliminates mistakes in ordering.*

REGULATION CADET UNIFORMS.

OFFICERS' DRILL FATIGUE UNIFORMS.

KHAKI DRILL SLACKS.

We have on hand for Immediate Delivery.

Write or Wire Orders at Once.

Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street - - - TORONTO



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



Something Special

in a

Six dollar Summer Suit

Made of fine, soft, mercerized yarn this Beach Model, in natural shade, is the very thing for your Summer trade.

It has the same style and make as the high-priced Summer suits: 3 patch pockets, large inside pocket, extra wide facings. Trousers with cuffs, belt loops and tunnel loops.

Pinch Back Model 50c extra.

We have these suits for immediate delivery.

WHITE AND KHAKI DUCKS AND DUCK CLOTHING

Miller prices are still 15 to 35 per cent. under present market values, and we have the stock to take care of your requirements. But don't put off your ordering.

Prices are bound to be much higher and deliveries very uncertain on goods out of stock.



Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street, Toronto

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

Taylor-Made



"STOP"
being peevd
with
cap customers

Here is a new cap case and a handsome piece of store furniture. Displays and keeps in order fifteen dozen caps and will only occupy three square feet of floor space.

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price.

Order one to-day by mail, on thirty days' trial. If not satisfactory in every way it can be returned at our expense. Price \$12.50.

The Taylor Mfg. Co.
Hamilton Ontario

It pays to stock these Boys' Bloomers



The Style, the Fit and
the Durability of

*Lion
Brand
Bloomers*

have won for them the approval of the youngsters and their parents. Stock up now and make your juvenile department pay better profits.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

FOR THE MILLIONAIRE

Made
in
Canada



For
Canadians

FOR THE MILLION

Summer Pants

Khaki Pants	- - -	\$1.35 and 1.75
Seaside Cloth	- -	\$3.50
Striped Outing	- -	\$4.00 and \$4.50

Sort up at once.

We will give immediate delivery.

A few lines of Boys' Bloomers
on hand for immediate delivery.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - - ONTARIO

Makers of full range of Men's Pants and Boys' Bloomers

Seasonable Lines in Stock

Union Suits, B.V.D. style, short legs, sleeveless	\$6.50 doz.
Ditto, elastic web at waist, etc.	8.00 "
Ditto, separate shirts and drawers.	4.00 "
"Aertex" Cellular Underwear—		
Cashmere finish socks, khaki	\$2.75 "
Cashmere finish socks, black	\$2.25 and 2.75	"
Tress & Co.'s English Caps and Helmets for Service and Sports.		
"Roslyn" Shirts and Pyjamas.		
Plain Cotton Gabardine Trench Coats, lined self	\$12.50
Shot Gabardine Trench Coat, lined proofed check	16.50
Official Trench Coat, interlined oilsilk, detachable fleece lining	31.50

Complete Range Military Accessories:

Fox's Puttees, Leggings, Spurs, "Soldier's Friend" Polish. Khaki Wool Socks, \$4.25 and \$4.50; dark and mid-grey, \$3.75.

FOR FALL SHIPMENT:

Young & Rochester's Shirts, Neckwear, Dressing Gowns, etc.
Tress & Co.'s Hats best value on market. Latest shapes. The "Tress" Cap sets the style.
"Two Steeples" Hosiery and Knitted Goods.
"Emcodine" and "Aquatite" Raincoats.

Wreyford & Co.

Wholesale Men's Furnishers and Mfrs.' Agents

85 King Street West

Toronto, Canada

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

PANAMA HATS EXCLUSIVELY

For the Jobbing and
Wholesale Trade Only

Season 1918 Samples Now Ready

Our representative will
shortly visit the Whole-
sale and Jobbing Trade
of Canada, carrying our
1918 styles.

Styles, workmanship and
prices will please you.

Canadian Panama Hat Company, Limited

Manufacturers, Importers and Exporters

345 to 349 Adelaide Street West, - TORONTO

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

Thirty-seven Years Ago

The Kingston Hosiery Co. was first established, and it speaks volumes for the quality of the underwear we manufacture that to-day, at the Celebration of Canada's Semi-Centennial, our firm is everywhere recognized as the home of reliable customer pleasing underwear.

We manufacture Balbriggan, Wool, Worsted and Fleece in both two-piece and union suits, also Wool Half Hose. Some of our Balbriggan and Wool and Worsted lines have held the public confidence for fully thirty-five years.

Build bigger underwear sales with a stock of these quality lines. A first sale makes a steady customer.



Kingston Hosiery Company

KINGSTON .: ONTARIO

Eye catching window trims and counter displays

Our artificial flowers will add 100 per cent. to the sales pulling power of your displays. Suits, shirts, collars, gloves—any trim whatever will prove more resultful when these artistic flower creations are used.



We carry a complete line of dress forms—the very thing to show those snappy suits up to good advantage. Write for full particulars of our complete stock.

Now settled in new quarters after recent fire—ready for business.

DALE WAX FIGURE CO., Limited

109 King Street East
Toronto, Ontario

Montreal Office
142 Bleury Street

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ARROW
COPYRIGHT 1922 L. G. M. CO.
PAD GARTER

NO METAL TOUCHES YOU ARROW MEANS COMFORT

MADE WITH RUBBER BUTTON WILL NOT TEAR THE HOSE

SERVICEABLE THE YEAR ROUND

Summer is coming! You will need

Arrow Pad Garters Arrow Arm Bands

FULL LINE MEN'S AND BOYS' LEATHER BELTS

Ask your Jobber or write direct to us.

ARROW GARTER MFG. CO.
314 NOTRE DAME STREET WEST, MONTREAL

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