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MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7

TORONTO, JULY, 1917

No. 7

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Men's Wear Review

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

VOL. VII.

TORONTO, JULY, 1917

NO. 7

MORE DEFINITE KNOWLEDGE OFFSETS CONSCRIPTION DIFFICULTIES

LAST month MEN'S WEAR REVIEW urged the need of some definite announcement regarding Conscription, in order that business general, and the men's wear business in particular, should not be more than necessarily upset.

Since then has come Sir Robert Borden's definite announcement as to the terms of Conscription—his enunciation of the classes into which the men of the country are to be divided. Yet that Conscription will at an early date become a fact, and not merely a bill noted on the Order of the Day, is far from certain. The measure is not, and never has been entirely free from politics.

But with that side, with the moral obligation as well, MEN'S WEAR REVIEW has nothing here to do. It is for us merely to consider the measure as it will bear upon conditions in the men's wear trade; and so looking at the situation as it stands at this writing (June 19) we see a much healthier state of affairs than was apparent a month ago. Then nothing was definite. All men under 45 years might, according to the first indefinite announcement, be called upon. None knew for certain who would first be summoned, or when the call would come. As a result many were upset. Dealers lost some business, and some dealers, becoming alarmed, cancelled a few orders.

Now it is possible to estimate what men will be called up in the first draft. The balance, therefore, do not feel unsettled. They are buying freely.

Indeed the younger men, who come in one or other of the first three classes, have also settled down. They believe, apparently, that they can read the handwriting on the wall. They think it spells at least delay in putting Conscription into effect. So, those who have, in their opinion, good reason for staying in "Civies" are buying freely for their immediate needs. Trade, in short, has steadied down. It seems sure now that any adjustment which may be necessary in the men's wear trade will be quietly made.

And what will these necessary adjustments be?

Well, whether Conscription comes or not—and frankly MEN'S WEAR REVIEW believes it will come, though not suddenly—there will be a revival in the demand for military lines. Reinforcements for the divisions at the front are very evidently necessary, and the army to make possible these reinforcements will in some way be raised.

So there is an opportunity to again play up strongly military goods.

Then, the boy as a worker and large wage earner will be more and more a factor. His trade will bear careful consideration.

So will the trade of girls and women. They are doing men's work to a larger and larger extent. They need many lines formerly considered men's lines. They are ready to shop in men's wear stores.

But the most necessary adjustment of all is an adjustment of the mind. One of the most powerful forces for evil is fear. Fear of what is to come will harm many businesses now. Fortunately though, there is much more courage displayed than fear.

THERE IS ON THE PART OF DEALERS A QUIET CONFIDENCE THAT GOOD EARNINGS OF THE MANY WHO STAY WILL MORE THAN OFFSET THE LOSS IN BUSINESS BY REASON OF THOSE WHO GO.

It is this spirit which will win in the men's wear business, and which will do its part toward winning the war. It is the spirit which will enable the men's wear dealer to steady his customers, whose outlook has perhaps been disturbed.



Striking Hot Window

HERE is a window with action. The action of course cannot be reproduced, but as this window really appeared on Kitchener's main street there certainly was motion, although not on the sidewalk—the pedestrians paused to watch.

A motor was placed in the left-hand lower corner of the window, concealed in the picture as in the actual window trim by straw. From this straw a belt ran to the sprocket on a bicycle wheel, suspended in the centre of the window. The tire was off this bicycle wheel, and the spokes all decorated with straw. From some of the spokes extensions protruded, also covered with straw and carrying on their end a straw hat. As will be seen there were many other hats on the wheel and all of these revolved slowly as the motor propelled the bicycle wheel proper.

This display was moving day and night while it lasted. Though cold weather interfered with the sales which would otherwise have resulted, doubtless benefit will come for straw hats, and immediate benefit came in publicity for the store. The trim was arranged in A. Garner's store, Kitchener.

INCREASES UP TO 70 P.C. FOR SPRING, 1918

Doubling in Price of Wool and Labor Advances Force up Cotton Underwear and Hosiery For Next Spring—Doubled in Two Years—A Drop in Buying Expected—Price Comparisons.

THE early returns on prices for the Spring of 1918 are of rather a stimulating nature and so had best be taken in small doses. They compose the strongest concoction that the retailer will have had to hand down to the consumer since the first year of the war. In the language of the small boy, the advances that went into effect last November and December on the lines for the Fall of 1917, were not a "patch" on the rise that will cover the prices for Spring, 1918. To quote again,—and the reader will forgive the slang when he sees the cause of it,—they are "something fierce."

Increase of 66 2/3 per cent His First

Anywhere from fifty to seventy per cent. of an increase will apply to the average case of cotton lines. When the buyer of one of the largest jobbing houses in Canada quoted an increase of 66 2/3 per cent. on a line of balbriggan that he had just bought, over the price for the same number of one year ago, Men's Wear Review searched around for proofs from an actual quotation. And found them at a manufacturer's agent's, and not the same one who had sold to the jobber. Here are a few typical comparisons between the prices that were in effect for the Spring of 1917 and the new ones that have been opened for next season:

| Line | 1917 | 1918 | Increase |
|--------------------|--------|--------|----------|
| Balbriggan | \$3.25 | \$5.50 | 69¢ |
| " Combination | 6.50 | 11.00 | 69¢ |
| Mercerized (white) | 6.75 | 11.00 | 63¢ |
| Merino | 4.50 | 7.35 | 64¢ |

All of these run over 60 per cent. of an advance and two are close to seventy.

"Our whole list is on the same basis as these samples," was the cheerful information vouchsafed by the same agent of the mills.

Doubled in Two Years

To understand the full extent of this increase it is necessary to look at the price that was charged for these lines before the increase in raw cotton and wages acted together two years or so ago. The \$3.25 line originally sold at \$2.25, making an advance of 44 per cent. one year ago, so that the total increase for the two seasons works out at exactly 120 per cent., or more than double.

A buyer figures out the average advance on prices over a year ago as 50 per cent. from the lines he has seen so far.

Holding Back Quotations

The mill whose quotations are given above is an exception to the rule that the most of them have decided to hold back the opening of the new prices until the first of July or even later. This

as a matter of fact was the usual practice until two or three years ago when they started giving spring prices early in June. The raw market is so uncertain, however, as is the element of labor, that many will delay as long as they can. This is the decision of a number of the mills in the United States.

As readers of Men's Wear Review are aware, the mills were forced at the end of 1916 to limit the size of the order they would accept from the jobber and the retailer, as their output would be curtailed by conditions and the demand they knew would be tremendous from those who felt it was only wise to stock up in view on the almost certain further advances that were to come. The same condition will be met with for next Spring.

Deliveries Much Earlier.

Not only, however, will labor operate in this way to prevent the mills working to capacity, but they are not willing to accept orders for delivery at the regular season, that is next December, January, February and March. The price risk is too great, and if orders are large, the regular conditions of late delivery are too serious to be entertained. The mills do not want to stock up with cotton at the excessively high prices that are being asked at present and carry it for months, and in addition, cancellations are feared from the retailer if he loads up and later finds that the high prices are going to operate against disposing of all he bought.

June Orders Delivered in October

"Ordinarily we could get the mills to accept orders in June for goods to be delivered in December and up to February, but we have heard from some stating that they will not accept orders except for delivery a few months ahead, and that June orders must be delivered early in the Fall, and that orders for the later delivery must wait until September or October before there will be acceptance," said a well know representative of several mills to Men's Wear Review. In other words, the manufacturer will force the wholesaler and the retailer to bear some of the cost of holding high priced stock over for the months that intervene before the consumer pays for the goods.

A United States manufacturer wrote a Canadian representative noting that he had accepted orders for Spring goods with delivery in December and warned him that it must be October.

Even at present high opening prices the mills as a rule insist on every order being confirmed at the mill before it is accepted, in quantity as well as price. This is not unprecedented, and was the standing order of a few mills months

ago, but is very unusual with opening prices. It is probable that with the raw market in the condition it is at present that this will be an almost universal practice.

Will Lose If Cotton Holds at 25 Cents

A manufacturer of underwear writes that if raw cotton keeps at the 24 or 25 cent mark, as it was at the time of writing, he would lose on every garment that he had sold so far for next Spring. Some manufacturers are looking for it to go as high as 30 and even 40 cents. If so, no one living is in a position to predict the height to which prices will soar.

Some of the causes underlying the excessively high prices for next Spring will be familiar to the merchant; some of them, especially the exact rise in raw cotton, may not unless he has been following the subject closely.

In the early stages of the war with the European markets cut off to a great extent raw cotton was on the sliding scale and went down to just above 7 cents a pound. That was a little over two years ago. Late in the Fall of 1915 it began going up a little and by the Spring of 1916, one year ago, it was slightly over 12 cents. To-day it is around the 25 cent mark and has been 25½.

From 7 cents to 25 cents

Figure this out. The prices for last Spring were worked out on the basis of an increase in the price of cotton of some four cents a pound, with advances in labor working also to a certain extent. For next Spring the advance in raw cotton on which present prices must be made is not another four cents merely on the top of last year's rise, but a total of 12 cents over the price of a year ago, or the advance covering the prices for Spring 1918 is three times as much as the advance that confronted the manufacturers one year ago. To this must be added a far greater increase in labor than one year ago, and practically everything else. What wonder then at the prices that are being asked?

Wages Up, Production Falls

Here is how the labor problem is working out as one representative of a mill described it to MEN'S WEAR REVIEW:

"There are cases where the operators in the mills that received \$15 a week before the war are receiving regularly \$30 a week now and have gone up as high as \$39 on overtime. Taking the average girl who turned out 100 dozen and received \$10 a week. We increased her wages thinking that she would make \$12 or so and would turn out the same amount, 100 dozen. As a matter of fact our experience in a number of cases was

HOLDING OFF SPRING OPENINGS

Owing to Being so Far Behind With Deliveries, Mills Are Planning to Delay Opening of Prices—Advantage to Retailers as Well.

that the girls were content to earn the same amount as before and were turning out only 80 dozen. The production dropped, so we had to change the system and try what offering premiums would do, and find that this has succeeded pretty well."

Every one in the wholesale trade realizes that the high prices will cut down the buying materially for the retailer cannot afford to stock up and pay for goods, especially as the delivery, and consequently the payment, is set farther in advance of his own selling season. So he will order for two or three months where in the past he has been accustomed to cover his requirements for six months at a time and eight or ten, as has been the case with those who stocked up a year ago or more, both in the summer and the winter lines.

Many Retailers Stocked Up

The buying will be lighter for another reason: it is known that a great number of the retailers are stocked up pretty well for a year ahead both in the light-weight and heavier goods. This will make it easier for the mills to fill the orders than a year ago, and for the retailer who orders later to get the goods, as he could not do in a great many cases this past year.

Prices Will Go Higher

But the disadvantage in delay will be that the price will be jumped with the first considerable advance in the price of raw cotton, for the most of the mills are not covered and will not take the risk to cover in the raw markets with the doubt that will exist as to the amount that will be taken by the trade this year.

HIGH PRICES IN U. S.

Cost of Making Now is 15 to 20 Per Cent. Over Last November—Balbriggan Prices in July

A TRADE report from New York gives some interesting information: Jobbers are complaining bitterly about delayed deliveries. There has been considerable disturbance in the market on this account, and manufacturers have come in for criticism. In view of the existing conditions, however, it does not appear that the mills are in any way to blame. There is not sufficient yarn to supply the manufacturers at present. The latter have very limited stocks on hand and spinners appear decidedly reserved about taking on contracts much beyond July. As one selling agent expressed it, manufacturing difficulties have increased to such an extent that it can be most conservatively said that the average mill is getting out no more than 75 per cent. of its normal production.

A prominent mill representative in the local market stated during the week that it is impossible for mills to make goods at present which can be sold at prices less than 15 to 20 per cent. higher than those ruling on merchandize in November.

The Balbriggan mills will not open prices for Spring until July 5.

NOT only will prices be much higher for Spring in knitted goods, but there is likely to be a delay in announcing these prices. This is due to two reasons chiefly:

One is that the mills are anxious, just as the cotton textile mills in the fixing of Fall prices, to wait as long as possible in order to have some permanency in the list that is arranged at the opening.

The more important factor, however, is that all the mills are far behind with deliveries. One of the representatives of a large Canadian factory, which has a large output of Summer lines, stated to Men's Wear Review that they would be delivering Summer lines well into August. Never in the time he had been connected with the firm was any condition known that approached this. The wholesalers make the same report, and at the present time there is some anxiety as to whether the mills will be able to catch up in time for the retailer to offer the goods before the cold winds of Fall make the Summer balbriggan lines a dead stock on the counters and in the windows,—unless they are offered on "spec." as "good buys" for the Summer of 1918.

It is a good guess, however, that the retail trade will not cancel any of the 1917 orders simply through lateness in delivery. The rather would they be counting the golden eggs of next year that they would represent.

The lateness in the turning out of the Summer lines will mean with a great many mills that the Fall stuff will be thrown forward just that much, though in some of the mills there is a sharp division in the Summer and Fall business, in manufacturing. But as it stands at present the mills will be asked to quote on lines for Spring, 1918, when they are practically two seasons behind with goods actually ordered. It is this element rather than the uncertainty of cotton and wool prices that promises to delay the opening of Spring prices until well on to the end of June. Last year most were out for the wholesale trade by the middle of June, and so the year before. This early announcement is a very modern condition, however. Up to two or three years ago the Spring prices were not made known until well on in July or even early in August, and it was often "Exhibition" time before the travellers were out in force.

Good Business to Delay Opening

The postponement this season of the opening of prices, Men's Wear Review believes, is strongly to be commended. This will benefit the whole trade, wholesale as well as retail. The former will be able better to "catch up" their ar-

rears if they concentrate on the orders on hand, and will not be unwelcome to the retailer who wants to know where he is at in his late Summer deliveries and his Fall probabilities before he plunges into third season. Indeed many will refuse to buy for the future until they have some definite information as to where they are likely to land, for the liability is too heavy a one to assume with prices as they are and will be.

The Review would deprecate, therefore, any tendency to force the hand of the mills in announcing Spring prices.

When they do come the only advice would seem to be,—Buy what you will be reasonably sure of selling.

SCARCITY OF WOOL

Canadian Wool Commission Unable Yet to Secure Any of Australian Allotment

A SERIOUS factor in present knit goods conditions is the scarcity of wool. Several months ago it was announced that arrangements had been made with the British Government for an allotment of the Australian clip. So far none of this has arrived. The following statement from Mr. I. Bonner, general manager of Penmans Limited, who is a member of the Canadian Wool Commission makes this statement:

"There is no wool in sight as yet from Australia, although a certain portion has been allocated to this country. The shipping facilities will be one of the great drawbacks in getting this wool into Canada."

MEN'S SIZED SUITS

A representative of MEN'S WEAR REVIEW strolling through a Montreal clothing factory the other day saw a special order going out of a natty summer suit for a gentleman of 48 inch waist. Commenting on the circumference of the trousers, which would make about two pairs for the M. W. R. representative by the way, he was met with the remark that this was nothing very greatly out of the ordinary, "We used to have a customer down in the Maritime Provinces," said the Manufacturer, "for whom we made special suits to order, whose waist measure was 56 inches, and chest measure 55. He would have made a dandy man for the army.

FLAGS PRESENTED

An interesting ceremony recently took place at the Cluett, Peabody plant, St. Johns, P.Q., when a splendid Stars and Stripes was presented the employees of the Canadian plant on behalf of the United States employees of the Troy factories.

An Eye-Catching Tie Display



Speaking of the above fine window trim, Mr. Birrell said:

"The ties in this window were club stripes made in a special shape for us—three inches wide all the way down, with the pattern running across the goods.

"The background was made up of a screen of black and white striped paper, the stripes running the same way as the ties. A piece of black paper shaped like a diamond was stuck on each panel, and a white shirt, shown in front of each, made a fine contrast. This was a big selling window for neckwear, and caused a great deal of complimentary comment.

"We believe the small exclusive shop can gain an advantage over big stores by using their windows for original trims and backgrounds, etc."

MEN'S WEAR REVIEW



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THE three for fifty collar finds greater favor than did the fifteen cent straight.

* * *

THAT bugaboo that \$1.25 was the price of an over-all has been pretty well dispelled. It obtains still in a few communities unfortunately.

* * *

THIS is unfortunate, for while a dealer may temporarily handle a line on which there is no profit, the attention given it will be small, so that customer, dealer and manufacturer alike suffer.

BRITISH EXHIBIT IN RUSSIA

SINCE the war commenced the great hold which Germany had on the Russian market, among others, has become generally known. As a result of the war this market is again thrown open, and an exhibit of Textiles and general Men's Wear Lines is now being arranged to take place in Moscow as soon as possible after the conclusion of the war—this of course to the end that Russians may see what can be secured from their Allies. It is expected much good will result, especially since the Russians are accustomed to such exhibits—know and appreciate their purpose.

Speaking of this coming exhibit, *Kelly's Monthly Trade Review* says:

"The sections will include cotton piece-goods, woollen and silk goods and every description of men's and women's wear. Ladies' costumes, millinery and corsets, hosiery and haberdashery; men's clothing, shirts, collars, boots and shoes; linens of every variety; damasks, canvas, etc., will also be prominent features, with the one especial object of leading the Russian public to buy British goods instead of German.

"Considering Russia's special needs and our own manufacturing triumphs, we have in our grasp a magnificent opportunity. It is estimated that the elimination of Germany leaves a deficiency in the supply of textiles to Russia of nearly \$20,000,000 per annum. The Russian Empire is waiting for all the best worsteds and knitted goods—such as underwear, hosiery, jerseys, wrappers and gloves; silk plush, choice plain and figured silks, scarfs, ties, hats (felt, silk, straws and other). In the big Russian cities the important outfitting establishments are desirous of placing large orders. Boots and shoes are in heavy demand.

We do not know whether the product of Canadian manufacturers will find a place in this exhibit. There may be rather the idea of having a Special Canadian Exhibit. It would seem, however, that as this is practically a specialized men's wear exhibit, it would be one in which Canadian-made men's wear lines suitable for the Russian trade might well find a place.

A HOPEFUL PROSPECT

OF ENORMOUS importance to the whole industrial future of Canada is the announcement that the British Government, acting through the Imperial Munitions Board in Canada, is launching a huge plan for the encouragement of shipbuilding in this country. Already, so the official announcement goes, upwards of \$60,000,000 worth of shipbuilding is under contract to be constructed in Canada this year. This, it is further stated, is but a beginning, for many new contracts are ready to be placed: in fact, the industry for the next few years will be limited only by Canada's ability to produce. It is evident that the present prosperity in Canada is but a prelude to still greater things. Many people had feared that the vast activity consequent on the rapid building up of great new industries for the production of munitions of war would be followed by a correspondingly great industrial depression when the war came to a close and the contracts for shells ran out. This fear is largely disposed of by the big shipbuilding programme now announced, for the iron and steel industries which are the basis of munition manufacture are equally the basis of modern shipbuilding, and can readily be adapted to that purpose. Furthermore, the great machine shops, and the vast army of skilled mechanics engaged in producing shells could ask for no better adaptation to a peace footing than is to be found in the numerous subsidiary industries which go to the making of ships.

Here is food for thought for men's wear dealers—food for pleasant thought, and for plans of further extension.

Already in Montreal, Halifax, Collingwood and numerous other places has been felt the stimulus given to trade by reason of the commencement of shipbuilding activity. As this activity becomes greater—more widespread—the stimulus also will be more widespread. It will mean not only a continuation of the big demand for working men's lines, but an even larger demand. It will mean a steady, satisfactory call for clothing and for all sorts of apparel: for widespread industrial activity brings bulging pockets, and even with the high cost of living the margin available for clothing beyond the bare necessities will be greater.

WIDENING FIELD IN BOYS' CLOTHING

EVERY dealer handling boys' lines pays heed to the Mothers, for they have been, and still are, the buyers of small boys' clothing. More especially does the mother deserve attention now for many of them are buying boys' clothing in men's wear stores for their little girls. Such lines as check reefers, Raglan, and other style of Winter coats are especially favored.

These are indeed suitable for girls under 12 years

of age, and dealers doing business in places where these coats have not yet come into demand for girls, might well point out their appropriateness.

Every bit of business gained in this way helps offset the loss resulting from customers being at the front. Indeed it has been the continual reconnaissance carried on by men's wear dealers for just such new fields which made 1916 such a profitable year, and which has caused the first half of 1917 to be eminently satisfactory, despite the trying weather conditions, and the unsettled feeling resulting from the protracted uncertainty regarding Conscription.

"ACRES OF DIAMONDS" IN MEN'S WEAR FIELD

IF YOU haven't heard, or read Russell Conwell's famous lecture "Acres of Diamonds," you've a treat in store. He has delivered it over 5,000 times—thereby earning upward of \$4,000,000 which he has spent in assisting poor young men and women get an education—but it is possible you were not among those present on any of these 5,000 occasions.

Well, the lecture commences with a story of a Persian farmer who got a craze for diamonds, and who, acting on advice of his friends, sold his rich farm and went into a far country where he wasted his substance, though not in riotous living. Now, while the former was away seeking the diamonds of his dreams his land came into the possession of another who discovered in it peculiar white stones—

Yes, you guessed right, they were diamonds. Indeed, to get the funds with which to go in search of diamonds, the old Persian farmer had sold the diamond mines of Golconda—richer than any save perhaps Kimberley.

* * * *

"The old Persian was a fool," some will say.

You, being more charitable, may remark "Tough luck."

But in his lecture Dr. Conwell makes it very plain that the old Persian farmer was not the only one to sell his great opportunity in order to take a flier at the distant hope.

Moreover are we the ones to criticise? Have we worked our fields sufficiently to discover any hidden acres of diamonds there may be?

Let us consider.

We've all been hit pretty hard since the war started. We've seen good customers going by in

khaki, and so buying less and less. We've come through those early days of depression — come through with flying colors. The year 1916 was, for many of us, our best year, and 1917 gives promise of even better things.

Yet, once again, we may lose customers. Moreover, we don't want to just dig along. We want to get at those diamonds, and how?

Well, let us remember the old Persian farmer, and not run away from our field just yet. Dig it a little more thoroughly and the diamonds may come to light.

* * *

We've all been devoting a great deal of attention to the young man—the fashionable fellow. Rightly so. But in looking after him, in seeking his business, have we overlooked others? Some will agree that we have. Since the war, indeed, many of us have discovered the boy, learned what diamonds are to be secured from his trade.

And is there not a chance to discover the middle-aged man? Oh! we've been catering to him, but he's after all an undeveloped mine so far.

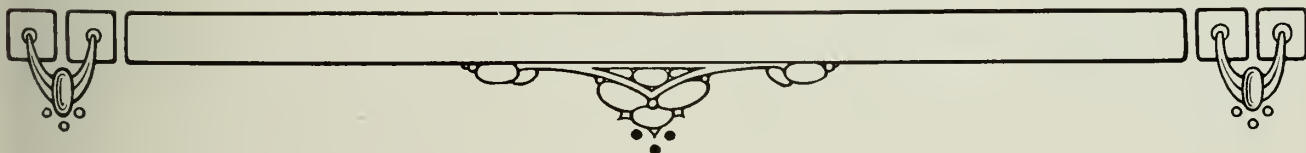
Not so long ago men weren't as particular, as nice about their clothes as they now are. A shirt was worn for days. How many men—and especially the middle-aged men—change every day? A fresh collar every morning is now accepted as necessary. But it wasn't always so.

A fresh handkerchief is brought out every morning; perhaps also a fresh pair of socks.

Couldn't this tendency in dress be carried further? Couldn't we men's wear dealers quietly establish in the minds of our middle-aged customer the advantage of daily changes of underwear and shirts—the better health which would result? Couldn't we show such men, who have the money, not one tie, but a whole range? If the middle-aged man likes a certain tie he will almost certainly like similar ties in slightly different colors.

In short, couldn't we get larger sales—much larger sales—from the man past his first youth? He has more obligations than the young fellow, it is true, but he also has more money. Moreover, he has the obligation to keep himself looking trim, and feeling trim. And he knows it.

Wonder if we haven't been passing over some Golconda's in overlooking, as we have, the man of thirty, plus?



"SPECIAL MEASURE" UNIFORMS FOR PRIVATES

In New York These Are Very Much the Thing, so Our Correspondent Says — The Military Activity Rather Helps Than Hinders Trade.



IT was our thought when we wrote last month of the military tendencies that we had noted in our strolls up and down Fifth Avenue, that we would have a different story to tell this month. New York is not often so constant to a fad, which perhaps suggests the hopeful idea that beneath the fad there is something vastly deeper. However that may be, the military uniform is still very much to the fore in New York. At first there was a good deal of tearing of hair among the fraternity who catered to the clothing and haberdashery trade. There was a general feeling that if a million or more young Americans were going to step across and help argue with the Kaiser that they were coming on some very lean years indeed, with no Joseph around the corner anywhere with a suggestion of Corn in Egypt. Of course if there happen to be any biblical students among you, you will probably realize that this allusion is rather jumbled, but probably you will get the idea there anyway. Well, all that sorrowful old feeling is a cold dead corpse now, and the erstwhile mourners are once again donning festal garb and getting out after business.

FEATURING WAR BUSINESS

Why in a little trip along Broadway and Fifth Avenue you would be surprised at the cheerful way some of these same chaps are going after this same business. I noted one sign the other day. "Even if you are going to the trenches, don't lose your individuality." This is rather a cryptic saying, and might mean almost anything, were it not that other signs called attention to the very effective privates' uniforms that were being made to order by that firm. The idea, of course, being that if you didn't care for the hang of the uniform that Uncle Sam provided, you would steal over to this haven of refuge and have a proper-fitting one made, and do yourself credit. How to dispose of that extra uniform without giving the impression that a tragedy had occurred or at the least that one of Uncle Sam's heroes had taken French leave, presents certain difficulties, of course. Possibly that enterprising dealer had provided for just such a contingency; I didn't enquire.

Then there was another sign somewhat to this effect: "No need to feel when you go over to the trenches that your coat is humping at the shoulder." Yes, there must be solid satisfaction when one leaps out the trench and stands nose to nose with some snarling German machine guns, in the consciousness of a flawless fit behind. Might not be so wrong at that, anyway these progressive merchants are capitalizing this happy thought. It is a pretty good idea for them, too, because everyone in New York has a uniform, you understand, special constable and all that sort of thing. After all the fit is a most important point as yet, and that makes it a perfect day for the clothier.

A HANKERING FOR THE BRITISH OFFICERS' TUNIC

Speaking of military clothes. There is a good deal of envy for the British officers' tunic. There is something in those patched and pleated pockets that makes the designer's mouth water. At present Uncle Sam is too busy to care what these tailor chappies think, but if he only had a moment to ponder on the real sorrow in their hearts at being unable to exploit these great possibilities, why the form of uniform might be changed. As he can't do this he is doing the best he can. Of course he can't make it into an official garb, but there is no law against his trying it out as a sport coat, and so a sport coat it is, made of grey mixed homespun instead of the conventional khaki.

Then I noticed the other day a leather Aviation Coat, I believe they call it, only the one I saw was at the wheel of a long red roadster trying to bowl over unwary traffic cops on its way up town. It was of a tannish shade of leather with a full belt at the waist, they say, possibly it is the men who make them who say it, that they are going to be very popular.

Well, how about turning to the arts of peace for a while and discoursing of what we folks who are not militarily inclined may find to wear. It is getting pretty near our last chance, too, if this habit of conserving everything is not checked fairly promptly. Even the wool and worsted manufacturers seem to be getting bitten by that idea, and they are talking of a campaign to eliminate all the unnecessary frills. The flaring skirt, cuffs on sleeves and trousers, patch pockets, pleats and all the little vagaries that have helped to make one man different from his neighbor, so that you could be pretty posi-



CONTRASTS THE LATEST IN CIVILIAN'S DRESS

The New Yorker Apparently Wants to Show no Preference in Shades—The Tones Are Carefully Selected—We Suppose, Though, There Are Still Individuals Who Dress Like You and I.

tive that when you said good day to your friend next door, you were not making the mistake of addressing your hatred enemy from two doors away, who had a cornet. All these little safeguards are rather hanging in the balance. Next year we may be going around, garbed in a monotonous straight-jacket, so it behooves us to make the most of our time and discourse on these little follies now.

CONTRAST IS THE WORD

The one thing that would naturally strike anyone on the streets these days would be the idea of contrasts. The old days when a man dressed in black from head to foot are of the distant past. Now if you wish to be in the swim, and well up to the front of the swimmers, you must arrange for a little variety. For instance, there was a man I noted just to-day. He was wearing a double-breasted suit of blue flannel, with a white pique waistcoat, and a white shirt with broad pink stripes. Another wore a tan waistcoat with a blue serge suit and so on. Still another idea that caught my eye was a grey coat with a somewhat lighter shade of grey trousers. Most of us would be afraid of that combination, for fear someone would accuse us of having made a mistake when we leaped lightly into our trousers with our merry morning face. But let me tell you this idea of contrast is becoming an art of arts. If you wear black boots why white spats are next to a necessity. If you wear a dark suit it is equally necessary to blossom out into a waistcoat of cheerful hue. There is something rather novel in an extra dark green shade that seems to be having quite a vogue, tan or white waistcoat of course.

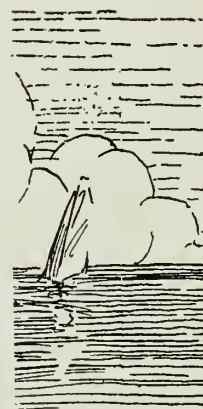
SPEAKING OF COLLARS

Speaking of collars, if we may thus abruptly introduce the subject. The most popular of all is the cut-away. Perhaps this is accounted for by the fact that there are such a variety of curves and heights in this particular style that a man would be hard to please who could not find his dearest fancy somewhere among the list. The novelty styles are having some favor and after that there come the square-cornered varieties with the wing and poke somewhere back in the distance.

Soft collars are by no means the least favored, and they are seen on most occasions except those that require the most correct of garb. The variety that seems to have the most pronounced preference is the moderately long point buttoning to the band. The colored collar is still quite in line. Some of the best dressed men are wearing them. This isn't a juvenile freak either. The men who are most often seen wearing the colored collar are most often those who have reached years of discretion, if there is such a thing in the matter of dress. Yes, the colored collar has the stamp of approval set upon it, starched or soft as you prefer. Another little wrinkle that will put you in the front seat of the collared is to have two rows of stitching at the edge. A stitch more or less may not seem to be of overwhelming importance, but it is one of those little things that makes a difference.

NARROWING THE BELT

It's getting round about the season of belts, so we might pause to suggest that the narrow belt is the thing. In the good old days the wearers of belts used to use brightly colored cloth affairs about the proportions that horses are accustomed to wear, and decorated in front with a fastening representing a snake. Well those days have passed and simplicity is the rule. Belts have been growing gradually narrower. The latest mandate is that the belt shall be still narrower. The idea is that a belt is by way of being a measure of support and not a eolie band, and that the narrow variety can be counted on just as well as the wider. This being the case, why not save the leather that is becoming such a feature nowadays. Five-eighths of an inch is the most fashionable of the fashionable widths. It is a notable fact, however, that these narrower belts come only in sizes 28 to 36, the sizes of youth slimmness. The poor chappie with the pendulous tummy girdling a solid 46 likes to know that he has a more substantial support and a five-eighths inch line on that expanse looks a fragile safeguard. These be a few thoughts that occur to me as I wander here and there. They may not be words of wisdom, but they are the nearest thing to wisdom that present themselves to me these days.



BUILDING UP BUSINESS IN A SMALL TOWN

The Story of Brown—The Kind of Man Brown is — Methods Employed by Him — Methods Which Others Can Use.

By John C. Kirkwood

THE shop I have in mind is one in a town of 3,000 people — small enough to be run by the proprietor and one assistant.

This man doesn't carry ready-made clothing — only haberdashery, including hats. He has the agency, however, for a well-advertised brand of clothing, made to measure. He has pattern books, charts and all that.

Brown Is All Right

The owner is no dullard. He's a good-looking chap, very much alive, and he has a pair of dancing eyes and a contagious smile. He calls a good many men by their first name, and they like it. And he does business for cash.

The town he lives in is less than 30 miles from a big city, and he lets the city wholesaler or the manufacturer carry the stock. By which I mean that he refuses to buy more than he can sell in a month or so—this as much as possible.

We'll call this man Brown.

Brown hasn't much capital, and he won't let travelers load him up with stuff. He can get by telephone, or by a personal visit to the city, all he wants when he wants it, and this suits his bank account and his methods. Brown, not the travelers, runs Brown's business.

Brown and Traveling Men

Don't run away with the idea that Brown shuns travelers. Brown likes them, and they like Brown, because he gives them decent treatment. But Brown won't let the men who call on him shove him off his feet. Listen to Brown talk to Smith, representing the Maple Leaf Company, neckwear manufacturers:—

"No, Smith, I won't take that quantity. You'll be round again before I'd be sold out of all that lot, if I purchased the quantity you urge. I know my output and I know I have so many ties in stock. My trade is limited. There are just so many men in this community to sell to. I know them all by name. I keep tab on sales; and if I bought all you want to sell me, I would be paying for them long before they are sold out, and that would be the same as lending your firm money.

"No, I don't want any dating ahead.

"And I won't promise you anything.

"You've got to be satisfied with the order I give you now, and if I order any more before you get round again, you will get credit for the order; but you can't load me up."

Smith doesn't like it, exactly, but he knows that Jones, representing a competitive house, got in wrong with Brown because he put the squeeze on too hard. Jones told Smith all about it. He said:—

"Brown said to me after I had over-urged him: 'Jones, you're not my

In the June Number, Mr. Kirkwood stated that he would tell how a small men's wear store in a big city could enlarge its business. We have felt it wiser, however, to have dealt with the problem of the small business in a small town—this as being certain to meet the case of the great majority of our readers. Accordingly, we asked Mr. Kirkwood to write of the small town rather than of the big city, and the result has been The Story of Brown.—The Editor.

friend, but my enemy. You are not serving me, but yourself. You're not even serving your house. Here you want to over-sell me, after I've made it plain to you that I can't handle that quantity. Now, Jones, there's no use in your calling on me in the future. You've lost me, but your house hasn't. And if you'll take a bit of advice from me, Jones, you'll not imperil your connection with other firms in other towns by similar methods."

Brown plays the game squarely. He has the private addresses of the men he likes buying from, and when it is possible and convenient, he sends repeat orders there; that is, if the men want the business sent this way.

But let any traveler give Brown the worst of it in any deal, and let Brown find it out, and it's good-night to that man.

Brown likes travelers — those from whom he buys, because they can tell him a whole lot he likes to know—how other men in other towns and cities are doing business, for example; because Brown does not know it all. He recognizes that a man in a community centre of only 3,000 isn't likely to have as smart a store as those in larger places, selling more goods and with large shops; and he's out to learn—from the travelers; and so the travelers he likes and buys from make themselves welcome by gathering up a lot of ideas and stunts which Brown can use.

Brown Asks Questions

Brown uses the travelers in another way. He asks them to get him answers to questions. The travelers themselves are often unable to answer these questions. For example, Brown asked these questions:—

The Italian patterns being shown now in neckwear—what gives them their Italian character?

How is cloth made waterproof?

Where is Palm Beach? Why is it so much quoted in connection with styles?

What have spring water and a dry atmosphere to do with success in hat-making?

What is the distinguishing characteristic of poplin?

What influences have operated to give neckwear its brilliance in color and design this season?

Where do styles for Canada originate?

Brown can use all such information to advantage. The more he knows, the more interesting can be become to his customers, the more persuasive, and the more interesting and informing he can make his advertising.

All this questioning by Brown interests the firms Brown seeks answers from. They say: If Brown is curious, then probably others are curious; and so many of them have made a definite attempt to make their advertising in MEN'S WEAR REVIEW, and in their special printed matter informing and interesting.

Brown Is On His Job

Brown's on his job all the time—that is, all the day time. He is not a waiting man, but a real salesman. His business is to get men to buy his wares. Everybody knows that Brown keeps a haberdashery stock, but this knowledge does not sell for Brown all that he wants sold. He believes in forcing business. Always he's applying pressure on the men who should buy from him. This pressure is applied in various ways; but in a broad way, it is solicitation—clever solicitation.

Brown's big and constant business is to persuade men to dress up—to keep the men in his town—we'll call it Lansdowne—"up to snuff."

If men know what is vogue, then they'll probably try to dress up to the level of their knowledge—so Brown argues. So he sees to it that the men in Lansdowne, and the women in Lansdowne, know the correct thing in men's wear.

Brown advertises in his local papers—for big, broad effects; but he relies on personal appeal or personal communication a great deal. He believes in getting close up to the men living in his field. So he has taken great pains to get the names of them all, with correct addresses and he classifies them. He must rely not a little on the trade of farmers—young farmers who are unmarried; for after a young farmer has won his bride, he is apt to dispense with some of the fine plumage he wore in his courting days.

Brown has a typewriter, and a good duplicating machine. He uses attractive stationery—something distinctively manly—not just common 8½ x 11 stock. And he has his envelopes made to fit the special paper. With these aids he does good work. Often he has his letters done in the near-by city. But no matter who does his letter-making, he keeps up the correspondence with those whose business he wants.

Brown Sells Through Women

This mailing list of Brown's contains

the names of many women, for Brown believes in getting at men through the women they admire. When he sees young girls being picked out by young swains, he sends them a circular, post card, in these terms:—

Fashionably dressed men are wearing ties showing

Paisley,
Japanese,
Hawaiian

patterns. You can see a showing of these patterns in our windows on Friday and Saturday next.

Stroll our way, and come in the company of the man you want to see dress up to the prevailing styles.

And similar short, pithy, penetrating letters he sends to men.

By methods like these Brown develops a trade and perpetual interest in his service.

Selling Early in the Day

Brown believes in making sales early in the day—in the mornings by preference. Thus he makes sure of business.

Accordingly, Brown makes out a programme for each day in the week, announcing what inducements will be offered to those who buy before noon.

He doesn't offer discounts; he prefers to offer bonuses. He uses printed coupons — of varying denominations — 10 cents, 25 cents, 50 cents, \$1.00. These bonuses are determined by a percentage, as a rule, sometimes 5 per cent., sometimes 10 per cent. For example, if a man buys a hat during the morning on which it is advertised, price \$3.50, he gets bonus coupons to the value of 35 cents—10 per cent. He can use these bonus coupons to purchase something of equivalent value then and there, or he can present them later.

By this device, Brown induces men to buy in the mornings, and he avoids price-cutting.

Brown Favors Simple Window Trims

Brown's window-trims are simple—for two reasons: They are more impressive when simple, and they can be changed frequently—daily. Brown's window requires no building up. The bottom and sides and back are fine wood—a sufficient decoration, at once rich and appropriate. The lighting by night is excellent.

Brown leaves out of his window twenty times as much as he puts in, and by frequent changes always succeeds in making his window interesting.

Brown Teaches His Customers

Brown believes in imparting knowledge. He sells most when his customers know most. Ignorance and indifference in matters pertaining to dress stand in the way of sales. So Brown passes on what he knows about men's wear. MEN'S WEAR REVIEW gives him much of the material he requires.

He issues each month—as soon after MEN'S WEAR REVIEW is received as possible—a bulletin on styles and price tendencies. This he has his local printer produce for him. He calls this little monthly newspaper, *Brown's Fashion News*. In this he reproduces bodily much of what he finds in MEN'S WEAR REVIEW. This little 8-page magazine

contains illustrations. Some of them he gets from the publishers of MEN'S WEAR REVIEW; others from the wholesale and manufacturing firms he deals with.

Under the heads, "What's Here," and "What's Coming," he gathers together many items interesting to men. (If you will look carefully through this issue of MEN'S WEAR REVIEW, you'll see many items to go under these heads). Then under other heads—"Hats," "Clothes," "Collars, Ties, and Shirts," "Knitted Things," "Et Ceteras," he puts many little bits of news valuable to men.

Brown's Fashion News is put in parcels; is mailed to a select list, and is called for regularly by many. It has become a pronounced influence in Lansdowne and community. It is mailed to many women.

Brown does not like a crowded store, just as he doesn't like a crowded window. He believes in mirrors. Mirrors add to the sense of size, and men like mirrors.

Brown's store is well lighted in daytime and night time. Light is a good and cheap salesman.

Brown Doesn't Like Special Sales

Brown avoids clearance sales as much as possible. This is easy, because he never overstocks. His stock is down to smallest dimensions all the time. Sales, he says, are advertisements of bad buying and poor salesmanship. Also selling out a big stock at cut prices on the eve of the receipt of new goods hurts the sale of new goods.

Brown doesn't want anything to stand still in his store. He aims to turn over his stock at least eight times a year—and this is not impossible when he keeps his stock just as low as it is possible. The longer goods remain in a store, the more expensive do they become. It is good business, therefore, to sell goods quickly.

Brown's Mannequins

Brown has picked out a dozen or so men in Lansdowne with a taste for good dress—men who set the fashion for others. He takes special pains to have these men always dressed in the height of fashion. He invites them to drop in to see anything very new and exclusive he has received—invites them over the telephone or by word of mouth. To these selected men he allows a very special price because he knows that they become salesmen for him—inevitably.

Brown's Little Aid to Memory

To some men Brown will send unsolicited anything very new and striking he gets in, for examination—neckwear, hose, gloves, shirts, handkerchiefs.

On a sort of chart he has jotted down the size of shirt, collar, hose, underwear, and gloves these men wear. It has taken some time to collect this information, but he has it. This helps him. For example: Jackson, Fred, collars 16¼, shirt 16, underwear 42, Gloves 8½, hose 11, hat 7½.

Often Brown is able to surprise his customer by saying to him, "Your size is 42, Fred." This when Fred is buying underwear. Or, "You take a 7½, Tom,"

when Tom enters to buy a hat. Fred and Tom think it is an exhibit of remarkable memory, and Brown lets it go at that. His customers are pleased and flattered, and this spells steady business.

Brown Sells to Women

Brown does a large business with women, who buy for their husbands or sons, or who buy handkerchiefs, gloves, and neckwears, and so on, for gift purposes.

Brown sets aside Thursday as Ladies' Day, the idea being to get as many ladies to do their shopping that day as possible, for often a lady doesn't like to shop when men-buyers are present. Usually, also, it takes longer to serve a woman than a man, and Brown finds it best to set apart a special day for women buyers.

He sells women's gloves of a superior quality—the only feminine line he carries.

Brown's Gift Book

Brown knows that birthdays are occurring every day among the people of Lansdowne and community. Every living adult has a birthday once a year, and in Lansdowne are upwards of 500 males, man-size. Also, there are quite as many women — budding maidens and maturer ones—having birthdays which are not always kept dead secrets. All told, Brown reckons that there are occurring annually in Lansdowne 1,000 birthdays in which he may have an interest—about three a day.

So he prepared a little book of gift suggestions—things he sells, and things he doesn't sell. His aim is to make this little book worth keeping as a consultation book. The little book suggests:—

- Gifts for men.
- Gifts for old men.
- Gifts for boys.
- Gifts for the mother.
- Gifts for the daughter.
- Gifts for the little tot.
- Gifts for granny.
- Gifts of silver and brass.
- Gifts of leather.
- Gifts of friendship and love.
- Gifts of favor, etc., etc.

It is about the most useful little book in the house—and is saved carefully.

Whenever any gift Brown is able to supply is indicated (such as an umbrella, a gold collar button, a scarf pin, a tie, etc.), there appears after it, "Get it from Brown," and the people do "get it from Brown."

Brown a Philosopher

Brown makes his personality sell for him. He has a sane mind, a wholesome mind, and a way of looking at things not commonly possessed.

In his little monthly newspaper is a column headed, "My Journal," and here Brown gathers together things he has read, heard, or thought about. For example, such entries as these have appeared:—

The greatness of nations and individuals is built in sacrifices.

* * *

Each man is the most important thing in the world to himself.

Continued on page 46.

"NECKWEAR WEEK" INTRODUCED BY GALT DEALER

Features Ties For Six Whole Days—Result Entirely Satisfactory—Demand is For the Better Grade, and Higher Priced Lines—Window Trims Changed Often.

NECKWEAR week. Such a selling scheme is rather new. Neckwear certainly is displayed prominently by the great majority of dealers. Hardly a trim, indeed, that has not some ties in it. But after all the ties are a side issue—the trim perhaps is a clothing trim, with some ties used to brighten it.

How many, we wonder, regularly give their whole window over to ties? How many would do this for a week—would make their advertisements play up neckwear, and practically nothing but neckwear for that length of time?

That action—that daring action you may think—has recently been taken by R. Leo. Watson, of Galt. Moreover, he is entirely satisfied with the results. There seems such good reason for this satisfaction, moreover, that we're going to outline Mr. Watson's rather novel scheme.

He says:

Sales Increased 40%

"Last November was the first time I ever put this little game to a test and it proved quite satisfactory, even the first time. The week I just ended, my neckwear sales increased 40% over the previous week's business. My best selling lines are 75c and \$1.00 ties, with a few \$1.50. I find it very hard to sell the 50c

variety, although I have a good range and new patterns. My customers pay the higher prices quite readily, so I am going to drop 50c lines except in plain shades. Why sell a man a 50c tie when you can sell a 75c as readily?

"Here are a few pointers on how I run this special week:

"I put in neckwear trims in both my windows, changing each two or three times during the week. Use plenty of show cards and advertise in the local paper. Trim show cases with neckwear and a rack on top of each case, (I have four of them); also arrange trims along the ledges.

Ties Help Sale of Other Lines

"In fact when a person enters the store he gets the impression that 'neckwear' is really a very important item in men's dress. Of course when he sees so many ties he can hardly help buying at least one. Very often when a man comes in and sees a nice tie displayed on a certain shirt, he has to have the shirt as well, so you see this tie display certainly does help the other lines as well.

Makes the 'Two For'—Inducement

"This season I bought a special line of neckwear at \$4.25 doz. and put about 10

doz. in one window on Thursday. I used lots of cards, stating that they were on sale Saturday at 55c each or two for \$1.00. I had very few left Saturday night.

A Word on Backgrounds

"I might also state that I make special backgrounds for my windows about every two or three weeks. I generally use beaver board and paint it with Jellstone, a powder which you mix with water. You can get this in any shade and it is much cheaper than oil paints. It will also wash off and you can use the same background several times by simply painting it a different color and design.

How Wife Helps

"My wife helps in the store on Saturdays and I find that lady customers like to have one of their own sex wait on them. They ask all kinds of questions as to shades being suitable for this and that suit which they don't always like to ask a man, and my wife is quite an authority on harmonizing colors."

Ideas worth considering assuredly. Similar "neckwear weeks" might prove equally—perhaps even more profitable—in other places. With the dog-days at hand, such a sale seems especially worth while.



An interior view of the store of R. Leo. Watson, of Galt.

OVERALLS CERTAINLY GOING MUCH HIGHER

Rapid Advance of Cotton Prices and Huge Buying in U. S. For Military Purposes
Makes Increase Unavoidable—High Prices Likely to Endure.

A MATTER of vital importance has just culminated which will interest every reader of the MEN'S WEAR REVIEW.

It is a notice from the mills that drills, and denims used in overalls, have just advanced as much as 2½c. per yard.

As a result of this announcement E. L. Messenger, Manager of the Leather Label Overall Co., Ltd., sent the following telegram to the Company's Salesmen:

"The unheard of has happened. Mills advance drills, and denims 2½c. per yard at one crack. This is the biggest jump that has ever taken effect in history of the business. Overall industry electrified. Means \$21.00 overalls for fall, which price will take effect almost immediately. Be very careful, don't oversell anybody, as can't accept orders for more than ordinary requirements. Blanket orders absolutely refused. Merchants who have been holding off will now rush to buy, so again be warned,—be careful."

Unanimity of Opinion

Probably there were similar telegrams sent to the manufacturers, for all seem to fear that prices of overalls are going much higher. They feel, however, that even with the end of the war—when it comes—there will be no drop in price. So the danger of the market is to some extent at least, removed.

Let us quote opinions of some manufacturers of overalls.

Says one:

"The idea of Overalls selling at \$20.00 per dozen garments wholesale, two years ago, sounded far-fetched to most of the retail dealers in Canada. To-day it is a fact. High-grade Overalls are selling up to \$20.00 per dozen and the demand is greater than it has been for months. The future shows clearly that the wholesale price will reach \$24.00 per dozen before another year has gone by. The reason is clear enough to men who are watching the cotton and denim markets and following the cotton reports. The most authentic reports show the Fall cotton crop at 69½% of normal which is 30½% below what we should have and need, 8% less than last year and 10% less than the average for ten years.

"On top of this report comes the demand for millions of yards of cotton denims and drills for the United States Army which must be supplied from this year's cotton crop. The export trade in cotton piece goods to the allies is greater by 100% than it has ever been in the history of the cotton goods industry. Do not forget the dye question, it costs about 10c. per yard to dye high-grade denims against 2c. per yard before the war."

Another maker gives his opinion as follows:

"Our present quotation to the trade for fall deliveries is \$19.50 per dozen.

Just a few days however after announcing this price we received notice from the mills of a further advance of ½c, a yard in denims, which took effect on May 24th.

This means therefore that just as soon as we have sold out our present supply of materials, prices will advance to \$20.00 per dozen. No merchant need be afraid to buy heavily at to-day's quotations, as it will be some considerable time before he will be able to buy them again as cheap.

"While some merchants seem to treasure the hope in their hearts that prices will soon be lower, such a prospect is without foundation.

Germany's Stock Depleted

"It is an acknowledged fact that while Germany has in a round about way secured some cotton from the United States, nevertheless her stores, and her wholesale houses, etc., are practically barren of cotton goods, and with the ending of the war, instead of lowering cotton prices, they will unquestionably take a sudden jump due to the opening up of these huge markets, in Europe. We may therefore expect that while the present retail price of high grade overalls is maintained at \$2.00 per garment, this price will unquestionably be advanced before the end is reached.

Trade is already receiving a great stimulus due to the greater production campaign, and there can be no doubt of very active business in overalls this Fall, as with extremely high prices which crops will bring as well as high wages mechanics are commanding, will put even a larger amount of money in circulation this Fall than ever before. With the unprecedented activity everywhere evidenced we are confidently looking forward to the greatest business of our history, even in spite of the higher prices."

Another manufacturer goes into still more details:

"An advance would seem to be in order. Taking Stifle Blue Cloths as a standard Overall cloth, we have received two advances within the last week. These goods have now advanced 100%. At the present time all prices are withdrawn. United States Government requirements are occupying the attention of most of the large mills in the United States and in addition to high cotton we have the condition of the mills being full with orders and while this continues there cannot possibly be a decline."

Further support as to prices is to be noted in this opinion:

We anticipate that we will advance our prices on June 15th and we are tak-

ing orders at the advance price for delivery up to Aug. 15th only.

The Cotton Mills are not accepting orders for long delivery as in ordinary times consequently when we advance our prices we are obliged to name an expiration date. From present indications we expect to see much higher prices in Overalls as the United States Cotton Market is very firm and during the past week has made decided advances. As the result of this Stifle and Sons have been obliged to advance their price 1c. per yard since May 4th and we have received advice of corresponding advances from other mills.

The entry of the U. S. into the war has no doubt been the real cause for recent advances in the price of cotton, and we are advised on the best authority that cotton will sell at 30c. per lb. before next Fall.

"While overalls may seem to be very high in price we are of the opinion that merchants will not make any mistake in putting in their supply to cover their requirements for the next six or eight months."

Reasons Enumerated

Let us quote one more close student of the situation who enumerates clearly his reasons for expecting higher prices—and higher prices which will hold:

"First.—It is now only June, and already prices have been announced by the mills that makes high grade overalls \$21.00 per dozen. Any cheaper price in the meantime is possible only because of materials already bought, which the manufacturer may have in his warehouse.

Second.—The United States has barely commenced. War, was only declared two months ago. What will happen when she goes into the markets to buy two million men. This army must be clothed, and supplies for an army of clothed. They must have cotton. They will pay any price to get it.

Third.—It is announced that the United States is entering the War prepared for three years longer duration. An army can't be raised over night. It will take from one to two years before Uncle Sam can get started in any magnitude. We already know what a tough proposition Germany is, so they can't be far off, when they figure two or three years to do the job.

Fourth.—When Germany is licked, and peace restored, then her markets will be open. Her commerce will begin in magnitude. To-day, the shops in Germany have no cotton goods,—the wholesale distributors have none,—in fact, this, and her other allied countries are barren of cotton. With her ports opened, and her commerce resumed these countries will be strong bidders for

Continued on page 46.

Accessories to the Fore



Summer is the season for accessory sales, perhaps more than any other time of the year. In July and August coats are continually being thrown off, so all details of a man's apparel must be in keeping—must be perfect. Belts are important. Also ties and collars. So the other lines which become more visible in Summer than at other seasons.

It is well then to keep accessories to the fore. Trims after the fashion of the above will certainly help to this end—will assuredly increase sales.

WHAT IS SHOWING IN TORONTO

Men's Wear Dealers Trying to Maintain "Business as Usual" in Face of Unseasonable Weather—Summer Outing Combinations Pre-dominate—Wider Showing of Loud Effects in Some Lines.

IT is generally admitted that anything which does not comply with the unruffled state of affairs in peace times is quite in style with the present chaotic condition of things through the upheaval in Europe, and it is an assured fact that the weather has done its best to keep in style. But no matter how dismal the outlook may be, men's wear dealers are endeavoring to the best of their ability to maintain normal conditions and influence buying of seasonable lines.

At the beginning of the war the slogan, "Business as usual," was adopted in order to stabilize trade under abnormal conditions. This slogan has been reinstated to-day in effect, though in a slightly differing setting, for the weather has proved to be almost as great an enemy to the men's wear dealer as the prospect of decreased trade was when the war commenced, and right here due credit must be given the dealers whose efforts to maintain normal conditions have borne the very essence of the patriotism embodied in the popular slogan.

Without this little word of explanation, it would seem well nigh absurd to proceed to discuss the matter of what is showing in the Toronto stores, for the very look of some of the windows is sufficient to send a cold chill down one's back and urge him to hie for home and his Winter overcoat. But there they are and they cannot be ignored and even if we do unconsciously look harder to peer through the frost which is not on the windows, we can at least see what is going to be worn in the way of bathing suits and knee length light underwear, when Old Sol finally does give the signal that warmer days are coming.

Summery Outfits in Full Swing

In days gone by the call of nature to the out-of-the-way places for recreation and amusement has been sufficient to bring big returns to the dealers stocking attractive outing combinations, but to-day the call must have been frozen on its way, for as yet its presence has been unfelt. As has been intimated, though, windows are all dressed with the most seasonable and attractive combinations which have been shown in many seasons. Novel ideas of design and pattern which become a favorite in Winter wear have been embraced in the Summer outfits and combine to make a strong appeal to the tastes of the out-of-doors man who has the price to pay for them. In general, these combinations include vivid striped and flowered patterned ties, with a tendency to favor the loudest and latest. These ties are shown in combination with a wide array of shirts, and in accordance with the style for outing wear the most effective settings combine the plain silk shirt with outing collar.

Polka Dots Are Back

One of the outstanding features of the windows in general is the extensive showing of dotted and spotted ties, the former in the polka dot category and blues and greys. Some silk four-in-hands are shown combining spots about the size of a quarter in shot silk effects. The combination indicates the return to popularity of the dotted designs which are particularly effective when used with plain shirtings. Another window showed something new in printed ties in the way of a number of varying designs in indefinite patterns, and alongside these in vivid contrast were a number of Scotch plaids, adequately covering the needs of the sporting combinations in respect to color.

Of course, these designs and patterns are not sufficient to satisfy the irrepresible youth who wants the loudest and latest, and it is evident that dealers are recognizing the growing tendency towards the wearing of these effects even though they are not guaranteed for durability. These effects are heterogeneous combinations of color and design and resemble greatly a Chinese puzzle. Some Cubist effects are hinted at in a combination of colors which would make any attempt at contrast elsewhere look absolutely sick. One window which no man could pass, contained a wide array of these in any color combination which could be found or desired. The ties are of Japanese crepe and some of the most distinguishable patterns were flowered effects on blue, green, red and fawn backgrounds with the same tones liberally interspersed through the patterns. Silver leaves and maple leaves in red and green could also be distinguished in some of the combinations.

Collars

Some splendid new shapes in starched fold collars are to be seen, but this is not surprising, quite apart from any merits of the new shapes themselves, for it is nearly a year since any really new shapes in starched fold collars have been introduced. A new idea in construction is brought out, but the shapes follow along prevailing lines.

But a mere mention of stiff collars is sufficient, for the chief interest now centres in the soft type. So popular have soft collars become that one maker reports that prior to one month ago he had sold as many soft for this year as he did all last year. The soft collar is a necessary adjunct to the sporting combinations being shown, and is chiefly popular in the silk corded effect.

Crepe Shirts Take Lead

One of the most noticeable features of the shirt displays in downtown stores is the fact that silk shirts are giving way

to other materials. In one window was an effective display of mercerized Fuji crepe shirts in cool shades, and further along it became increasingly evident that crepe, temporarily, at least, has taken the lead as a shirting material. Like its predecessor, the silk shirt, it combines an equal array of loud patterns and striking combinations of color. One display showed purple crepe shirts with half inch green stripes, fawn shirts with pink stripes, and blue shirts with fawn stripes. The broad stripe idea has been carried over from the silk shirt patterns in which they became so popular. There are some silk shirts being shown, however, but mostly of the higher priced variety and in the perfectly plain outing shirts.

Silk Gloves

The cool weather has somewhat curtailed the enthusiasm for silk gloves, but no fashionable window display is complete without them. The demand is chiefly for light kid and chamois gloves, but the silks in grey and other dark shades are also much in evidence, and according to the verdict of the well-dressed man, are "pretty nifty."

"Fussy" Coats Losing Popularity

Men's clothing houses are finding that a good percentage of the better trade this season does not desire the pinch back or belt types of suits, but is demanding the standard lines. In the \$20 priced suits there are on display about equal numbers of the English form-fitting, belters and pinch backs. In the higher priced suits, on the contrary, nothing but the English form-fitting style is being shown, and dealers state that the demand for belters and pinch backs in this field is negligible.

Standard grey flannel suits are in big demand and are hardly on display before they are sold. The green and brown shades are not so popular in flannels this season though much talked of. The flannels are particularly desirable in three-piece combinations. A wide range of very light weight flannels and homespuns in two-piece suits are also seen, and these are well made with yoke and sleeves of silk. They are of such light weight that they are keen contenders with the Palm Beach suits for popular favor.

Two Tone Homespuns

One very smart suit on display in one fashionable house was a greenish purple two-tone homespun. The coat and vest were unlined, and the back was plain. It had the up-to-date patch pockets which were improved upon by the addition of a flap. This attractive combination was typical of the style of suit in popular demand, being neat and distinctly stylish without embracing any of the bold lines

of the pinch back, belter, or other such styles.

Some predictions for the coming Winter, perhaps chiefly inspired by the coolness of the present season, are for shorter overcoats than ever. Last Winter short overcoats were the order, but it is declared they will be shorter still, and whether this is to be a factor in conserving cloth supply or not, it is said that the coats will not differ much in length from the average Spring overcoat. In the way of style it is most definitely declared that the trench effect will predominate. This style was introduced in Spring overcoats this season with a varying degree of success, but it has been decided that its popularity would be much greater in Winter wear, for which it is more adaptable. It was found to be a little heavy for light Spring coats but dealers with one voice declare that it will be "the only thing" next Winter.

OVERALLS CERTAINLY GOING MUCH HIGHER

Continued from page 43.

United States cotton. In fact, when these huge markets are opened who can foretell what will happen. Certainly, it won't tend to make prices cheaper. It is estimated that it will take two or three years after the termination of the war before this abnormal demand is satis-

fied. It will take two or three years of good crops to bring the visible supply up to normal.

Thus we have the very startling condition of affairs that without Government intervention, and regulation of prices, we still have a period of from four to six years during which time the demand for raw produce of all kinds will greatly exceed the supply, and the situation will be continually aggravated as the supply lessens. We have hope however that the United States Government will, through its food dictator "Hoover of Belgium" regulate prices, and in this way tend to keep them around present levels, or at least within reasonable proportion, as otherwise the most exaggerated, and inflated prices would very soon be current.

It is indeed a serious situation, and an important one at this time when overalls are in such large demand. There is this very hopeful feature, however—those needing overalls have the money to spend. The dealer's necessary increases will not stagger any purchaser.

BUILDING UP BUSINESS IN A SMALL TOWN

Continued from page 41.

The first and most practical step in getting what one wants in this world is wanting it.

The basis of successful business is imagination about other people.

* * *

Beware of desperate steps. The darkest day, Live till to-morrow, will have passed away.

* * *

I have come to believe that the hero is the common man's desire and prayer writ large. It is his way of keeping ideals refreshed before him so that he sees them, recalls them, suns himself in them, lifts up his life to them, everyday.

* * *

So Brown proclaims to others the forces and beliefs that control his own life, and communicates to others his optimism. And men and women, when they are served by Brown, feel that they know him better, and they trust him more, because they know what is in his heart.

* * *

I could go on telling you more about Brown, and what he does to build and keep business; how he has made his store in Lansdowne a glad place to visit; how he makes a comfortable income from his effort and service. But perhaps I have told you enough.

The secrets—if secrets they are—of Brown's success are: He thinks; he sells; he serves. Any man anywhere can do the same.



THE NEW BUSINESS CONSCRIPTION WILL BRING

Revival of Military Trade in Khaki Furnishings, Badges, Polishes, Brushes, Swagger Sticks, Boots, Etc.—Privates' Trade More in Proportion Than Before

CONSCRIPTION with some retailers has meant cancellation of orders for requirements in men's wear for the fast approaching Fall. In the opinion of men in very close touch with conditions this is hardly wisdom. That there will be men left in Canada who will wear out their clothes just as fast as ever after a hundred thousand or so of young men have taking to wearing khaki, is a very obvious fact. The removal from civilian ranks of some four hundred thousand young men failed to affect the men's wear business for more than a passing season. Will the removal of a further one hundred thousand men produce any more serious effect?

Not Men for Clothes, but Clothes for Men

Concerning manufacturers of men's wear at this time much more acute than the matter of customers for clothes is



A new model illustrating the tendency to use belts.

the matter of clothes for customers. Very serious looking indeed looms up in the distance the question of wool supplies for civilian garments. Sixteen million pounds of Australian wool was released by Britain recently for America. This was not for civilian wear at all, but for army purposes. A little wool has come the way of Canadian mills, a very little for civilian wear, but should there be any new military contracts in Canada there will be small chance of the mills filling orders for civilian purposes. It is even very seriously feared by leading men in the men's wear manufacturing business that should the war last in condition as at present for one year more, there will be a positive famine in woolen goods generally. This is a most critical period in the history of the Canadian clothing industry. A curious feature of the condition is that the smaller firms may be able

to weather the storm better and keep going longer than the immense manufacturing concerns of the American continent. Material will be available in small supplies, and at irregular intervals making it hard to keep huge plants in steady operation, while smaller concerns can jog along.

A Conservative Period

It would seem that the trade is in for a conservative spell as regards materials. Staple goods alone can be counted upon with any degree of certainty. No new materials of outstanding note have been, or are likely to be introduced for this Fall. Some very fine goods have been procurable through belated arrival of long-placed orders, but there is a great and growing scarcity of the really desirable materials, and manufacturers who are able to show the best goods in their lines of garments are fortunately placed.

In styles also the tendency of the times is towards conservative tone, generally speaking. Certain departures will be found without fail, since there must always be a striving after novelty in some form or other, but there can hardly be any very marked changes in styles affecting the main selling lines until the difficulties as regards materials are relieved.

Yet Style Counts Considerably

Yet there never was a period in the history of men's wear in Canada when style counted more certainly. People everywhere demand smartness, quality, appearance as regards their clothes. Even the average man is less content than formerly to appear in a suit that is merely a covering. He wants clothes that give character, garments that show some art in their construction, with lines that express quality and tone. As a manufacturer epigrammatically observed: "People now want their clothes to help make them; they do not want to make their clothes."

Tasteful New Styles

In suits, for instance, the smart military effect is visible. Belts of various kinds give this effect, but there are other subtle touches about the designs which conduce to the same idea of outstanding style. One of the newest semi-trench sac coats shown for this Fall has a yoke with inverted pleat at the back, and a short half belt behind, giving a very neat and attractive effect. Peaked lapels, slant welt pockets, built to waist form, and a full skirt characterize this line.

All Towards Softness of Line

It must be noted that the prevailing effect in men's wear designs for this Fall is all towards softness of line, and fine delicacy of contour, nothing sharp or harsh, only the very slightest of padding. The build of officers' garments for active service has suggested this general tendency. It expresses efficiency and poise. Quarter lined effects are well to the fore in coats, and contrast silks are being used largely in the linings. One very notable feature is that the insides of the jackets nowadays are as perfectly finished as the outsides. Really exquisite finish is found in the inside of the latest Fall sac coats being shown.

Saturday at McLean & Garland's



Summer Underwear
AIR-LIGHT AND NAINSOOK COMBINATION ATHLETIC UNDERWEAR
\$1.00 a suit up.

MEN

A man in Chicago last week lost \$20,000 trying to get something for nothing.

We can't beat the other fellow, but will give you your money back if you can buy the same quality in these articles any lower in Winnipeg.

It Will Be Bathing Time Soon
MEN'S All-Wool, One Piece



BATHING SUITS, With Skirt, \$1.50 a Suit Cotton, \$1.00



SILK LISLE HOSE,
Palm Beach, White, Black and Tan, 30c a Pair.
ALL WOOL BLACK, GREY OR WHITE CASHMERE HOSE 50c a pair.
KANT KRACK LINEN COATED COLLARS. All shapes, 25c each.



Bachelor Suit
A new shipment of BACHELOR GUARANTEED SUITS, punch-backs or conservative models; plain greys, pepper and salt, brown checks and stripes \$16.50



SPORT TIES
75c
'COATLESS BRACES. 2-Point or 4-Point, Sliding Back, 35c and 50c.

Walters' Coats, Barbers' Coats, Bartenders' Vests, Dentists' Coats, \$1.25 to \$2.50

BLACK SATEEN SLEEVE PROTECTORS 25c

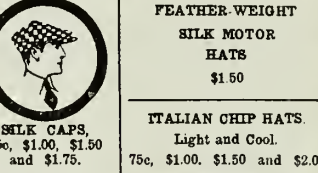
AUTO UNION SUITS. Blue or Tan. \$3.00



SPORT SHIRTS Perfect Fitting, Standard Makes, \$1.25 to \$5.00.



LEATHER OR ELASTIC BELTS 50c, 75c and \$1



SILK CAPS, 75c, \$1.00, \$1.50 and \$1.75.

FEATHER-WEIGHT SILK MOTOR HATS \$1.50
ITALIAN CHIP HATS. Light and Cool. 75c, \$1.00, \$1.50 and \$2.00



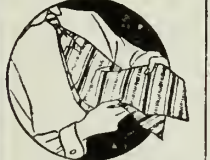
SOFT SHIRTS \$1.00, \$1.50, \$2.00

A GREAT STORE FOR BOYS

MEN'S AND BOYS' EXCELSIOR RAIN COATS \$5.00 and up
BOYS' BLOOMER PANTS, Sizes 22 to 36, Worsteds, Tweeds, Serges and Corduroy \$1.00 to \$2.50 a Pair.
BOYS' NAINSOOK COMBINATION UNDERWEAR 90c and \$1.25
BOYS' WHITE DUCK PANTS \$1.00



HOOK-ON TIES. Choose From Many Patterns. 25c



MEN'S NEGLIGEE SHIRTS Soft or stiff cuffs.

Outing Duck and Flannel Trousers

White duck \$1.25 Flannel \$5 and \$7.50
Mail Orders Carefully Filled—All Goods Exchanged or Money Refunded.
CHROME TAN FIRE-PROOF GLOVES 75c



MEN'S PANAMA HATS Staple and novelty shapes \$5, \$7.50 and \$10.00
STRAW SAILORS From 50c up

NEW SUMMER NECKWEAR. 25c, 50c, 70c and \$1.00.

PAD OR STRING GARTERS Single or Double Clasps. Old Qualities at Old Prices, 25c and 50c.

TUB TIES, 25c and 35c.

WORKING OR GARDEN HATS, Cows Breakfast 25c Mexican 50c

MEN'S UMBRELLAS \$1.00 to \$5.00.

WAREHOUSE DUSTERS \$2.25 Each.

GARDEN GLOVES 2 Pairs for 25c.

MEN'S WASH VESTS Plain white and light stripes \$1.50

SILK ARMBANDS, 25c
OPEN SATURDAY TILL 10 P.M.
MEN'S WORK SHIRTS, 75c to \$2.00

McLEAN & GARLAND LIMITED
MEN'S AND BOYS' OUTFITTERS
City Hall Square, Corner Main and Market Streets

SEAL PACKAGE LAWN HANDKERCHIEFS, 2 for 25c

MEN'S CORDUROY AND BEDFORD CORD TROUSERS. First Quality. \$5.00 a Pair

MEN'S HOLE-PROOF TROUSERS Guaranteed for six months \$3.00 a pair.

MEN'S OVERALLS \$1.25, \$1.75 and \$2.00.

A splendid Summer clothing advertisement. It must have pulled trade

Vests are made to match the coats as much as possible. Pockets of vests are similar to the coat pocket styles, and the same general character is achieved in vest styles as in the coats.

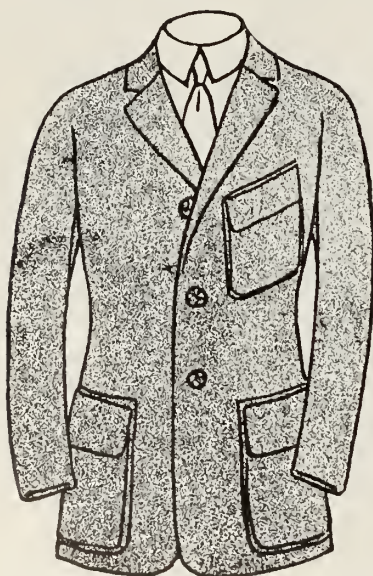
There have been fears expressed that the shortage of wool may cause the disappearance of the vest, but so far no hint of this is given. The first hint to be expected would be the appearance of vests in different materials from the coat and trousers. Should the wool situation get more serious, some departure along this line may be looked for.

The fact that latest advices from Huddersfield, England, tell of a cutting off of 11 hours from the working week of the woolen industry, a fifteen per cent. reduction in the hours of the spinners, and a two-thirds reduction in output of fabric for civilian purposes indicates the state of affairs. These cuts are due not to any over-production of goods but to lack of material. It is an unprecedented situation.

Trousers Conservative

There is a conservative tendency, with inclination towards the English models as regards styles for trousers. A tighter waist effect is noted by some manufacturers. There is also a new effect in evidence in the piping along waist bands of trousers to match the piping found also on the insides of coats. This is an additional touch in finish characteristic of the style tendencies which meet the demand of the hour for highly finished, ultra-stylish men's wear. Straight cut narrow trousers with neat cuffs as a rule for young men's wear, and without cuffs for the more conservatively inclined, are the basis of style in nether garments at present.

No return to suits in their entirety for a minute, the styles for conservative young men are receiving great attention. Young men's suits in very modified styles are being created by the best designers and will be found shown in full range to meet demand of any kind of trade. Perfectly plain cut suits on English lines are taking a prominent place in the showings



A semi-military style expected to find favor.

this Fall. Three button sac coats (two buttons to button) with no exaggerations in any direction, are well to the fore.

Nifty double-breasted, form-fitting sac coats are also being shown, and these are finding acceptance. Mostly all of the plain young man's styles at present show the vent in the back of the coat, with a right angle turn at top, and a sewn finish.

New Overcoat Ideas

That the belt idea as exemplified in the trench coat is going to prove a stayer is the opinion of many in close touch with



Trench Coat. Shown by B. Gardner Co.

the overcoat situation. Trench coats—which are declared to be in reality a revival of an idea that was tried out long before the world-war—are very much in vogue, and will be for the Fall and Winter. Whether they are to have fur collars before the Winter wanes, is not at all decided at yet. But the belt is found useful and also comfortable. It enables an overcoat built of light material and unlined or one-eighth lined, to keep out the chilly breezes. It keeps the coat from flapping, and adds a brisk, well braced appearance to a wearer of average height. Since manufacturers are averse in many cases to mimicking military styles for mere civilian wear, but since the merits of the neat, brisk, well-groomed appearance are patent to all, the ef-



Another belted effect.

fort in designing variations of the first trench coat idea is all towards creating an effect of precision which is military without being mere mimicry. The style, and carriage, the swing, and neatness of the coats are full of the military spirit of fighting nations, but the latest trench coats for civilians are not lavish copies of those worn by military men. They have certain features which recall familiar pictures of officers on duty in stormy weather. For instance, there is the convertible effect collar found in some of the newest trench coats. This collar has a high flap to button across the neck which gives the coat in cold and windy weather, great additional comfort, yet owing to the belt idea there is lightness and support.

Slant Effect Patch Pockets

Slant effect patch pockets (with the patch inside) are found in the late idea trench coats. The pocket holes also have an inside opening leading right through past the pocket pouch so that the wearer can reach pants pockets without unbuttoning the coat. The newest trench coats have yoke back with inverted pleat—a decidedly military touch—and have full flare skirt. They are lined and finished in fine silks and satins, silk sleeve linings being quite an essential in the finest lines. The quarter and one-eighth lined overcoat is undoubtedly to be in big demand this Fall.

Another attractive line of overcoats is built on the same general lines as the trench coat, but with outside patch pockets. The style is a clever modification of trench and raglan coat ideas, making a remarkably serviceable overcoat. A feature of the finish is the working of four rows of extra stitching around all seams, even up and down the back, and around edges of the big, comfortable collar. There is one notable exception to the stitched effect. That is the belt. This is perfectly plain. The coat is on lines to appeal to men not over fascinated by the trench coat offerings, and has many merits all of its own.

WHAT IS BEING SHOWN IN MONTREAL

Summer Suits Now Showing—Silk Shirts and Silk Underwear Evidently Expected to be Big Sellers—Shoes More Than Ever to the Fore.

SUMMER came late to Montreal, and overcoats lingered not only in window displays but also on the backs of wearers until June was well begun. Towards midsummer's day, however, a little more warmth in the air induced an immediate blossoming forth of straw hats and gossamer underwear displays in the men's wear windows. Palm Beach and other light summery suits also appeared plentifully, the Palm Beach suits being priced as low as \$12, and made to order at that.

The big department stores led off the straw hat displays. Almy's had one, and Goodwin's another long before the weather conditions justified the wearing of such summery headgear, but not too early to help customers make up their minds. The straws shown are not outstandingly "different" this season. High crowns, rather narrow ribbons, and brims of average width predominate. There are some exaggerated shapes, but so few that they may even be overlooked by the casual passer-by. One of these has the crown high and tapered a little after the style of the silk topper of most recent New York vogue. In material the straws are mostly smooth plaited. Some rough straws are shown here and there, and a very few fancy plaits with wide ventilating apertures in the crown above the ribbon, and just below the top. Prices of straw hats vary from the humble dollar upwards till the realm of the panama is reached.

Many Panamas

Of panamas there are plenty from \$5 up, and in varied shapes, but with the most familiar knock-about-shape that can be rolled in the lead. Plain and puggaree bands are shown. There are also plenty of Toyo hats of Japanese paper weave, which look like very white panamas of smoother than usual surface, and plaiting as close as that of the finest of panamas. These promise to be popular this season.

All varieties of warm weather underwear have been occupying a vast proportion of the display space of the Montreal men's wear trade for the past weeks. The adage "Cast no clout till May be out" has been adhered to of necessity owing to chilly weather, and until the middle of June there was little to tempt the purchaser in the sight of light Summer undergarments. These have been shown in abundance, however, and at by no means appalling prices. The humble necessary dollar is still equal to the task of buying a sleeveless combination garment in open mesh material or closer weave light fabric. Silk underwear at three dollars for a short sleeve combination suit made a good appeal to the longer purse in a St. Catherine Street store, and balbriggan underwear was frequently shown in all the down town stores.

Soft Collars to the Fore

Shirts made no very outstanding im-

pression of novelty in any line. The wide striped patterns described in previous notes were fully visible, and many neat and attractive shirts with soft collars had their share of display space. Soft collars, by the way, have made a very big showing this season. The manager of the men's wear department in one of the St. Catherine St. department stores declared that he had never seen such variety or such excellence in the whole range of soft collar lines as he has seen this season. And they are selling well. Something like a revolution has happened in the collar end of the men's wear business as far as demand for soft collars is concerned. They come in all da'n' fabrics from silk to plain linen, and some have a silk stripe on linen with a delicate pattern woven into the stripe. Others are in a brisk pique. All have a clean-cut, business-like appearance which was foreign to the first soft collars introduced, and this new quality of excellence accounts no doubt for the increased demand.

Pongee silk shirts in the pleasant color of that lasting and economical material have been prominent in the displays. Goodwin's Limited featured a fine showing of these with bright one-color four-hand ties for the color note. Brilliant blue predominated amongst the ties, but brilliant green, cerise, and scarlet ties were also shown. These colors make a good effect along with the warm tone of the pongee silk. Some etceteras entered into the display in question, a travelling bag, one of the new walking canes with an octagonal handle in ivory and walnut or some other hardwood, and a pair of low shoes in the fashionable dark brown. Shoe displays for men in Montreal have towards midsummer, inclined more and more to the new brown until the plain, indispensable black shoe has seemed to suffer almost total eclipse. But the impression is an illusion. There are plenty of black shoes both for sale and being worn. The fashionable brown is, of course, a rich vandyke or chestnut, and an exceptionally beautiful low shoe in this color in real cordovan leather was shown on Peel St. The once familiar ducksfoot fellow shoe and its more modified chrome tanned companions of earlier vogue have been relegated to the job-lot counters and the top shelves of windows where their \$2.50 and \$3.95 price tickets form a sad reminder of price-standards in footwear long outstripped by old H. C. of L., which cabalistic sign may be read High Cost of Living or High Cost of Leather to suit the reference.

Shoes Being Largely Shown

The use of shoes in men's wear window dressing has developed of late in Montreal, and frequently a neatly creased trouser leg is adroitly led to its proper relationship with a handsome shoe in a window trim, the suggestion being usually

completed by the use of a walking stick, and a pair of gloves in association with the trouser trim. Thus hands and feet are called to mind, and this little trick of the window trimmer somehow suggests life and action far more readily than would a wax figure in the suit being shown. The coat and vest are generally found near the trousers which are artfully draped with the support of a seat of some sort in the window.

Bath robes and dressing gowns of light silk and rough towelling, or fancy colored fabrics have been largely used in window trims and interior displays. The coming of the era of the Summer Home and Camping Season influence the display of bathing robes, no doubt, and these have been receiving attention from salesmen and from customers.

Another line called forth by the season's needs is the little matter of belts. These have been shown in all varieties of neat leather, fabric covered leather, and the new "iive" leather. The buckles have been revolutionized in some lines by the removal of the metal "tongue" and substitution of the firm grip of a new device which catches the belt across its breadth and does not necessitate the piercing of the leather at any place. This new idea also permits of far more delicate adjustment of a belt to a waist development as may be understood.

Wash Ties Big Line

In neckwear wash ties and the latest in brilliant-hued French crepes have been making the windows bright. The wash ties have appeared in very attractive patterns, and in style are a little wider than the Derby tie. Cheney silk cravats and tubulars have been featured extensively, and here and there have been seen ties in stripes almost as gay as the combined colors of the whole series of the Allies, including the United States. The Paisley pattern still prevails in neckwear, but many dainty designs in flowered printed failles, and in woven fabric ties are also seen in profusion. Knitted silk ties are also showing and going well, and there have been neat displays of ties with the new hemstitched aprons—a novelty based on a former fashion, it is said, and pretty for wear when the waistcoat is discarded, but embodying an embellishment of a portion of the tie which is otherwise rarely seen.

OBITUARY

Wm. Hyland, tailor, of St. Mary's, and formerly an employee of the T. Eaton Co., Toronto, is dead.

C. P. Oliver, of Hamilton, Ont., for forty-two years employed as a cutter with the Sanford Manufacturing Company, is dead.



HATS *and* CAPS



U. S. DEMANDS COMPLICATE HAT SITUATION

Million and a Half Felt Hats Ordered For the Soldiers—Hat Reduces Further the Visible Supply of Fur—Orders to be Taken Earlier This Year.

AS indicating the difficulties which hat manufacturers are likely to face with regard to securing raw material, there may be noted the order which the United States government has placed for 1,500,000 of the wide felt hat which Uncle Sam's soldiers wear. This order, it is estimated, will require the use of 300,000 lbs. of fur, and coming on top of the depleted fur market, will do its bit towards making the task of getting fur still more difficult.

As a result, indeed, of the scarcity and high price of fur, there is talk of the tweed hat becoming more popular. Of course the material going into this is scarce too but what would be required for the hat trade would be a flea bite after all.

However, manufacturers of hats being sold in Canada appear still able to get fur although they unquestionably have to pay a high price for this and although their supply is not assured anything like as long in advance as they would like. Still, while the fur is obtainable at all—and in spite of difficulty it will be secured in limited quantities for many months to come—the felt hat will continue to reign.

Some Important Tendencies

While there is nothing new in styles—nothing of great moment—to announce this month, there are some tendencies now showing themselves to dealers.

The first of these is a tendency on the part of hat manufacturers and wholesalers to get their travellers on the road earlier this year than formerly. Indeed the first week in August will see many hat men boarding the train.

This change is coming largely because of manufacturing difficulties in Great Britain and the European countries, and because of the delay in shipments from "across the pond." It is estimated that if travellers get out in August instead of September orders will be secured just that much earlier, this will enable the manufacturers abroad having a month longer in which to turn out the hats and get them delivered in Canada. It should, wholesalers and manufacturers estimate, reduce the delay in shipping as much as possible. Of course this earlier

start of hat travellers applies particularly to the representatives of firms which are handling British and European hats. From what MEN'S WEAR learns however, it seems that there will be a general tendency to take the road earlier this year. Manufacturers from the United States and the Canadian manufacturers, will want to get after trade at the same time as their competitors—although there does not seem any reason to fear that any good hats will go without purchaser. With money as plentiful as it is generally in Canada today, there will certainly be a big demand for hats even with more men joining the army.

Another tendency noted this Spring is also on the part of those firms who represent the British and European houses. Ordinarily the traveling representatives of such firms took out samples from which they accepted orders. Then these orders were sent to the manufacturing plant overseas, the hats were made, according to order, and delivered. This policy will of course be carried out this Fall—as has been noted it is to send these orders over to the British and European manufacturers some months early that travellers are going out in August—but wholesalers have made sure of prompt deliveries by placing in advance substantial orders for lines which they feel sure will be big sellers with the retailers.

Ordered in Advance

One form for instance ordered in April good quantities of two soft hats, one a soft green shade in conservative model, the other a Moor grey shade also in a conservative style. These two hats, and a few others, were selected, as certain to be strong with the trade, at a conference in which all the travellers took part. The order was then placed and as a result the hats are already being made up and will be delivered here in the Fall. For these lines therefore, dealers will be absolutely sure of early delivery unless Kaiser Bill's submarines sink all the boats on which these are shipped.

How Manufacturers Are Getting Along

By the way hat manufacturers over-

seas are getting along very well in spite of the fact that many of their employees are at the front. One large English concern for instance has called back a number of the old employees who were on pension. Moreover the orders received by this firm are greatly reduced. Prior to the war much of the Company's sales went to Germany and Austria—also to Russia. Practically all the orders from these countries are cut off. The office staff therefore,—that is of the men over age for military service—is larger than necessary and heads of departments—men some of whom are drawing about \$7,000 a year salary—which means even more over there than it would here—are back now at work which they were doing perhaps twenty years ago—actually working on the hats themselves.

This leads to the viewpoint that after all we are not down to a war basis in Canada yet. We are not adjusting ourselves as they are in England.

There is this other point for us to bear in mind when considering the probability of getting deliveries of hats made by the allies. The raw material available by the manufacturers may be smaller than before the war—smaller by many hundred per cent.—still the manufacturers may be able to turn out goods for the Canadian trade fairly satisfactorily because these other large orders—from Germany, etc.—are cut off. So the Canadian trade becomes a larger percentage of the manufacturers' business and deliveries can be made pretty satisfactorily in spite of shipping difficulties.

Difficulties Here

Canadian manufacturers are also having difficulties. Raw material is a very perplexing problem, and one, as we have indicated, which will in all probability become more perplexing. Nevertheless at the present time there seems to be good supplies in the hands of the various Canadian manufacturers.

The dye situation has eased up materially both in Canada and in Great Britain, and on the allied European countries generally. This of course is because of the strides the American dye makers and English dye makers have made.

This by the way is a situation which leaves room for speculation as to what the future will bring. Will the English and Americans continue in the dye business after the war, or will they let the Germans get at least a part of this trade? It seems certain that Germany will have a vast amount of dyes stored up for these are by-products of the explosives they manufacture. Perhaps this fact explains why Germany could always sell the dyes so cheaply. All the time they were storing up ammunition they were making us pay for it by purchasing these dyes which were, as we have learned, a by-product of the ammunition itself.

However, what will happen after the war is not, we fear, a problem that will have to be decided this month or next.

Caps Gaining Greater Favor

The cap business is in a flourishing condition. In the Maritimes caps always have sold very largely and are continuing so to do now. The demand there seems to be for the conservative styles. In Western Canada the call for caps is also large but the brighter patterns are there more generally sought.

There has been a revival in the cap business in Ontario. Manufacturers have regarded this as rather a bad province for cap trade. Of late, however, there has been a marked improvement. Perhaps the cap manufacturers can thank themselves for part of this improvement. Certainly caps have been marketed here more intelligently during the last two or three years than for some years previously. On the other hand the popularity of the automobile has

down its part, the cap is a very suitable head gear for a person flying about in a motor car.

The cap manufacture is of course confronted with the usual number of war problems. At the present time perhaps the greatest difficulty is in securing lining. These linings come from Southern France—about Lyons. While that part of France is not disturbed as the result of military activities, labor of course is very scarce and costly. So linings cost more in France, and when the transportation difficulties are considered it will be understood that delivery of these linings are slow and the prices paid for them here are necessarily high.

Tweeds and other materials used in the manufacture of caps seems to be available. Indeed the styles and patterns on hand for the trade's inspection in the late summer seems sure to be remarkably good.

Cloth Hats for Boys and Girls

For boys' bell shaped cloth cap or hat—an increasing demand is being noted. This perhaps is because of the larger amount of money women have to spend on their small boys—a fact which we have explained from time to time. Perhaps the call for these bell hats is the result of many women coming to recognize that these are a splendid hat for little girls as well as little boys. Certainly this is a line which many dealers are finding it to their advantage to handle.

In July panama hats for Spring 1918 will be shown to the wholesalers at least. It would seem that Alpines will again

be strong for next year. Manufacturers however state frankly that their styles for Spring 1918 are by no means complete. They will see what is turned out in the way of new shapes by the felt hat manufacturers this Fall. Many of these shapes which appeal to them as suitable for panamas will be made up.

"BOB" LONG AWARDS PRIZES TO WINNERS IN WINDOW DRESSING COMPETITION

DEALERS all over Canada will remember for a long time to come, "Bob Long Week," held from April 2 to 7.

It was something unique to hold an opening for Overalls, or a "Workingman's Spring Opening," as Bob Long termed it, and it was a good success all round, considering that it was held in Easter week, when a great many merchants were displaying Easter goods.

The many dealers who saw the force of co-operating on this special week made striking displays with Bob Long Overalls, Shirts, Gloves, Sweaters, and other knitted goods—the honors going to Summers and Frost, Kamloops, B.C. (first prize of \$25); Jas. F. Lienster, Parry Sound, Ont. (second prize of \$10), in the class of towns under 5,000 population; and Joseph Reyeroft, Windsor, Ont. (prize of \$25), in towns of over 5,000.

This is only one of a dozen lines of action the R. G. Long Company, Limited, has devised in accordance with its working principles. "It is only half the battle to get your goods on dealers' shelves. The main attack is to get them off again."



Easy looking interior trim of straws in Henry Morgan & Co.'s men's wear department. Note boxes for storing reserve stock under table.



MARKET REPORTS



THE MARKETS AT A GLANCE

P RICE changes in lines affecting men's furnishings have been keeping pace with those of recent months. Conditions generally point to a firm position in almost every line. Any commodity into which wool or raw cotton enters can be expected to be in a generally firm market for some time to come. Raw cotton advanced to new high levels during the month and there is prospect of a considerable decrease in the world's wool supply this year as compared with last year. This is due in large measure to a decrease in the flocks of Australia and New Zealand.

Cotton goods, such as those used in overalls, have gone higher with a jump. Advances have been recorded in overalls from \$1 to \$3 per dozen. The latter advances are made on combination suits for use by boilermakers and automobile assemblers. Automobile dusters have also registered advances during the month.

White laundered and soft collars have been increased in price to the retail trade. This now makes the collars a 20-cent line, or three for fifty cents to consumers.

Certain manufacturers of tweed caps advanced their lines during the month. The hat trade has been somewhat slow, due to the unseasonable weather for straw hats. New Fall samples of felt hats are expected to be shown in the near future.

There is a disposition for manufacturers to stay out of the market in the naming of prices for cotton underwear to be delivered in the Spring of 1918. There is so much uncertainty in the raw cotton market that they are inclined to wait some little time for developments. Prices were announced on balbriggan underwear by some concerns during the month, but were withdrawn again, influenced by the steadily advancing cotton market.

There has been an extra heavy demand for running shoes for boys, manufacturers and wholesalers being unable to keep up with the inquiry. This is accounted for by the fact that they are cheaper than leather shoes and boys prefer them during the Summer months.

UNDERWEAR

Uncertainty Over Prices to be Fixed for Spring of 1918—Prices Announced But Were Withdrawn Again

UNDERWEAR.—Owing to the uncertainty in the cotton market, where prices have advanced to new high levels during the past month, there has been a disposition among manufacturer of cotton underwear to keep out of the market with respect to the announcement of prices. During the first part of June some manufacturers announced their prices for spring delivery of 1918 but a few days later withdrew them and at the time of writing these prices were still withdrawn. The condition was brought about through the uncertainty in the cotton market, which governs the price of yarn used in the manufacture of cotton underwear. For the cash raw cotton the high prices of 25¼c. per pound was reached. When such prices as these were paid the manufacturers of balbriggan underwear who had announced their prices were disposed to stay out

of the market for a time at least until conditions settled. Sorting orders on cotton underwear have been fairly good during the past few weeks. There are some lines in which a shortage prevails. Predictions are made by those in touch with the underwear situation that manufacturers will announce prices for spring of next year at fully a third higher than those prevailing for the spring of this year. There are those in the trade who think the price of cotton will go much higher as the crop prospects in the Southern United States are not promising at the present time for a big yield. With such a condition the price of underwear for next season's use are bound to be higher. In the woolen goods there is a similar situation. With the prospect of a smaller wool clip in Australia and New Zealand during the present year and with a heavier demand on wool than ever before, together with a greater waste, the prospect for the wollen underwear for next year is not bright. Prices in underwear held stationary during the month, business being confined

mainly to some sorting orders for the present summer's trade.

BOOTS AND SHOES

Possibility of Conscription Having Effect on Shoe Trade—United States Purchases 7,000,000 Pairs of Shoes

SHOES, RUBBERS.—There is a feeling of hesitancy in the Canadian shoe market which some closely connected with the shoe trade attribute to the possibility of conscription being enforced in Canada. Buying has not been heavy by those from whom trade is ordinarily expected to come. With the United States in the market for heavy purchases of shoes for military purposes the manufacturers in that country have been kept very busy. Orders have been placed for 7,000,000 pairs of shoes with manufacturers in the Republic. This is having the effect of taking all available stocks of leather and putting a firmness in the market. This firmness has no doubt been discounted for some months past.

however, as indicated by the fewer price changes that have been announced by manufacturers to the wholesalers. "We have had fewer increases in price during the past month than for some months past," stated a representative of one of the wholesale houses. "We understand there is an easier feeling in the leather market with the manufacturers of shoes in Eastern Canada. Representatives of shoes houses who have recently made a visit to Eastern manufacturers assert the latter are not having to go to the tanners to get quotations. The tanners show an eagerness for business and are now soliciting trade from the manufacturers. This is a condition that is just the reverse of a few weeks past. Manufacturers of shoes have been the ones who sought out the tanners when they wanted leather. As to what the reason for this easier feeling is not apparent. With the heavier demand for leather in the United States there should naturally be a still greater firmness for leather. This condition may be only a temporary phase, however, with the Canadian shoe manufacturers."

Running Shoes in Big Demand

There is an extra heavy demand for boys' running shoes this season due to the fact that they are cheaper in price than leather shoes. "Parents find they can buy two to three pairs of these running shoes for their boys for the price of one pair of leather shoes. With the high cost of food commodities people are finding it necessary to make two or three expenditures for shoes for their boys spread over the summer months rather than make one bigger expenditure at the first of the season," is the way one wholesale firm stated the case. "Rubber companies are now able to keep up with the demand, however. And retailers are unable to get the quantities of shoes they would like for this trade." The price of rubbers has held firm during the month at the advances recorded last month. Business has been exceptionally good in the forward booking orders on these goods.

CLOTHING

Reports on Clothing Business Continue To Be Gratifying—Expected To Be More of a Hand to Mouth Nature

CLOTHING.—Representatives of some of the clothing manufacturers who recently returned from a trip through to the Western Coast state that business resulting from the trip has been most gratifying. In Vancouver and Victoria goods orders were placed by concerns who are well able to carry these stocks even should the demand anticipated not develop. "This is the best year we have had," stated one of the partners of a clothing manufacturing concern. "We could develop our factory to much greater proportions at the present time if we should so choose as the business at the present time would warrant it. We are inclined to get along with present plant, however, as there is just a

possibility that with the coming of conscription there may not be as heavy a demand and cancellations of orders might develop. There are indications that some concerns have been meeting with cancellations as we have had quite a number of workmen around recently seeking for work. The season is somewhat uncertain at the present time due to the possibility of conscription. Young fellows who would ordinarily buy a suit of clothes at this time are waiting to see what is going to develop. They reason that if they will have to get into khaki they may not need a new suit. There is no indication whatever of cancellation of orders so far as our own customers are concerned. These orders were placed in March and April and the first part of May and for the most part are for concerns who would take the goods regardless of what might happen. They are substantial enough in a business way to carry their stock if need be to such times as they are able to dispose of it."

High Priced Suits Selling

Cloth values have been mounting steadily during the month. One concern having in their trade some firms who ordinarily take high priced suitings are finding no difficulty in a continuation and recently had occasion to place an order for some goods which are more than double in price that of pre-war times. Where formerly this cloth cost \$2.05 per yard it now costs \$4.79 to lay down. This represents an advance of \$2.74 per yard, or about \$8.22 on the price of a suit. It is pointed out that the extra cost of trimmings is about \$1.50 per suit extra, and that the additional cost in making is about \$2 per suit due to the higher labor cost. There is besides an additional 25c. per suit to be charged to overhead expenses, as it is found the cost of overhead has increased under the present working conditions. This suit would now sell from \$40.00 to \$45.00 in a retail way. Under pre-war conditions it would cost about \$8 less than these figures, which would make the selling price from \$25 to \$32 per suit. This is for one of the better-grade cloths but is an indication of the way costs have advanced for all grades of suitings.

SHIRTINGS

Laundered and All Soft Collars Advance 15c Per Dozen Which Now Makes Retail Price 20c Each or 3 for 50c

SHIRTS, COLLARS.—Manufacturers of laundered and soft collars have advanced their prices 15c per dozen to take effect on June 1. This now makes the selling price to the retailer from \$1.30 to \$1.35 per dozen. The price at which these collars are to sell to the consumer is 20c each or three for 50c. It is stated by representatives of manufacturers that such a selling proposition is resulting in larger sales as the purchaser will invariably buy the three collars when the prospect of saving ten cents is presented. The collar and shirt section of

one large department store finds that the sales now are invariably in lots of three whereas under the previous selling price of 15c each sales were usually made singly. The reason for the advance is given by manufacturers as the continued increase in the costs of all raw materials and supplies. Business in collars has been good and in soft collars exceptionally good. One large manufacturing concern stated they are selling fully four times as many soft collars this year as compared with last year. The white soft collars are the most popular.

Business in shirts is somewhat quiet during the first part of last month, particularly in the small towns. In the larger cities there has been a good trade and sorting business has been fair to normal. Prices in shirt lines held steady during the month.

HATS AND CAPS

Spring Samples of Felt Hats Will Be Shown by Middle of July—Unfavorable Weather Affects Straw Hat Trade

HATS AND CAPS.—Wholesales quite generally will have their range of hat samples for the spring of next year on display by the middle of July. Some concerns expect to have theirs in hand not later than August. One wholesaler of a well-known English make gives it, as his opinion that advances in the new spring lines can hardly be looked for. He is of the opinion that they are already high in price and that the manufacturers will be loathe to make further advances. There is another factor over which the manufacturers have no control and which may operate to cause prices to be slightly higher. There is expectation that freight rates in Canada will be higher if the railroads get what they are asking for. With the continuation of the submarine activities there is a probability that marine insurance and the cost of water transportation generally may go still higher. This additional cost would have to be absorbed somewhere along the line. Business in felt hats has been rather quiet during the past month. It is now between the straw hat season and the felt hats. With the backward season straw hats have not been moving readily from retailers stocks and this has made sorting business for wholesalers very light. Much depends on the weather conditions up to the middle of July whether or not this line will have to be turned at a loss. Stocks are very rarely carried over from season to season by retailers and as a result sacrifice is usually made to clear out stocks when the month of August looms up.

Some Lines of Caps Advance

One of the manufacturers of caps in the Maritime Provinces recently advanced some of their lines from \$1 to \$2 per dozen. Some grades that formerly sold for \$8.50 have been increased to \$10.50 while others that sold for \$8.50 have been advanced to \$9.50. The range of

prices of the concern in question is now from \$8.50 to \$15 per dozen. It is the purpose of this concern to go after the Ontario trade more energetically and to place a line on the market next spring to sell for \$21. Business in caps has been good, but manufacturers experience difficulty in getting a suitable range of tweed cloths.

NECKWEAR

Swiss Neckwear Silks Have Made Further Advance of 5 Per Cent.—Raw Silk Holding Firm

NECKWEAR.—Dealers in Swiss neckwear silk were notified during the month that a further advance of approximately 5 per cent. had been made in the various lines of silk entering into the manufacture of ties. This will ultimately have a bearing on the quality of the tie to be secured and the price. American silks have not been advanced materially as yet as the details for the new revenue bill has not been decided upon definitely. The measure is still before Congress which provides for an increase of 10 per cent. in the way of war import tax on raw materials. There has been a firm market for raw silk during the month as the silk interests in Japan apparently have the situation well in hand and are able to dominate the market. Large increases in the output of silk in Japan are expected for the coming season.

Swiss Silks to Enter Britain

As a result of the recent conference with representatives of the Swiss government and the British Government over the import of silk into that country the basis of 50 per cent. of imports has been arrived at. According to the terms of the recent prohibitive measure on certain articles silk was excluded from Great Britain entirely. Arrangement was made whereby this was modified and Swiss manufacturers were allowed to ship silk pending further negotiations. Now that the basis of 50 per cent. of previous imports has been allowed this will mean a considerable restriction of the Swiss silk weaving industry. Great Britain was one of the chief markets of the Swiss manufacturers. This will no doubt seriously affect the industry as the overhead charges of producing silk will be greatly increased as a result of restriction of output. Of course an outlet for silk may be found in new markets, but it remains to be seen whether or not the Swiss manufacturers will find new markets.

Shipments of Italian Silks

During the past month two fairly good-sized shipments of Italian silks came forward and have been turned into trade channels in short time. Neckwear from this grade of silk retails around \$1.50 each and the demand is apparently good. The biggest selling line at present is reported to be crepe failles which are retailing around 75c. There are still numerous lines that are to be

had for 50c each and even 25c each, as there is a certain class of trade that always buys this article. One large neckwear concern stated that 75 per cent. of their business is now down in the 75-cent line of neckwear.

HOSIERY

Hosiery Expected To Be Much Higher for Next Spring Delivery—Hosiery Stocks Reported to be Light

HOSIERY.—There is every indication that prices on hosiery for spring delivery of 1918 will be much higher than those prevailing for the past spring. Manufacturers agents in certain instances give it as their belief that prices will be fully one-third higher by the spring of next year, judging from the conditions in both the cotton and wool markets at the present time. There is some relief in sight for Canadian manufacturers of woolen hosiery as an allotment of wool has been made to Canada from the Australian and New Zealand wool clip. When these supplies will reach this country is not known, as they have not yet left the country of origin. Yarn stocks in the hands of Canadian manufacturers of woolen hosiery are stated to be light. Yarn manufacturers have been out of the market with quotations for some time past. On cotton hosiery there is an uncertain market due to the condition in the raw cotton market. Indicative of the conditions that exist with American mills is shown from the fact that one concern will not book orders on cotton hose at present prices for delivery later than October. Other years the custom has been to take orders at present for delivery half in January and half in March. In the United States the opinion is expressed by authorities on market conditions that new prices for spring are not likely to be issued before August 1. This is placing the opening date quite a bit later than in normal years. The United States Government has been in the market for large quantities of heavy woolen half hose which has been taking the attention of manufacturers on the other side of the line.

GLOVES

Buckskin Moccasins Have Been Advanced—Demand for Gloves Has Been Keeping Up Well

GLOVES.—The demand for gloves for fall delivery has been good, the chief difficulty with manufacturers being to get sufficient quantities of leather for their needs. Deliveries of leather stocks were light and the market has been in a firm position in consequence. There was no disposition to look for easier prices. All lines held steady in price with the exception of buckskin moccasins, which in certain grades were increased in price. The lines formerly selling at \$19.50 per dozen are now quoted at \$22.50 per dozen while those formerly selling at \$27 are

now quoted at \$34 per dozen. Following are the quotations:

| | Per | dozen |
|----------------------------------|---------|---------|
| Split cowhide working gloves... | \$ 9 00 | \$13 50 |
| Buckskin gauntlets | 15 00 | 27 00 |
| Buckskin moccasins | 13 50 | 34 00 |
| 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 |

SILK AND WOOL ADVANCES

TWENTY-FIVE per cent. advance on all silks is coming into effect, and making itself felt by the manufacturers of ties and other neckwear. This will also affect the silks new being largely used in the linings for suits, and will influence the shirt market to greater firmness. Regarding the advances in wool due to scarcity, a manufacturer of suits and overcoats in Montreal believes that this may cause advances in cost of ordinary suits and overcoats of woolen material to the extent of from four to five dollars each.

SHORT TIME IN THE MILLS

Decisions of Trade Representatives in Conference

A CONFERENCE of representatives and operatives' associations in the woolen and worsted trades of the Huddersfield, Morley and Hay heavy woolen districts was held in Huddersfield on Thursday for the purpose of considering the manner in which the reduction of mill hours for weaving and spinning should be effected to meet the situation created by the Wool (Restriction of Consumption) Order. Representatives of the following associations and trade unions were present: The Huddersfield and District Woolen Manufacturers and Spinners' Association, the Fine Cloth Manufacturers' Association, the Huddersfield and District Yarn Spinners' Association, the General Union of Textile Workers, the Power Loom Turners' Association, and the National Society of Dyers and Finishers.

After full discussion, it was unanimously resolved that the 45 hours per week should be made up of the mills running full ordinary mill hours for the first four days of the week, and stopping after the looms have run for five hours on the Fridays. The weaving and spinning departments will be closed on Friday afternoons and all day on Saturday.

With regard to spinning department, which under the order is reduced only by fifteen per cent., thus reducing the hours to 47 hours and 20 minutes, the remaining 2 hours and 20 minutes will be worked on Friday afternoons where this may be found necessary. The new arrangement will come into force on May 30. As to night work, the arrangement is that the 15 per cent. reduction in the spinning hours shall be effected by the night workers not working on Friday nights.—Huddersfield Examiner, May 26, 1917.



NECKWEAR



NEW FABRICS AND NECKWEAR IDEAS FOR FALL

Summer Sees Broche Failles Strong as Ever—"Crystal Weave" is One of the Latest Creations From the Loom—Abundance of Range in Styles and Designs.

THERE is a whisper of Fall in the air though the midsummer tie is still the best seller. Neckwear buyers are on the qui vive now to secure the earliest examples of the latest novelties for the Fall season. Some of these latest novelties in fabrics are on the loom at the time of writing. They are likely to follow the prevailing styles of late Summer wear, and there will be quite a wide variety of them. The range of patterns, colors, and fabrics will permit of gratifying the taste of the most modest dresser, and yet of delighting the eye of the boldest leader of style for the young man about town.

Neat Printed Failles

Printed Failles are going to be neater than ever in design something after the style of foulard patterns. In the programme of one manufacturer for the late Summer and early Fall there is a dainty range of these with small conventional roses and other similar devices always neat and very attractive, carried out in various bright colors on ground hues of more subdued tone. Undoubtedly a big showing of these will be forward for the Fall.

Crystal Weave is New

Of the printed failles that come in the very latest consignments only just in the manufacturers' hands "Crystal Weave" as it is called is one of the very newest. This fabric is a very charming one, and the designs patterned upon it are free and bold yet hardly to be called 'loud.'

Crystal Weave has the appearance of the once greatly favored printed warp or surface print effect which since the war, have soared in price pretty well out of the reach of the ordinary purse. The ties which can be sold (retail) at 75 cents this Fall, made up in this fabric, would if made in the original printed warp material, be saleable at a profit at nothing under \$1.50 each.

There is room for a great deal of very pretty work in the manufacture of ties from this Crystal Weave Faille. It is a printed faille, of course, and throughout the fabric there glows a subtle lustre,

secured by some magic of the loom. The designs are novel, and the color effects refreshingly unfamiliar, and yet not over brilliant. These failles are likely to be an interesting line.

Broche Failles For Summer

Broche failles in all the splendor of big, bold, gorgeous patterns are strong sellers for the late Summer, and are pre-

one of the motifs used very effectively. Conventional flowers of pansy and geranium form, five and seven petalled, and with odd shaped vari-colored centres are predominant. The ground of the tie usually shows a quiet design suggesting foliage, though not always in leaf shaped objects. This background design is worked in the weave as a rule.

Pleasing Checkerboard Pattern

As outstanding fabric amongst the failles shows a decided checkerboard pattern carried out in six colors, and when made up into a tie, cut on the bias. This gives a diagonal effect to the squares which while contrasted with black, have still a way of blending in lights and shadows, which tones away the sharp contrastiness of the bold pattern.

The colors in which this particular pattern is developed— are red, green, silver, brown, purple, and blue. They all glow up with a rich luminous effect characteristic of the fabric.

Paisley Influence Prevails

It is impossible to forget the Paisley pattern whether in ties for late Summer or for early Fall. There is a design on the market now which reveals a cross bar in purely Paisley pattern very rich and full of all the richness of its style. The ground of the fabric is of soft brown velour. The brown ground runs in rather wider bands than the Paisley pattern cross bars. These would of course be shown diagonally.

Mogador Stripes Noted

There is a jovial good cheer about the mogador stripe which seems inevitably to delight the eyes of young men customers, and during the present Summer mogadors have been going strong. They may carry on to some considerable extent for the Fall also. There is a barbaric vigor about the mogadors which may attune with the war spirit.

Another Dainty Effect

From the more violent in styles to a daintily reserved idea with yet a touch of brilliance about it is a natural eye-



Reversible Indestructible Scarf. Finished with ends to imitate Handkerchief Scarf. For Summer wear with soft collar. Shown by Tooke Bros.

paring the way for the Fall styles. Very handsome effects in huge flowered designs are quite frequent. Almost any flower with large petals picked at random from an exuberant garden border may be found in the designs being shown. A convolvulus for instance, is

tendency, and the new Canelle Stripe on Jacquard pattern goods furnishes just this effect. The stripe is a simple line



This tie is one of the broche failles which are going strong this season, and shows the big flowered patterns favored. Shown by the Crescent Manufacturing Co.

of vivid red in some cases, in other cases a green or a blue. Many colors and many different patterns are associated. All will be found attractive.

In the shower lance spot there is another of these quieter styles relieved with a touch of brilliance as to the spots. Pleasing also is a one inch satin stripe effect on a taffeta ground, the ground having lance patterns scattered through it, and then there is the printed warp effect worked into the cross bar on a plainer ground. The multitude of hues in the cross bar would almost suggest the famous cubist effect. There is very little of it visible however, and the result is enlivening, but not loud.

Sports Tie Still With Us

The sports tie, fastening with a silken ring cunningly knotted, and rich in effect, of a different pattern to that of the tie proper which it fixes, is still quite strong for the present season. A noteworthy point in regard to this form of neckwear is that it is worn quite frequently by ladies as well as by young men. It is a tie which goes well with middy blouses.

Reefers Big Fall Sellers

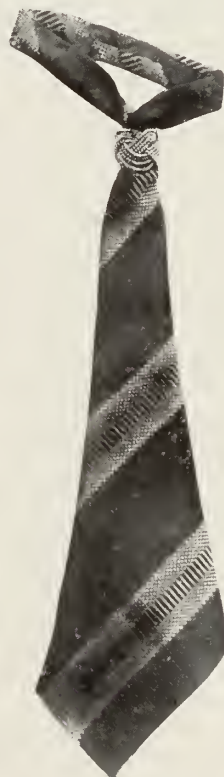
It would appear from indications evident to manufacturers just now, that reefers are in for their biggest season yet. These are going out in great numbers to the trade, according to reports, and the patterns are very much influenc-

ed by the Paisley tendency. But there are also some splendid styles in real London patterns based on the old English Foulards, very rich in effect indeed. The fringes of these reefers which are made up in broche failles, are of varicolored silks, and the hand-knotted styles are exceedingly good. The wealth of color in the tassels cannot be shown in printers' ink whether applied by type to words, or by process engraving to pictures, but these tassels will clinch many a sale by their appeal to the eye. Twenty-one dollars a dozen is the wholesale price of these reefers referred to.

PLAINER CLOTHING STYLES

FROM Washington come indications that nothing but the plainest styles in men's clothing will be decreed by manufacturers for the coming season, in order that the wool supply may be conserved. At recent conferences the large clothing interests agreed that unnecessary frills, patch pockets, flaring skirts, cuffs on coats and trousers, unnecessary pleats and long sack coats must go. It is stated however, that no attempt will be made to discourage the sale of goods made up, and that the change will only affect the 1918 styles.

Another economy proposed in connection with the use of wool is in connection with the more general mixing of



Sports Tie. Shown by Tooke Bros.

cotton. The threatened shortage of wool for next year is undoubtedly causing grave concern, and some program must be followed in order that the deficit may be made up. It is planned not only to save the cloth, but through the reduc-

tion in the number of designs it is expected the labor shortage caused by the war will be greatly relieved.



A New Milne Model.

DRESS JEWELRY FOR MEN

Links for Soft Cuffs, Brooches for Soft Collars, the Waldemar Chain, and Ascot Pins Popular.

A BIG demand has grown up for the simple articles of jewelry necessary in men's wear. Amongst the lines which have been going strong are all kinds of links for soft cuffs, the most recent styles being in round shapes with brightness of color or lustre in the enamelling, and sometimes a bright colored central spot. Silver is a metal frequently favored, and platinum, gold, and gold-filled links are being shown and sold widely. The soft collar brooch in gold and gold filled metal is much in demand, and a very popular seller is the cuff link style which the war has brought out, in the shape of a bullet, or shell and bullet both. These links have proved big sellers of late, and for a considerable time. A new line of pull-apart cuff links which grips like a dome glove fastener, and holds the cuffs firmly yet with every freedom is now coming forward, and taking hold. This is designed in the patterns, metals, and colors used mostly at present in men's jewelry. It is noted that the Waldemar watch chain light and graceful, in platinum, silver, gold, or gold-filled, is being worn widely throughout Canada at present, for there has been a big call for these. Patriotic designs are undoubtedly popular, and something new in this line is coming forward for the Fall.

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

Lesson No. 4

AS you go from town to town, or from city street to city street, and observe all the various kinds of show cards and types of lettering used on these cards—some good work, some poor work—it makes one wonder where all these different varieties of work originate.

We are not speaking now of that class of card which has "Home Made" written all over it—the kind that is done with a box worker's outfit or from a piece of a shoe box with ordinary writing ink daubed on with a five cent camel hair brush—but well executed cards by people who really try to turn out creditable work.

Scarcely any greater variety of cards could be found than right here in Toronto, on Yonge Street, and a stroll in that direction will suffice to prove this to the observant.

Many stores have ideas in their show cards as well as in their business methods. You will note a store that features small, neatly lettered cards in Roman type. This is carried out throughout the entire series of windows. Another store features large cards, employing a heavy style of Egyptian lettering. Smaller stores vary in style, some having many large cards with very elaborate drawings and air brush shadings while others stick to smaller cards of a class of lettering which they try to keep exclusive to their stores.

The professional card writer has so many and such varied demands on his ingenuity in order that the cards of each customer may differ from those of the man next door that he is obliged to keep himself well posted on all styles of lettering and show cards.

Make it your business, therefore, to study every branch of the art so that when called upon in an emergency you may not be unprepared.

With this end in view we are compiling another series of articles on the sub-

Fill up the bampers
from our large stock
of
Picnic Goodies



ject. Each lesson will show new styles of lettering along with some other idea calculated to bring out your talent in this line.

It is to your advantage, therefore, not to miss a single lesson. You will derive as much or more benefit from this course as you would from one for which you had paid a fifty or sixty dollar fee.

An entire outfit is not necessary to the profitable following of these lessons. This month's requires very few tools, all of which have been used previously. They are: Two sizes of round-writing pens, Nos. 2½ and 1½; an ordinary drawing pen, ruler, carbon paper, waterproof ink, and transparent colors.

The style of alphabet we are featuring this month is one which is very practical for fancy cards. This form of lettering has an exclusive appearance and can be accomplished very speedily after the formation is memorized. The round-

writing pen is used for making these letters and each stroke is made with one stroke of the pen. No outlining is done at all.

The Chart

"A" shows a six-stroke letter, all of which are curved. There are several familiar strokes in this which have been used in other letter formations. You will find that "A" needs a great deal of practice. Strokes 2, 3, and 4 require special attention.

"B" is another letter with all curved strokes. The four-stroke combination, 4, 5, 6, and 7, should be paid special attention to for practice work.

The formation of the "C" is similar to that shown in previous alphabets. Be sure to bring stroke 1 out further to the right than the upper part of the letter. This is important.

Strokes 4, 5, and 6, of "D" appear as one continuous stroke. Note the small cross-bars which indicate where the strokes should be joined. Practise this letter many times.

"E" is a letter with a nice swing to it, which makes it easy to learn. All the strokes of this letter are good material for practice.

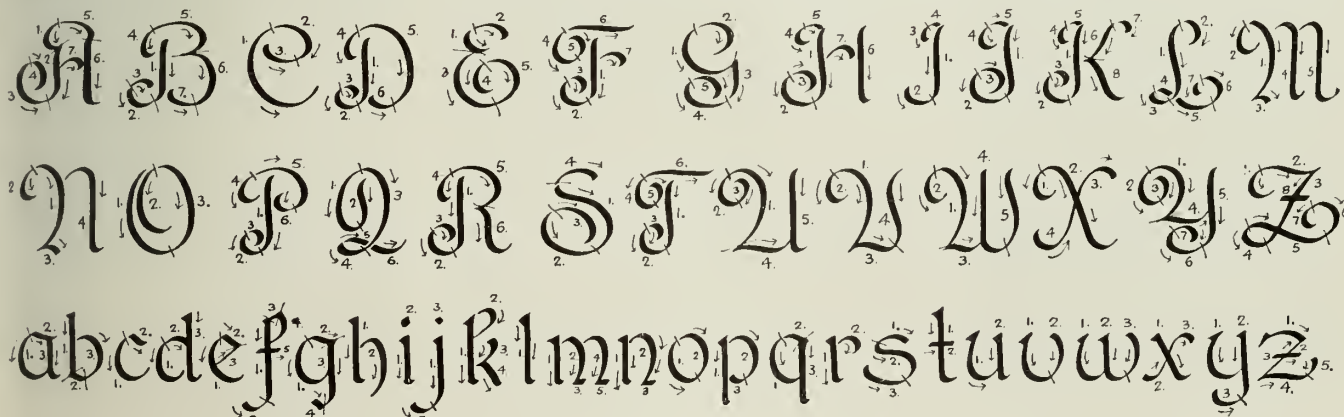
"F" shows an entirely new letter formation and a lot of practice will be needed, in order to perfect it. Combination strokes 4, 5, and 6 are excellent for practice work.

"G" is another all curved letter of very graceful formation. Note the relation strokes 1 and 2 have with one another.

"H" shows an entirely new formation. It requires six pen strokes to complete this letter. The combination of strokes on the left hand side of the letter should be practised quite often in order that they may be made correctly.

The strokes which go to form the letter "I" are shown in the letter "H." Practise often.

"J" is the same formation as the left hand section of the "H." These all-curved strokes require much attention.





Dress
Accessories
Many New Ideas
for
Summer Wear..

"K" shows the "J" strokes with strokes 6, 7, and 8 added. Practise often the last three strokes mentioned.

All strokes of "L" require much practice. Note how strokes 4 and 5 break at stroke "I."

"M" is an entirely new formation. Practise well strokes 1, 2, and 3. Strokes 4 and 5 are the same formation.

"N" is the same formation as the "M," with stroke 5 omitted.

The three strokes of "O" are quite familiar. Practise often.

"P." Stroke 1, 2, and 3 of this letter appear frequently in previous letters. The combination strokes 4, 5, and 6 should be practised often.

"Q." Here is a new style letter for you. This shows a lot of familiar curve lines in a new letter formation. Practise combinations strokes 1 and 2 together.

"R" has six strokes, and is very much like the "P." The only difference being in the stroke 6. Practise several times.

"S," like "C," has a formation which has appeared in previous alphabets, but nevertheless should be practised.

"T" is the same as the "F," without stroke 7. Strokes 4, 5, and 6 need a great deal of attention.

"U" shows an entirely new formation. It will have to be practised many times in order to be made perfectly.

"V" also is a new style. Practise often stroke 4.

"W's" formation is a combination of the "U" and "V." This letter needs as much practice as any in the chart, so don't neglect it.

"X" is formed with four strokes of the pen. With practice, strokes 3 and 4 can be made as one stroke.

"Y" shows a very difficult letter to form, and requires application. Note the 5, 6 and 7 combinations.

"Z" shows a letter with eight distinct strokes. This letter cannot be mastered unless much time is spent in practising it. The lower case does not differ as



For our feature this month we are showing on our show cards hand-drawn colored work. This work is one of the most important branches to the successful cardwriter and much time spent on it is a big step in the right direction. We do not claim any great art work in these because they are all copies of some sort or other. If not exactly transferred with the aid of carbon paper the ideas were gotten from some paper, magazine, or journal. So you can make them as well as can any one else. Just follow these descriptions: —

The "Daisy" card is on grey cardboard. The drawing was first sketched out roughly with pencil. Then the grey shading was washed on as shown. When this was dry the white daisies were painted with ordinary cardwriter's white. The stocks were put on in black with a pen, and the centre of the flowers are touches from a black brush. It is simple, but effective.

The "Butterfly" card is simple. Hand



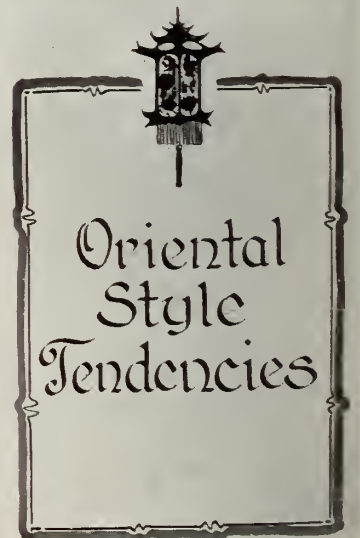
widely from the previous letter formations as does the upper case, so a detailed explanation is unnecessary.

Note where spurs are used they are made on the slant. Watch little individual traits in this lettering in order to get the best effects.

Note that all strokes are numbered and each stroke should be made in its turn according to its number, and the pen should be drawn in the direction in which the small arrows are pointing.

As we said before, use a round-writing pen to do this lettering and use a black carbon ink. Wash out the pen thoroughly each time and the life of the pen will be doubled besides getting better results.

The collection of completed show cards gives a fair idea of how the lettering illustrated this month appears in the completed work. You will notice that the upper and lower case letters are used together. Under no consideration use all upper case letters to complete a word



drawn with black waterproof ink and afterwards colored in bright butterfly colors with transparent ink.

"Fruit Tree" card shows a drawing of apple blossoms across the bottom of the card. The background of this drawing is pale blue; the blossoms are pink, and the leaves are green. Transparent colors used for coloring.

The "Summer Style" card shows a very dainty drawing of a swan scene. This was sketched with pen and black ink and the water was afterwards colored green.

The "New Style" card is an exceptionally fine illustration of this work. The idea for this was gotten from a postcard, but it is a free-hand drawing. It was

first sketched in black. The leaves and stalks are colored in green and the flowers a pretty shade of pink. This makes an excellent card for present season's showing.

The little "Oriental" card shows a drawing of a Chinese lantern. This is quite in line this season in view of the Oriental tendency in prevailing styles.

THE NEW BUSINESS CONSCRIPTION WILL BRING

Revival of Military Trade in Khaki Furnishings, Badges, Polishes, Brushes, Swagger Sticks, Boots, Etc.—Privates' Trade More in Proportion Than Before.

ONE of the questions that is receiving keen attention in the trade at the present time is, to what extent will the coming into effect of Conscription bring back the business in military supplies? This, as the trade in most places has been made aware of, has languished with the falling off of recruiting during the past year, and the rushing over of the men to England to reinforce the Canadian troops there has depleted the camps so that few are preparing for the canvassing of the soldiers at these centers that was a feature of the Summer business of scores of dealers during 1915 and 1916.

New Battalions Will Revive Trade

A careful survey of the situation leads to the expectation that if the conscription bill goes into effect shortly and the earlier classes are called up that trade in khaki supplies will open up again to a considerable extent in every center in the country. It is almost certain that the big centers in the West and East that were factors in the past will not come back; that the filling up of the various units will mean local business for some months to come, and that the formation of new battalions will resurrect the trade in badges and other souvenirs that has been pretty dead since early last year, in addition to the ordinary demands for clothing accessories of the officers and privates.

The Number of New Officers

An interesting point has been raised by a number of men's wear dealers in speaking of this subject to MEN'S WEAR REVIEW, namely that the number of officers who will be equipping themselves may be a negligible quantity. The argument of some is that there is a surplus of officers in Canada already, and that a large proportion of these will be compelled to revert to the ranks. It is contended further that no one who has not seen active service in France will be appointed to any position in a battalion above the rank of lieutenant, so that few new men will require officers' uniforms. This whole question is, of course for the most part conjecture, but at the worst the officers that will be in charge will require everything except the original uniform, and anyone

who has had experience of the generous purchases of the officers will appreciate what this means. There will be a steady sale of shirts, hosiery, underwear, collars, ties, puttees, handkerchiefs, etc.

More From New Privates Than Before

It will be the business from the privates that will bulk most largely for the dealer, for the private abounds about twenty to one, or will under the new regulations. It is the consensus of opinion in the trade, moreover, that the average purchases of the men who will be enlisted under conscription will exceed those under the voluntary system. There will be to start with—we are "starting" from a pure trade point of view, not that of the real value of the men,—a large class of young men who are accustomed to dressing well, the alleged "slackers." These men will not tolerate the ordinary military outfit any longer than they can help, and will be eager to don those softer, silkier habiliments to which they were accustomed before the hand of war laid itself heavily upon them. Then there will be the class who sincerely felt that they were not called upon to enlist, men in good circumstances, who will continue to dress on occasions when they are off duty quite as well as they did before. Moreover the dealers who may have been caught with a quantity of the heavier lines of goods will have a chance to dispose of these in the late Fall as the movement of actual conscribing will, necessarily, be slow, with a Parliamentary debate just begun at the time of writing, and various other processes to be worked out as well as the details that confront the selective Boards. So far as the lighter lines are concerned the dealers are in a more favorable position and some of these even with greatly lessened sales are difficult to procure.

Pat, the Champion "Pegger"

A talk that MEN'S WEAR REVIEW had with "PAT." on the subject of selling goods to the private soldier may contain suggestions for the average merchant. "Pat." by the way, is the presser and cleaner, as well as the salesman in the military supplies store of A. W. Lynes which is located in the most strategic position in the city of Toronto, at the foot of University Avenue, a few

hundred yards below the Armories where more soldiers have entered and left than any spot in Canada.

"Pat." makes the proud claim that he is entitled to the championship belt of Canada for the "pegging" of breeches. He deals also in the "alteration of tunics."

From Hamilton to Toronto

When he was seen by a representative of MEN'S WEAR REVIEW he was engaged in making a big uniform fit a little man. That is one of Pat.'s specialties, and it forms perhaps the bulk of the business of A. W. Lynes. Pat. was in Hamilton attending to the needs of the 228th and 164th Battalions, but when they left early in May he was recalled to Toronto and at once business doubled. Pat. claims a monopoly of the repairing and refitting for the Engineers and the Cyclists in Toronto district and a large per cent. of that of the Flying Corps and the infantry battalions. This business of repairs and alterations it might be well for local dealers to investigate as far as the soldiers are concerned.

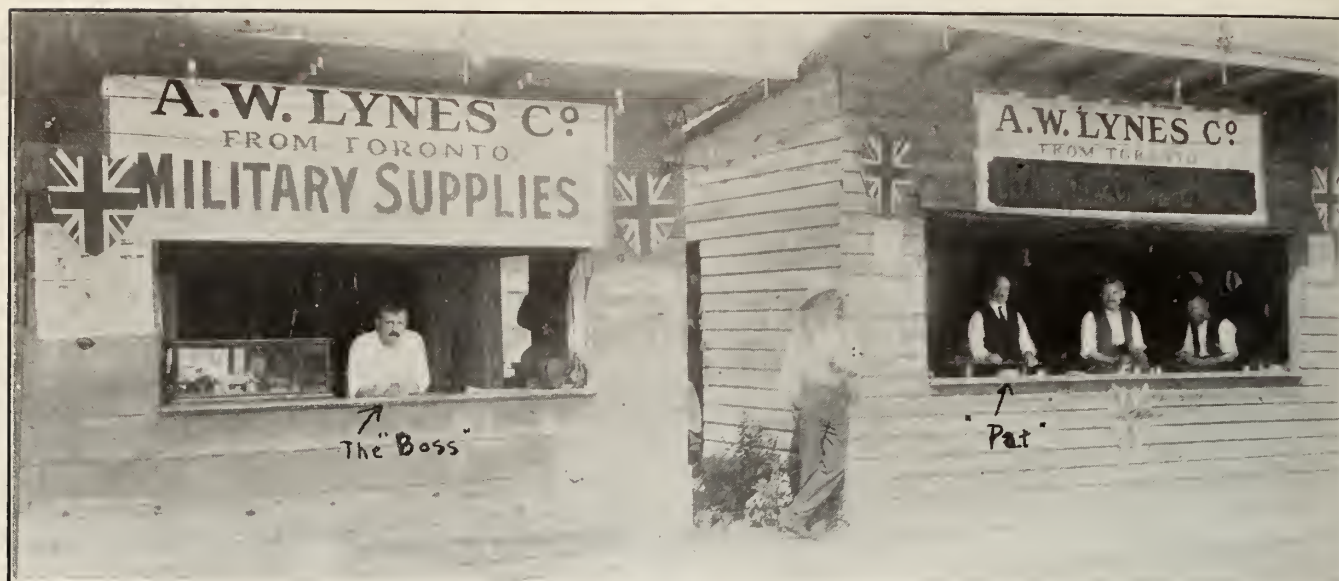
Buy "Something Else"

Not only for its own sake; "When the men come in to get something cleaned or repaired," said Pat, "they nearly always buy something else."

This "something else" includes a large variety of goods. Besides the ordinary furnishings there are shaving brushes, foot powder, polishes for clothing and for boots, badges and ornaments of all descriptions, haversacks, button polishes, polishing cloths, insoles and dress boots, whips, sergeants canes, swagger sticks, etc. When they operated at Borden and at Niagara they sold "tons" of the polish, according to Pat. At Niagara as the illustration shows three men were engaged in repair work. Less of this was done at Borden as the "shop" had to be located at some distance from the camp.

The "alterations" include more than the mere changing of the size of the uniforms. Pat. will transform a corporal to a sergeant in a few minutes by manipulating the braids. And as for pegging breeches,—

"I bet you I've pegged more breeches



How one merchant carried on a double department of selling military supplies and repairing uniforms at the Niagara Camp "Pat" is the champion "pegger" of Canada.

than any other two men in Canada," he exclaimed proudly.

Soldiers Send Their Comrades

"How do you get in touch with the men in the camp and at the Armories? brought this reply: "One man tells another. 'Take it down to Lynes', he'll tell him. 'There's a fellow named Pat there: he'll do it.'"

So Pat has found the best of all secrets for increasing trade,—the "pleased customer."

A call at the branch store of Wreyford & Co., also almost opposite the foot of University Avenue, brought from the manager the statement that with soldiers moving about there was a demand for puttees, to replace the rather ill fitting ones that are supplied by the authorities, according to some dealers, for handkerchiefs, for shirts, and some socks, as well as boots though much more for officers than for privates.

What the Soldiers Buy

"When the Government supplies the men with two suits of underwear for the winter and the same for the summer, and three pairs of socks at a time they have about as many as the average man wants. They buy however to get a lighter weight or when they are going out to some special place for an evening. Where the officer will buy half a dozen of anything the private as a rule is content with a single article, at a time.

Importance of Window Display

As Men's Wear Review has been impressing all along since the outbreak of the war brought up this new line of demand in men's goods, one of the most effective means for attracting the trade of the soldiers is by devoting a whole window now and then to the display of soldiers' goods. Throw in a touch of interest by an illustration or a trophy or something that in itself will draw the

attention of these men. It should at all times, however, be made subordinate to the merchandise, so that the interest in the one will not kill any sales that ordinarily would result from the examination of a regular men's wear window. For this reason we would discourage the pasting on the window of illustrations or anything else that would obscure a good showing of the merchandise. Neat show cards add to the selling effect of nearly every window.

Will Watch Events Closely

The men's wear dealer should keep in close touch with the development of the conscription measure. As soon as it passes he should ascertain about how many men will go into uniform in his neighborhood, what time will be consumed in this enlistment and what time they are likely to remain before being transferred to some larger center for further training or sent overseas, and lay his plans accordingly, so that his stock will be adequate for the probable demands without leaving him in the position of being stocked up. Just as soon as the first movement starts Men's Wear Review will investigate the conditions of military business that is offering in these early centers and keep the trade advised.

DALE WAX FIGURE IN NEW QUARTERS AFTER RECENT FIRE

THE Dale Wax Figure Co., Ltd., have recently suffered a severe loss by fire, which practically gutted their entire premises, many of their most valuable moulds being destroyed.

Mr. Dale, the president of the Company, announces that they have secured premises at 109 King St. East, where they will have a large show room, which will enable them to show to a much better advantage, their many lines of Wax Figures, Display Forms and Fixtures, which they will shortly be producing.

Their factory space will be almost double that of their old premises. They will also have an entire new plant, which will make it one of the most up to date plants of its kind in the Dominion. They will also carry a new line of goods, and are putting in a complete stock of artificial flowers for decorative purposes.

PANTS FOR TALLEST MAN

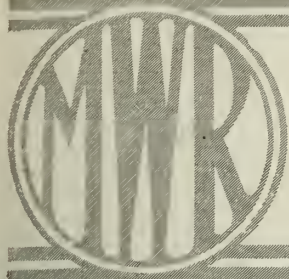
Small men of Saskatoon are going to feel smaller still on August 1, which is to be Citizen's Day at the Saskatoon Industrial Exhibition, for on that day a prize of a pair of pants will be given by T. Underhill to the tallest male resident of Saskatoon.

WALTER BLUE AND CO., LIMITED

This firm of clothing manufacturers was established in Sherbrooke in the year 1875 by the late Walter Blue. It is now a joint stock company, controlled by the Blue family, with J. H. Blue occupying the positions of President and Managing Director, and F. A. Baldwin fulfilling the duties of Vice-President and Secretary-Treasurer. The firm manufactures the well known "Art Kraft" clothes for men, and "Wearbetter" suits for boys.

OBITUARY

Robert A. Bryan, head of the Examining Department of the House of Hobblerlin, Limited, died recently at the Toronto General Hospital. Deceased learned the tailoring business with his father in Kirkton, Ont., carrying on the business for seven years after his father's death. He later removed to Petrolea and was in business there for some years before coming to Toronto in 1910. He entered the employ of Hobblerlins at that time and continued a valued member of the staff until the time of his death.



COLLARS & SHIRTS



COLLAR ADVANCES ACCEPTED RATHER JOYFULLY

The Trade Appreciates the Necessity For This and Favors the 3-for-50 Price Over the 15c. Straight—Why Soft Collars Are Gaining Favor—More Sorting Orders For Shirts.

SINCE our last report on the collar and shirt situation, the advance in collars, which we indicated must come before many weeks, has been put into effect. It is a change, we find, which is greeted by dealers with approval rather than disapproval. It leads, in short, to purchases of 3 collars, when at the 15c. price—never popular with the trade—customers often purchased a lone collar.

But dealers—while they have found little difficulty with their customers as a result of this change—may be asked occasionally for an explanation.

The remarks of one large manufacturer, therefore, outlining the situation, will be of value, as giving facts for a full answer

Reasons for the Advance

Says this manufacturer:

"On account of the continued big advance in the price of cottons and all materials entering into the manufacture of collars, we were reluctantly compelled to advance our prices.

"We might state that it is not the policy of our Company to force prices up when it is not necessary, and more particularly it is not advisable to alter prices, especially for a staple article like collars, where a popular price has been in force for so many years, and it is doubtful if there is any other line that has had a smaller advance than collars, and the reason of this was on account of not wanting to disturb the retail price.

"No doubt you will agree with us, that collars should have been advanced in price by the manufacturers a few months after the war started. Instead of that, they were not disturbed until a year ago this month. We thought that advance would cover the situation, but we find the trend of prices of raw material, as above stated, has been steadily upwards, and another change was absolutely necessary. We trust that the retail merchants will not have further occasion to change their prices, but, of course, this will depend entirely on the cost of materials.

RETAILERS' OPINIONS ON NEW COLLAR PRICES

Makers should be able to make first class collars for the new price.

"It is easier to sell 3 for 50 than 2 for 30. Mistake was in not making this the price at time of first increase."

"Price is quite satisfactory to us."

"Quite satisfactory. The average profit runs over 50 per cent., whereas at 15c. each, or \$1.75 per dozen, it did not."

"The difference is small. The customer buying 3 for 50c. saves 10c. It will mean that collar sales will be greatly increased."

"Let merchants get together and new prices can be maintained to the advantage of all."

"Selling more at 3 for 50c. than before at 15c. straight as nothing was to be gained so the public would only buy one."

"The advance is too high. It will diminish the sales."

U. S. Makers To Follow Suit

"We understand that the collar manufacturers in the States will have to follow the lead of the Canadian manufacturers, notwithstanding they work under more favorable conditions than we do here in Canada, being able to buy raw materials less the duty we are forced to pay, but even with that advantage, they claim, at present high level of prices, they cannot make profit at the present selling price of their collars.

Another manufacturer, frankly states both the advantages and disadvantages of the change while giving the reasons which rendered this change necessary.

He says:

"Materials which go into collars today are in most cases 100% higher than 3 years ago, in addition to which, all supplies, materials, etc., which are necessary in the making and laundering of collars have advanced from 100% to

200%, and had it not been that we were using materials which we had when prices were very much lower than they are to-day, it would not have been possible for us to continue to sell them at \$1.20 per dozen to June 1st. In addition to the advances, it was necessary to take into consideration the additional duties which we are paying on these advanced prices, in bringing our goods into Canada for collars, in addition to which, is the war tax duty, so that it is very easy to give a clear explanation for the recent advance in price.

Merchants Wanted 3 for 50c Price

"Many merchants have expressed themselves to us during the past year, that they would be better pleased to have a price of 3 for 50c. than 15c. straight, but when the first advance was made, prices of materials did not entitle the price to be advanced any more than 10c. per dozen, as it was not our desire that our collars should sell to the consumer at a higher price than was necessary, in addition to which, small merchants in small towns would have found the retail price of 3 for 50c. extreme, as very few of the small towns had sold collars at more than 2 for 25c. in the past, although 3 for 50c. was the popular price in many of the larger cities.

"In making the first change, these conditions received our careful considerations, as it is always our desire, that if a change must be made, that the conditions under which merchants will sell our goods, and the conditions of the consumer as well, are carefully taken into consideration, so that any change on our part will not be a detriment to either the merchant or the consumer, and in any changes which have been made in prices, these features have always received our very careful consideration, and we believe that the merchants will realize that these changes have not been to their disadvantage and have been fair and reasonable to the consumer.

"Of course as prices for materials have been advancing and becoming more extreme from month to month, the conditions have paved the way for the mer-

chant to ask 3 for 50c. for collars, instead of 2 for 25c. previous to 1915.

Advantages of Old Price

"While many merchants considered that the 15c. straight price was a detriment, on account of so many consumers purchasing only one collar instead of two or three at a time, we considered this feature rather an advantage than a disadvantage, as if the consumer purchased only one collar at a time, it would mean that he would purchase collars just that many more times, to supply his requirements. This would mean that he will enter a furnishing store just that many more times, which gives the merchants corresponding opportunities to sell other goods. The fact that a man purchased only one collar at a time, did not mean that he would not purchase as many collars in a year, as they would not last any longer, and it would be necessary for him, as mentioned, to buy more frequently.

New Price Saves Time

"But the 3 for 50c. price is a more convenient one for merchants, as it is not necessary for customers to wait for change when 50c. is given, and it saves a certain amount of detail work for the clerks in making and giving change, which is a desirable condition, especially Saturdays when stores are at their busiest."

Another effect which the change in price seems likely to have is to still further popularize the soft collar. It has been gaining favor steadily for year round, as well as Summer wear. Now the price of soft collars is more equal with that charged for the stiff.

Returned Soldiers Help To Popularize Soft Collars

There is this also to be remembered regarding soft collars. Thousands of Canadians serving as officers in Canada's grand army have been wearing these in khaki style. As they come back, and once more don "civies" they are taking to the soft white collar and will doubtless continue so to do. It is an old friend. These are the very men whose example is unconsciously followed. Their influence is sure to do its part toward still more strongly entrenching this collar, which only a few years ago was almost a freak. Dealers from now on will have to stock these lines the year through. Such, at least, will be the case in the cities, and very shortly in the towns and villages as well.

Advances In Shirtings

In shirtings the tendency is steadily upward.

Says one manufacturer:

"In reference to conditions in shirtings will say we find prices still advancing. In one instance we got a quotation on a cloth which we had already bought for Spring on which there had been an advance of 2c. a yard since April 1st. This was on popular price shirting. The most serious point in regard to shirtings, in the writer's view, is deliveries. All orders that are being accepted at

Shirt Travellers to Go Out Earlier

So late were many Fall shirtings in reaching Canadian manufacturers that a number of these lines have not yet been shown the trade.

To get these models to the trade, therefore, in time to be of the greatest value. Shirt manufacturers will endeavor to have their men on the road earlier than usual. So many representatives will commence their regular fall trip in August, instead of September as in other years. The Spring 1918 line will be in pretty fair shape, then, and the Fall sorting samples will, as has been said, be much more important than would be the case under normal circumstances.

present have got a very strong clause regarding delivery dates. We have found it necessary to cancel one order on account of not being given assurances on deliveries as we do not care to go to the expense of taking orders on shirts and then not be sure to get materials in for orders. We are going to sell what we know we can get within reasonable time.

Another manufacturer points out a new tendency in the shirt business as follows: "Sorting business will be a greater feature in the future. Dealers have placed big orders a year or more ago at the old prices, but, the manufacturers are now buying their goods at higher prices and when the dealers see the new prices they will surely be startled and will then buy from hand to mouth. Our fall business is the heaviest for many years and prices are on a much higher level."

New Law Re Expressage

A new law, Men's Wear Review hears, is coming into effect on order of the Railway Commission—an order which will do its little bit to add to the difficulties of the manufacturer, and so to the burden of the retailer as well. This new law requires a cutting down of the size of corrugated paper cartons shipped by express. The smaller cartons, will of course increase the price of boxing a given number of shirts for express shipment. There is an exception to this rule, we understand, in favor of U. S. shippers. Necessary, perhaps, but a little hard on Canadian makers.

Spring 1918 shirtings are slow in coming through, and at this writing nothing in addition to our previous forecasts as to styles can be given.

COTTON SITUATION IN UNITED STATES MAKES HIGHER PRICES FOR SHIRTS CERTAIN

SOME of the cotton shirting manufacturers, in their confessions of orders are inserting a clause stating that as war taxes may further affect the tariff these prices are subject to change. It would seem that the Canadian cotton makers are more fearful of action which may come from the United States Government, than anything which may be done by Ottawa. The 7½ per cent. war tax is pretty generally conceded to be the unincreasable maximum. Yet this is a Canadian tax, and it may well be that a United States tax will have its effect on the Canadian situation. Indeed it seems quite possible that such a tax will very shortly have its influence on the shirt and collar situation.

For some time, indeed the rumor has been that an import tax of 10 per cent. on raw materials going into the United States will be fixed by the United States Government. So well founded does this rumor appear to be, that an experienced shirting man in the States very recently wired a Canadian business friend saying: "As a result of import tax silk shirtings will almost certainly go higher. Would recommend buying what you can now."

As a result of the advise the Canadian Manufacturer went thoroughly into the question. Evidently he was convinced of the soundness of the advise, for

Men's Wear Review saw in his warehouse samples of silks he had purchased as a result of this advise.

Said this manufacturer:

"If such a tax on imports is placed by the administration at Washington, it will mean an advance of about 15 per cent. in silk shirts."

Then there seems a possibility that the United States administration will place an export tax on certain lines, and cotton may well be one. Such action, of course, would mean higher prices for shirts in Canada, since Canadian cotton makers might be expected to follow their usual practice and advance their prices to a point just below that at which U.S. cotton could be brought into the country.

An export tax on shirtings, therefore would of course mean still further advances in shirt prices; but even without such an export tax it begins to seem that shirt makers are going to pay high for their raw material—and so will be forced to set higher prices for the trade.

Just view the situation as it stands in the United States at the moment. The cotton crop does not look promising. There is hope that it will develop better than now seems likely—but anything in the nature of a bumper crop appears out of the question.

Continued on page 66.



UNION MADE

You are just in time—to get in line

to help supply the ever-increasing demand for

Kitchen's "RAILROAD SIGNAL" Overalls and Shirts

MANUFACTURED BY

The Kitchen Overall & Shirt Co., Limited

FACTORY AND HEAD OFFICE
BRANTFORD

BRANCH SALES OFFICE
279 College St., TORONTO

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

STRAW HAT SALES — JULY OR AUGUST?

Profitable Business up to the Last Possible Day in the Straw Hat Season May be Spoiled by the Buying Publics Having Acquired the Bad Habit of Waiting For Slaughter Sales of Straw Hats Held Too Early.

BADLY EDUCATED as regards the buying of straw hats the public in a certain large city of Canada are actually believed to be in the habit of holding off buying straw hats until the price reductions begin. The phrase "badly educated" as applied to the situation is taken direct from the lips of one of the leading hatters in the city referred to. The city is Montreal, but Montreal is not the only city in Canada where people find it economical to wait for straw hat sales before buying their first straw hat for the season, and have no need for buying another straw hat until the same time next year. Over-anxiety on the part of the merchants to reduce the prices of straw hats and so get them moving, is the cause of this unprofitable education of the public from the point of view of hatter and hat manufacturer.

An August Tragedy

There is a story told of a hatter whose name is a household word throughout the Dominion, and who has a horror of left-over straw hat stock. He found himself towards the end of a certain August with a few dozen straw hats still on hand. He regarded them with aversion. His money was buried in them, but he had no desire for a semi-resurrection of it by holding the left-overs until next Season. He destroyed those hats, and gloried in their destruction, putting a foot through a crown here, and crunching a brim double there. It was a straw hat sacrifice with a vengeance. Somewhere in the back of many a men's wear dealer's mind there is a vision of the possible necessity of having to treat straw hat stock as mere junk, and because of this nightmare straw hat sales as a rule begin too soon.

The Held-Over Straw Hat

Not all men's wear dealers, however, take the heroic method with left over straws and destroy them. The hatter referred to was probably on outstanding exception. There are hatters in Canada who have even before mid-summer of this year held straw hat sales. In St. Thomas, Ontario, about June 12th. R. Sterling held a sale of straw hats from the previous year's left-over stock, and at that sale \$2.00 and \$2.50 hats were sold at 95 cents each. On the excellent principle that half a loaf is better than no bread, ninety-five cents per hat is better than the sorry splendor of a straw hat bonfire, and for customers who are not ultra-exacting in the matter of Summer head-gear, such a sale is a god-send. Yet in the long, long run which counts, the better education of

the public in the matter of straw hat buying is more profitable.

"Slaughter" Sales of Straws

Strictly speaking there should not be any straw hat left-overs worth mentioning. In line with the business custom in all seasonable trade, straw hats are handled at full price at the outset of the season and held at full price for as long as possible when they are reduced by about fifty per cent. and should then be cleaned right out. But, as pointed out, even a leading hatter may miscalculate the number of straw hats needed to carry his season's trade, consequently sales of straw hats have been put on earlier and earlier in the course of the season's progress until in many centres there are economical customers who wear their felt hats and mop the drops from their brows during the merry month of June confidently counting on their ability to hold out until the first cut-price sale of straws opens. It is to the joy of such customers that the "slaughter" sales of straws begin sometimes in the middle of July following dull opening weeks of Summer. Doubts as to the demand for straws for the rest of the season arise in dealers' minds, and down come the prices.

Some Dealers Don't

By judicious buying some dealers avoid the need for slaughter sales, and in not too large communities may educate their public to the principle of buying straw hats seasonably at ordinary prices. J. A. Sinclair of Orillia, Ontario, who has not carried a straw hat over from last season, and did not have to cut a single hat to clear. This is the ideal condition.

There is nothing against straw hat sales in August, however, and when the first sales of straws come on about the first week in August is encouragement to the public to cultivate the perfectly justifiable habit of having two good straw hats per season, one purchased at ordinary rates early, and the second bought at reduced price for the balance of the Summer. For the month of August, and even for a week or two in September straw hats may be worn and the worth got out of them. This is the argument of Wm. Hay of Toronto. This firm notes the effect of the late season on straw hat sales as meaning fewer repeat orders, and consequently less inducement to customers in cut prices.

Weather Man has Much to Answer For.

Weather conditions have a great deal to do with the whole question. Mr. Lister, manager for Allan's, Craig and

Blery Streets, Montreal, watches the weather conditions closely as regards the matter of straw hat sales, and, is not bound down to dates as to straw hat sales. "In Montreal, of course" he remarked "We are always up against the competition of the big department stores, and they are having sales all the time—straw hat sales with the rest" But Allan's does not have slaughter sales of straw hats any sooner than seems absolutely necessary.

The weather this season so far has been deplorable for the straw hat trade in some parts of the country. From Farnham, Quebec, there comes the word that the straw hat trade seemed absolutely doomed by June 12th, and that slaughter sales would do but little to help matters.

On the other hand a merchant in Ingersoll, Ontario, Mr. W. C. Forman, gives this good counsel to the trade in optimistic vein: "Backward weather has retarded sales—don't worry—Fine days are coming. Maintain straw hat prices until August 1st this backward season. Dealers should keep together until August and then the balance of straw hat stocks may well be cleared out at reduced prices."

The "Keep Together" Spirit

Undoubtedly in the making of successful August—and not earlier—sales for straw hats the trade in the various centres would need to keep together. It was pointed out to MEN'S WEAR REVIEW by Mr. Weeks, the manager of the hat department of Henry Morgan's Ltd., that even if only one merchant in a city cuts his straw hat prices early, all will have to follow suit or lose trade. This has been the trouble in Montreal where as mentioned at the outset of this article, the public are supposed to be "badly educated" in the matter of straw hat buying.

Another Point of View

Although it is not at all difficult to find men's wear dealers who enthusiastically advocate the delaying of "slaughter sales" of straw hats until August, there are still a number who believe that August is too late to make a clearance in straws. Messrs. H. H. Engel & Co., of Hanover, Ontario, aim at reducing their straw hat stock to within very reasonable limits by July 1st, and are ready to reduce prices after that date. They consider the first week in August too late for straw hat sales reductions or no reductions.

There is a further point to be considered; however, and that is the fact that repeat orders by the merchants for

Results of **BOB LONG** Window Display Contest

WINNERS

Prizes Have Been Awarded as Follows:

CLASS A.

Merchants handling Bob Long merchandise in towns under 5,000 population.

First Prize, \$25.00 in cash — SUMMERS & FROST, Kamloops, B.C.

Second Prize, \$10.00 in cash — JAMES F. LEINSTER, Parry Sound, Ont.

CLASS B.

Merchants handling Bob Long merchandise in towns of 5,000 population and over.

First Prize, \$25.00 — JOSEPH REYCROFT, Windsor, Ont.

In announcing the winners in the Window Dressing Competition held in connection with Bob Long Week, we wish to congratulate those who, while they have not won prizes, boomed sales to our mutual benefit, and demonstrated that with the manufacturer backing up his line with real sales policy and co-operation, sales can be quickly doubled and redoubled.

QUALITY and CO-OPERATION the Keynote of Remarkable Success of Bob Long Line

We are making a line of goods that gives satisfaction to the customer, and we lose no opportunity to help the dealer sell more goods

The Bob Long Line is known. It is in demand. That is why it pays us and you to push it. Makers of

- Bob Long Union Made Gloves, Mitts.
- Bob Long Union Made Overalls and Shirts,
- Bob Long High Grade Knit Goods,
- Bob Long Hand Sewn Moccasins.



R. G. LONG & CO., Limited, Toronto, Canada

Known from Coast to Coast



Patented button-down skirt showing neat jacket effect.



Skirt upshowing suspenders which are attached to back of jacket.



Showing the convenient drop seat arrangement.

A One-Piece Work Suit that will be a Permanent Seller

HAS all the advantages of separate smock and pants — ease, comfort, durability and convenience.

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

The cotton market is jumping madly. Order before further advances are forced on us.

The J. A. Haugh Manufacturing Company, Limited

TORONTO

CANADA



straw hats are higher in price this year. This is an argument in favor of merchants holding their straw hat prices as high as possible and up till the latest possible date after which there is still time to make a clearance. In pointing this out Mr. W. A. McCullough of Queen St. W., Toronto, says "I intend to keep my prices. I never have any slaughter sales."

Many merchants while not having any actual slaughter sales will towards the end of the straw hat season, reduce prices to customers who hesitate over

buying a second straw hat, and who are worth catering to in some special way. Livinson's of St. Catherine St. W., Montreal, have this custom because the firm caters to special circles of customers in many ways, going strongly after the athletic clubs, and young men's trade, and a pleasant little price reduction at the proper time has been proved to make friends and keep customers.

Six to One and Half a Dozen to the Other

From the emphasis laid on the argu-

ments that it would be better to have straw hat sales deferred until August the writer of this article was at first inclined to feel that a majority of men's wear dealers are in support of the later date for sales, and this may really be so. But the fact remains that out of twelve sources of opinion consulted six were definitely in favor of holding off cut-price sales of straws until August, and six were doubtful, or in favor of sales in July.

Now, how do you feel about it yourself?

WHAT MAKES PRICES HIGH?—ONE FACTOR

TO the man in the Street the tax on materials coming from the States into Canada is perhaps 35¢ plus 7½¢ war tax. But it doesn't look that way to the Shirt Manufacturer—not in view of the way the tax is imposed. It doesn't look that way either to manufacturers of many other lines, nor to dealers who retail these lines.

Just take a ease in point.

One shirting man purchased a certain class of cotton in New York at 7¼¢. He estimated what the material laid down would cost. Sent out samples and sold out the line. But when the shirting was delivered the price in New York had advanced to 14¢, and it was on that price the 42½¢ had to be paid.

What then was the duty on the purchase price? More like 80¢ than 42½¢.

In this case—a little extreme, perhaps, but not the only one which could be quoted—the additional duty over what the manufacturer had figured, amounted to over \$1.00 in a dozen shirts.

Problem: Find the profit on those shirts, for the manufacturer sold them at the prices at which he had accepted orders.

The Government's aim in thus arbitrarily determining duty shall be paid not on the invoice price, but at the price holding for goods in the country of origin, at the time they reach Canada, is doubtless to prevent any cheating. Yet isn't it resulting in a cheating of the people as a whole as regards the duty they are paying—for of course contracts in advance to insure a favorable buy are a regular feature of trade.

HAMILTON FIRM'S GROWTH

The members of the present Copley, Noyes & Randall Company were all identified with the firm of John Calder & Co., who commenced business in the warehouse now occupied in the early eighties. Since then a factory has been added, and 70,000 square feet are now required for the business, which extends from coast to coast.

UNDER SAME MANAGEMENT

The Deacon Shirt Co. was established in 1903 and is still under the same management, Mr. W. B. Deacon, President, and F. S. Deacon, Secretary-Treasurer. Efforts are confined to shirts of all kinds, with the one exception of starched lines. Pyjamas, night shirts, scout suits, etc., are also made.

OPENED CANADIAN PLANT

Hamilton Carhartt Limited opened up for business in Canada in a third floor flat on Adelaide Street in 1906, on the memorial day of July 4th.

With a very small beginning it has shown a gradual growth, until to-day there are factories in Toronto and Vancouver, and branch depots in Montreal and Winnipeg.

At first efforts were confined to overalls alone, but now trousers and gloves are made and just recently there has been introduced an entirely new departure—

overalls for women. C. F. Fell came from the States to open the Canadian plant and is still here.

COTTON SITUATION IN UNITED STATES

(Continued from page 62)

Then Uncle Sam himself has become a purchaser. He sees prospects of many of his sons needing uniform clothing for months—perhaps years—to come. So Uncle Sam is ordering cotton—millions of yards of cotton. Uncle Sam doesn't pike. When he buys, he buys, this, therefore, may be considered only an opening order.

So the consumption of cotton will be greatly increased—increased without considering the vaster quantities which will assuredly go into munitions. Any saving there may be in the cutting off of exports to "Neutral" countries, who in the past have earned a dishonest penny or two by disposing of such goods, "bought for their own use," to Germany, will be small—negligible almost in comparison with this huge new demand.

No. The truth might as well be faced. Tax or no tax on raw products going into the States, or on finished products going out of its market, conditions are such that higher prices seem certain. A fifteen or twenty per cent. increase would seem likely.

STERLING NECKWEAR COMPANY TAKEN OVER BY THE KING SUSPENDER COMPANY

THE King Suspender Co. (Henry Greisman & Sons), Toronto, has taken over the stock, plant, good will and patented fixtures of the Sterling Neckwear Co., Toronto, and will operate the business under the name of the King Neckwear Co., in the present premises, 468 King St. West.

At the end of the year both the King Suspender Co., and the King Neckwear Co. will remove to the new Henry Building, corner Richmond and Duncan Sts., where, in the ample space furnished the most up-to-date system and plant will be installed, with the view of promoting the interests of both businesses.

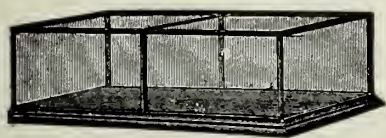
Mr. Wm. C. Mountain, former managing director of the Sterling Neckwear Co., will continue in the capacity of manager. The same selling staff will continue in the employ of the new concern.

With the careful attention of Mr. Mountain, already well known in the neckwear business, and the financial backing of Mr. Henry Greisman—extensively known through the King Suspender Co. and other financial operations—there is every reason to believe the King Suspender Co. will fill an important part in the neckwear business.

J

Fifty Years of Show Cases

IN 1867



This was the type of show case in very up-to-date stores, for all classes of merchandise.

Store fixtures and show cases have changed in fifty years from a crude attempt at display to a highly efficient service.

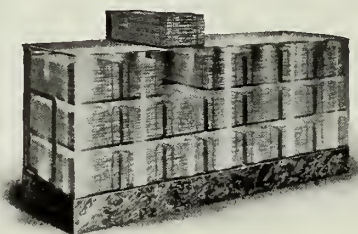
The store fixture maker of 1867 was a carpenter or a planing mill.

The store fixture maker of 1917 is a business doctor, architect and craftsman giving a service undreamt of fifty years ago.

You cannot afford to be without modern fixtures.

IN 1917

This is the type of case in up-to-date stores. Specially designed and equipped to give 100 per cent. efficiency.



SEND FOR OUR CATALOGUE

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.

OUTLINE FACTS REGARDING OLD FIRMS

OLD CLOTHING FIRM

John W. Peck & Co. is amongst the oldest clothing firms in Canada. This firm was organized in 1880 under the name of Carscaden & Peck. In 1892 Mr. Peck secured control, and the name was changed to John W. Peck & Co., and in 1903 it was incorporated into a limited company. At that time it maintained several posts throughout the West, trading with the Indian fur trappers. The business has grown into enormous proportions, manufacturing clothing, shirts, cloth caps, etc., and are also large importers of hats, etc.

VINEBERG & CO.

Established in 1884 by Harris Vineberg, the present proprietor. Formed into a limited company in 1908. First did business in the old part of the city on Notre Dame Street, but step by step have progressed until now they are in their own large building. They manufacture Progress Brand clothing, which is one of the first registered brands of clothing in Canada.

HAMILTON CARHARTT

This company began business in a very small way. On July 4, 1906 the first offices were opened in a third floor flat on Adelaide Street. Since then there has been a great increase in the scope of their activities. While at first they were only manufacturers of overalls, later developments have taken in such lines as trousers and gloves, and of recent date woman's overalls. This is a line that is showing increased activity with every passing month, and Mr. Fell who came from the United States to open the branch here, and who is still with the firm as resident manager, is of the opinion that this is one of the coming lines in the overall trade, and that it will have ceased to be anything of a novelty to see women wearing this garb by the time a year has passed. The Hamilton Carhartt Cotton Mills Ltd., is now represented by factories in Toronto, Vancouver, Montreal and Winnipeg.

COPPLEY, NOYES AND RANDALL

The business of men's and boys' clothing is one that is growing with every year and Canadian made clothes are gaining a deservedly high reputation. Among the firms that have been associated with the clothing trade for a considerable space of years is the firm of Copley, Noyes and Randall of Hamilton. The present members of the company were all associated with the firm of John Calder and Co., which commenced business in the premises now occupied by the present company in the early eighties. Since the time of the inception of the business a factory has been added, and the plant now covers a

total area of 70,000 square feet. Each department of the business is under the direct personal supervision of one of the members of the firm, which means a close interest between the retailer and the firm. The company is represented on the road by fourteen travellers, who cover the country from coast to coast.

THE WOLTHAUSER HAT CORPORATION

May 30th, 1904, the company's entire plant at South Norwalk, Conn., was destroyed by fire, and in looking around for a new location or to consider rebuilding, the factory of the Union Hat Works, Brockville, was offered. It was then in the hands of the sheriff. The hat field in Canada seemed a good one and the plant was taken over. New

CLOTH SCARCITY

Says a large manufacturer of boys' clothing:

"Our latest reports from England look as if there will be no goods for Spring of 1918."

It does assumedly begin to seem that we are to experience in Canada a shortage such as has not formerly been felt—yet the goods will come in fairly satisfactory quantities, of that we feel sure.

Moreover, a dying concern in Toronto, advises that more cloth is in their plant for treatment now than they have ever had before—Reserve stocks are evidently fairly satisfactory.

machinery was installed throughout practically the whole factory and in 1912 we decided to go to the retail trade direct.

A. R. CLARKE & CO., LTD.

It was away back in 1852 that John Clarke started the leather tanning industry which has developed into A. R. Clarke & Co. As it operates to-day, making leather gloves and other working men's lines, Alfred Russell Clarke carried on the work of development, and now his son, Griffin B. Clarke, is president and the active head of the business. Now, as at first, the place of business is on Eastern Ave., but further along the street, and the splendid factory of to-day is different from that in which tanning was first undertaken.

JONES BROS. & CO., LIMITED

This firm was founded in Toronto in 1887 by Sidney Jones, who as President is still actively connected with the business. R. J. W. Barker, the present man-

ager, was also with the company from the very first.

Starting as manufacturers of Barkers' Supplies the production of store fixtures was commenced 20 years ago. At first there were largely shelvings and counters. Indeed only in the last five years has the great development come in fixtures.

The company opened a new plant in Dundas ten years ago, and one in Montreal at the same time. Branch offices are located at Ottawa, Montreal, Winnipeg, Edmonton and Calgary.

J. EVELEIGH & CO., MONTREAL

This business was established in 1870 by Joseph Eveleigh, the present head, and has been carried on very successfully since, manufacturing trunks and bags. The business was turned into a Joint Stock Company in 1906.

DOMINION SUSPENDER CO.

The Dominion Suspenders Company was started in the year 1882 at Hamilton, Ont., where it remained two years, and in 1885 removed to Niagara Falls, where it has been continuously since.

When it first started it manufactured only two or three lines of suspenders, as in those days wants were few and simple, and as far as garters were concerned, a few dozen a year was all that was required for Canada. In fact, we had some difficulty in marketing them, as men claimed they were too feminine.

The company's business in this line now extends throughout the whole world where men wear trousers or stockings.

Wm. L. Doran, who started this business when he was less than 21 years of age, is still president of the firm which is now incorporated.

TOOKE BROS.

This well-known business was organized forty-five years ago by Messrs. Benjamin Tooke and R. J. Tooke. R. J. Tooke subsequently sold out his interest, Mr. Benjamin Tooke his brother assuming control, and under his wise direction the business has grown to its present splendid proportions. They occupy a large building in the West end of Montreal with fully equipped departments for the manufacturing of collars, shirts, neckwear, etc. They are also importers of many special lines of men's furnishings. Tooke Bros. maintain branches in Vancouver, Toronto and Winnipeg.

E. A. SMALL & CO.

This business was organized in 1886, or over thirty years ago by Mr. E. A. Small, who took over the business of Charles Huston, afterwards absorbing Wm. Ewan & Son and J. W. MacKedie. This company inaugurated "Fit-Reform" which was the first tailor-made ready-to-wear clothing in Canada. The success of the enterprise has been marked through a long series of prosperous years.

JOHN W. PECK & COMPANY, LIMITED

Interesting Sketch of a Long and Successful Career in the Clothing Trade

A HISTORY of the clothing industry in Canada since the time of Confederation would be incomplete without reference to the firm of John W. Peck & Co., Limited, of Montreal, Winnipeg and Vancouver, one of the oldest and at the same time most successful in the trade to-day.

This firm was first organized in 1880, Mr. J. D. Carscaden and Mr. John W. Peck becoming associated under the name of Carscaden & Peck. Under this name the business was carried on until 1892, when Mr. Carscaden retiring, it was changed to John W. Peck & Co., and subsequently in 1903 the firm was incorporated with Mr. John W. Peck as President.

The early history of the company dates back to the days when business was carried on largely by trading. The firm had a number of important outposts in the great North West where a thriving business was done with the Indian Fur Trappers who exchanged their season's catch for the clothing manufactured by the Peck Co. in the East. This in turn offered another sphere of enterprise for the company who converted the raw furs into fur garments.

But the march of progress changed the style of doing business and the primitive trading posts were gradually succeeded by the stores and villages and towns rapidly springing up in the West. At this time the Peck Company disposed of their trading posts to the Hudson Bay Company and developed the business into more direct trade channels.

With modern methods of merchandizing also came more modern methods of manufacturing and in 1903 the firm erected a splendidly equipped building in the north end of the city. At that time its generous proportions were expected to provide for the wants of many years, but a brief ten years later, an addition doubling the capacity of the former building, was found necessary. This modern factory contains 225,000 square feet of floor space, and is the largest plant of its kind in Canada and one of the largest in North America. Everything is of the most up-to-date description and a tour of the immense building cannot help but impress one with the splendid conditions

of light, cleanliness, ventilation and conveniences under which the large staff of employees work.

Under this large roof are housed the various departments, which now compose the Peck Company's business. First in importance, as always, is the Clothing Department, now of tremendous proportions, and including the manufacture of "Fit-Rite," their well-known brand of Custom Tailored, as well as of popular-priced clothing. Here also a large "made-to-measure" business is done.

The Shirt Department is another important branch, where are manufactured enormous quantities of high-class and working shirts of every description.

The Cloth Cap Department, one of the younger members of the community, has also developed very rapidly and a considerable portion of the building is required to accommodate this growing end of the business.

Last but not least, the Hat Department, though not belonging to the manufacturing group, occupies a very important place in the business. For many years the company has enjoyed a large and increasing patronage as importers of several leading brands of

hats of English and American manufacture.

The Peck Company, like all large and successful concerns, are believers in trade-marks and judicious advertising. Their "Fit-Rite" occupies an enviable place amongst the brands of high-class clothing, whilst their "Peck's Perfect Fitting Shirts," their "Peck's Finest Finish Caps" and many other popular brands are business assets which have done much to build up not only a phenomenally large, but an enduring business.

Mr. Peck, President of the Company, and founder of this large enterprise, for many years devoted special personal attention to Western Canada, and it is doubtful if any manufacturer has as large an acquaintance or as many friends amongst the merchants in that territory. Mr. Peck has also given his personal supervision to the purchase of Woolens and his long experience and knowledge of the trade's requirements, and big buying connections which the firm has with leading manufacturers, have been important factors in the securing of goods, especially under present trying conditions.



"NUGGET" WHITE CLEANER

For Buckskin and Canvas



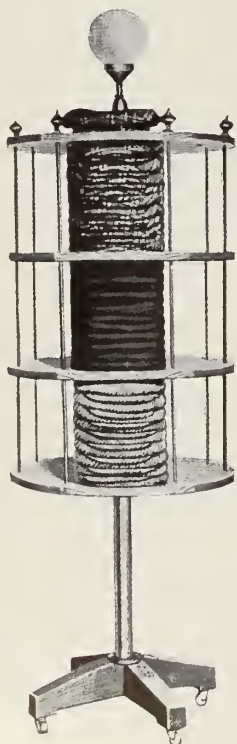
Put up in liquid form, the only satisfactory way to clean white shoes, belts, helmets, etc.

Retails at 15c and shows you a good profit.

**DRIES A PURE WHITE.
WILL NOT RUB OFF.**

THE NUGGET POLISH CO., LIMITED
TORONTO, ONTARIO

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

The favorite composition collar:

KANTKRACK
TRADE MARK
COATED
REGISTERED
LINEN

Discriminating customers are keenly appreciative of KANTKRACK Collars' superiority. The Modern Style and the really remarkable Linen-like finish make KANTKRACK Coated Fabric Collars favorites everywhere.

From a stock of KANTKRACK Collars you can free the requirements of every class of customer. There's a style to suit every fancy, but "One Grade only, and that the Best," and one price to all.



One of our many popular styles

*It will pay you to remember the
three K K K when stocking water-
proof Collars.*

The
**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 New Neckwear House!

THE King Suspender Co. of Toronto, manufacturers of the well known "EZE" and "King" Summer suspenders, etc., announce that they have purchased the stock, plant and goodwill of The Sterling Neckwear Co., Limited, Toronto, including the rights to manufacture the famous "Stay-in-Shape" patented cravat.

The neckwear branch of this amalgamation will be known as

The King Neckwear Co.

"The House of Novelties"

A large, snappy range of fast-sellers will be immediately on the road—and a few special clearing lines of interest worth waiting for.

The same staff of competent salesmen will remain on the road and under this new management you can bank on "King" cravats leading the way in value and style. Wait for the new "King" line, and thank you in advance, for your continued patronage.

THE KING NECKWEAR COMPANY

468 KING STREET WEST

∴

TORONTO

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

The demand for good, service-able Overalls and Working Gloves is increasing daily



Get your share by stocking Carhartt's—the lines with the big reputation

Increased activities in every field of production have given a noticeable impetus to the demand for overalls and working gloves.

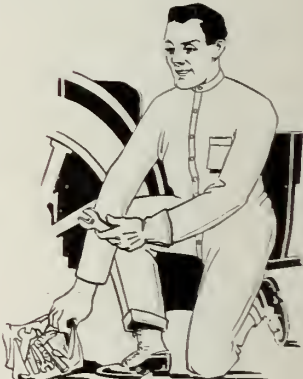


Dealers should be well stocked with such reliable lines as **CARHARTT'S**, for they will then get their proper share of this extra heavy demand.



For Carhartt Overalls and Working Gloves are made to give the utmost service under the most trying conditions. Honest Cloth, Honest Seams, Honest Stitches—all combine to make the Carhartt proposition the biggest value on the market.

Your prestige and profits are assured with the Carhartt lines. Ask us to send you samples of Overalls, working gloves, and the new Ladies' "All-over."



Hamilton Carhartt Cotton Mills, Ltd.

TORONTO UNIT

TORONTO

VANCOUVER

LIVERPOOL

MONTREAL

WINNIPEG

DUKTEX COATS

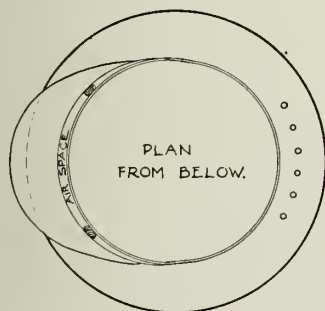
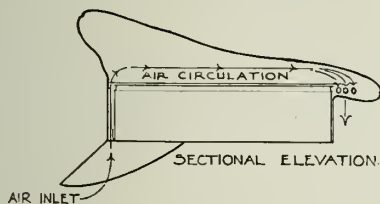
The best all round Weatherproof Coat on the market giving a dual service of rain-coat or light top-coat. Sales increasing daily. Let us submit samples and prices.

DUKTEX COAT COMPANY

322 Notre Dame Street West . . . MONTREAL



THE AEROCAP



Patented Sept. 19th, 1916, No. 17024

Just The Thing For Summer

The AEROCAP for military officers is scientifically built to insure head comfort in hot weather. Free circulation of air prevents scalp perspiration, keeping the hair healthy, and the head cool.

Made up in Khaki Whip-Cord, Gaberdine and Serge.

**EVERYTHING IN MILITARY
EQUIPMENT.**

SEND FOR CATALOG AND PRICE LIST.

OLDEST AND LARGEST MANUFACTURERS OF
MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY 320 UNIVERSITY STREET
MONTREAL, QUEBEC

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

DISTINCTIVENESS

IT is a mighty discouraging thing to offer to your trade a Palm Beach or a Cool Crash Suit that is really excellent value and then find that its superiority isn't apparent to your customer.

If you have to point out to him the different features that make the suit superior, or the little innovations here and there that differentiate it from the ordinary, your summer suit has missed the mark.

Campbell Manufacturing Co., Ltd.

Montreal, Quebec

SELLING AGENTS FOR CANADA

AT-A-GLANCE

A PALM Beach or a Cool Crash to make a quick and lasting appeal must not only be perfectly tailored but must have "distinctiveness" in actual appearance; its superiority must stand out boldly visible to the naked eye at the first glance.

It is that "distinctiveness, at a glance" idea that has enabled the C-G de Luxe line to lift our customers above all the ordinary competition and at prices that mean real volume.

Cohen, Goldman & Co.
NEW YORK



Summer Outing Clothing

We have on hand for *immediate shipment* a good stock of
Outing Trousers in

**KHAKI DRILLS, WHITE DRILLS and DUCKS
and FANCY OUTINGS at all prices**

**Also KHAKI RIDING BREECHES. Sure to be in
demand this summer**

Everything in Pants for Men and Boys

VALUES THAT DEFY COMPETITION.

OUTPUT 6000 PAIRS A WEEK

Crown Pants Company 322 Notre Dame Street, West
MONTREAL

THE LARGEST MANUFACTURERS OF PANTS IN CANADA

"Craftana"

Registered No. 262,00.



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.

Bannockburn Suits



These **BANNOCKBURN TWEED SUITS** are our specialty, and so we are able to give you styles, materials and prices which no general manufacturer can touch.

Service Counts

There's no suit on the market to-day that gives better service than our **BANNOCKBURN TWEED SUITS.**

Drop us a card, if our traveller has not called, and we will be pleased to submit samples prepaid.

The Bannockburn Clothing Co.

Wholesale Tailors

319 St. James Street, Montreal

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, O.

**INCREASED EFFICIENCY IN TIE
 MERCHANDISING**

The easier it is for a customer to see your tie displays, the oftener he will buy. Place your ties in a case that can be easily seen, arrange them neatly in ONLI-WA TIE HOLDERS and watch your sales jump. Every man is a prospective customer for a tie almost every time he enters your store, but he can't see them if they are not properly displayed.

A set of ONLI-WA Tie Holders will effect a distinct saving in time and labor and enable your salesman to concentrate on sales talk, rather than pulling down and re-arranging boxes.

Made of fine quality brass with a highly polished nickel finish and a felt base. Simple in construction, easy to handle and nothing to get out of order. Send in your order now.

The Onli-Wa Fixture Company, DAYTON, OHIO
 U.S.A.

**The J. R. Gaunt & Son
 (Canada Co.) Limited**

ARMY and NAVY
 Badges, Buttons, Swords, Khaki
 Caps, Wolseley Helmets, Solid
 Nickel Spurs, Air-tight Uniform
 Cases, Sam Brown Belts,
 Whistles and Cords, Signal
 Flags, Water Bottles, Puttees,
 Whips, Swagger Sticks, Chiv-
 rons and Arm Badges

and

**ACCOUTREMENT
 MANUFACTURERS**

Every requirement for
 Military Camp 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

TATELEC
 TRADE MARK

Raincoats

*made where our
 process is used*

Are 50% lighter

Contain no rubber

Are ventilated

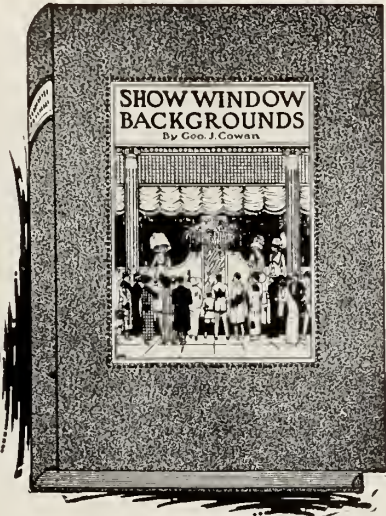
Treatment permanent

Color fast.

.....
Write for particulars.

**Tate Electrolytic
 Waterproofing
 Processes, Limited**

318 West 39th St., New York
 Jacobs Building, - Montreal



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By **GEO. J. COWAN**
 Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only \$1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- | | |
|------------------------------|--------------------------------|
| New Year's Windows. | Period Decorations in |
| White Goods Windows. | backgrounds, showing |
| St. Valentine's Day Windows. | examples of |
| Spring Opening Windows. | <i>Greek, Moorish,</i> |
| Easter Windows. | <i>Roman, Italian,</i> |
| Summer Windows. | <i>Gothic, French,</i> |
| Horse Show Windows. | <i>German, Empire,</i> |
| Fall Opening Windows. | <i>Japanese, Colonial,</i> |
| Carnival Windows. | <i>Egyptian, Mission, etc.</i> |
| Hallowe'en Windows. | Sale Windows, |
| Thanksgiving Windows. | Bas Relief Backgrounds, |
| Christmas Windows. | Stencil Backgrounds, |

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at \$1.60.

The MacLean Publishing Company, Ltd.
 143-153 University Avenue, Toronto

MILITARY GOODS PURCHASED

CLOTHING MERCHANTS AND GENTS' FURNISHERS HAVING SURPLUS STOCKS OF KHAKI SHIRTS, TIES, HANDKERCHIEFS, PUTTEES, RIDING BREECHES, ETC., WISHING TO CONVERT INTO CASH, ADVISE, STATING QUANTITY AND PRICES.

The Crown Military Outfitters
 Carlaw Building Wellington Street West
 TORONTO

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

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

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.

THE WINNERS



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

AN INCREASED INCOME

WE are in need of a representative in your district to look after our subscription business for MacLean's and The Farmer's Magazines. We will pay good money to the man who can produce the right kind of results. The position is one that carries with it a good salary for a man who has energy, enthusiasm and abilities. Just what this salary amounts to depends on how much time is devoted to the work.

ONE of our Toronto representatives during the week of March 13th cleared \$20.00 in cash. He averaged four hours a day for four days; you can do as well after becoming acquainted with the plan. For full particulars write us a line and let us tell you how hundreds of representatives are turning their spare time into money. No obligation, just say "Show me how I may increase my present income."

THE MACLEAN PUBLISHING CO., LIMITED
143-153 University Ave. TORONTO, Canada



Mr. Window Trimmer

For your show window you need the best "valances." They are the keynote of your prosperity, and you owe it to yourself and to your business to make them as attractive and profitable as possible

Aside from the beautiful effect they produce, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs. These beautiful valances are made in any combination of colors and fabrics. We have 50 different designs to choose from.

Catalogue on Request

DELFOSSÉ & COMPANY, Offices and Sample Rooms: 249 Craig Street West
Factory: 1 to 19 Hermine Street, Montreal
Largest Eastern Manufacturers of Window and Store Display Fixtures, Bust Forms, Wax Figures, Etc.

Canadian Representative for
The Famous French Wax
Figures of Pierre Imans,
Paris

LARGEST CANADIAN DEALER
ADEL 760 WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

WELL ESTABLISHED MEN'S FURNISHING business for sale. Best class section for men's trade. Favorable lease. Exceptional reasons for transfer. Stock can be readily reduced. Wreyford & Co., 85 King St. West, Toronto.

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.

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

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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



DOMINION RAINCOATS

Some of the Newest
Productions for 1917-18

MADE IN CANADA



"MAXWELL"



"SOMME"



"TRENCH"

*Write to our nearest branch for full
information as to prices and cloths.*

Canadian Consolidated Rubber Co., Limited

Head Office: Montreal

Service branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Brantford,
London, North Bay, Fort William, Winnipeg, Regina, Saskatoon, Edmonton, Calgary,
Lethbridge, Vancouver, and Victoria.

ARTKRAFT



TOOKE COLLARS

20^c each
3 for 50^c

Three
distinctive
styles



The above is a reproduction of the show-card just produced, showing our latest self-conforming collars. *Ready for delivery.*

TOOKE BROS., LIMITED

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII.

PUBLICATION OFFICE: TORONTO, AUGUST, 1917

No. 7

An Easy-Sliding Tie

The neckband of the "Shure-two-Slip" cravat is smooth satin on both sides—thin yet strong, tailored straight where old style ties are cut on the bias.

It slips freely at a touch.

As a result, the tie wears longer, holds its shape better, always looks neater.

It is the newest tie creation—an end to cravat tying troubles.

Your customers will appreciate this feature—they will appreciate, too, the wide range, novelty patterns, and splendid quality offered in all Reid Cravats.

Reid's
"Shure-two-Slip"
Cravat
Pat. May, 1916.



A. T. Reid & Co., Limited

TORONTO

*Makers of Reid's Real Bengaline Ties
in 40 Plain Shades*



TATELEC DEFIES THE ELEMENTS

This wonderful proofing process makes any fabric *absolutely non-absorbent* without filling up the pores, increasing the weight, stiffening or affecting color or strength. Ventilation is maintained.

We are proofing successfully for United States and Canadian Governments:

| | |
|-------------------------|------------------------------|
| TENTS & AUTO TOPS | SAILS & SALVAGE COVERS |
| AWNINGS, FLAGS | MACKINAW & SHEEP LINED COATS |
| BATHING SUITS & CAPS | SPORTING CLOTHING, GLOVES |
| BLANKETS, SLEEPING BAGS | CLOTHING & RAINCOATS |

Garments proofed by this process will give absolute satisfaction. Ask for them when buying your Rainproof Coats or Clothing.

Send for samples or particulars.

Tate Electrolytic Waterproofing Processes, Limited
Jacobs Building, Montreal 318 W. 39th Street, New York

New Forms to Stimulate



Your Clothing Business

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.

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

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
ADEL 760
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

FURNISHING FIXTURES FOR SALE.

COMPLETE OUTFIT FOR FURNISHING store, wall shelving, tables, mirrors, etc., quartered oak, slightly used. For particulars apply to Jones Bros. & Co., Ltd. (Western), 437 Main St., Winnipeg, Man.

He's Fitted!

*Everyone can be
with the Cooper*

"Three-in-One" Cap



This "Three-in-one" patented feature makes each cap self-adjustable to three sizes. A 6¾ will fit a 7 head.

Think what this means to you! You will not have to send customers away because you have not their size. You will not have off-sizes left on your hands.

In Cooper "Three-in-One" Caps there are no off-sizes

Cooper Caps give you the utmost in value. Having bought our materials over a year ago, we are able to offer not only the widest, most attractive range, but the best prices on the market.

**Hold your order until
you see our travellers**

Examine their Samples. Note the value—the wonderful "Three-in-one" model—the prices. Then order at once. Make sure of your requirements.

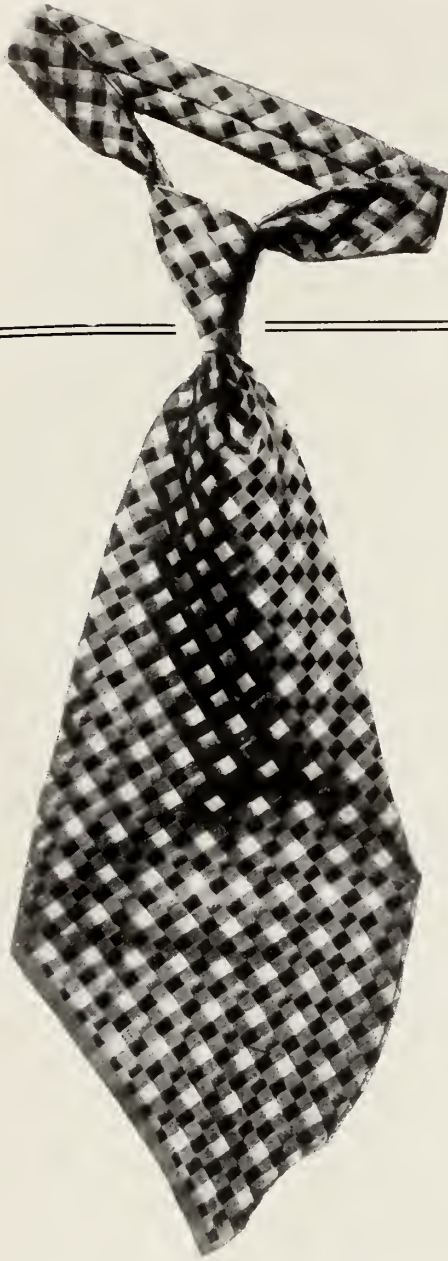
"Three-in-one" never blows off.

COOPER CAP COMPANY

COOPER BUILDING, SPADINA AVE., TORONTO

Milne Neckwear

FOR FALL



Order
Christmas
Cravats and
Mufflers
Early

We have
splendid
ranges to
show

We still have a big line of Italian Silk Ties for Fall in Basket Ground, as shown at the left, and in many other patterns. Wonderful value at \$10.50.

The old quality in real Swiss Silks in all-over patterns, as indicated at the right, for \$5.50.

See Milne ranges for the utmost in value.

WILLIAM MILNE

50 York Street - TORONTO

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

Style-Craft

TAILORED CLOTHES

Special Order Outfits

FALL 1917

READY THIS MONTH

This season you must have a service that you know is dependable. Shortage of stock caused by market conditions is a serious handicap to the majority of special order tailors. Our showing for Fall is based on materials that are actually in stock and that were purchased at very close to pre-war prices.

Here, then, is a service that you can depend upon for values, for deliveries, for workmanship and varied assortment of cloths.

STYLE-CRAFT Special-Order outfits are supplied free to responsible merchants who are given the exclusive agency for their territory and in return we ask that needless duplication of outfits, a practice of sinful waste, be avoided.

Your request for Outfit should be in at once, as the supply is limited.

E. G. HACHBORN & CO.

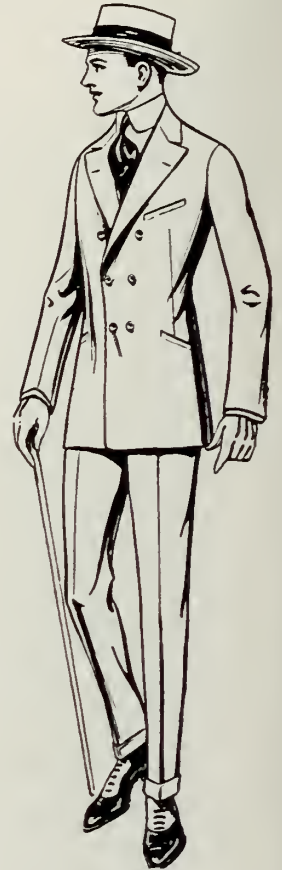
50-54 York Street, Toronto

They'll bring the men to your store

The exclusive design, the perfect fit and the stylish finish of the clothes for men and young men which we are now showing is going to bring bigger and brisker business to men's wear dealers everywhere.

When we tell you that MR. GEO. A. BEECKEL, FOR NINE YEARS CHIEF DESIGNER AND SUPERINTENDENT OF B. GARDNER & CO., AND A PAST MASTER IN THE ART OF DESIGNING CLOTHES THAT SELL, HAS RECENTLY BECOME A DIRECTOR OF OUR COMPANY, you will readily see that we are out to set a good hot pace in exclusive tailoring at moderate prices. Mr. Beeckel will take an active part in designing and superintending every suit leaving our workshops. So we can promise our representatives something different—something that's always just a bit ahead of the other fellow.

Connect with us right now and speed up for the coming season's selling. Let us send you models and swatches from the large stock now on hand. You'll like them. So will your customers.



Union Clothing Co., Ltd.

285 Notre Dame Street West
MONTREAL

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

Plan now for bigger Military Business!



The raising of Canada's new battalions by selective draft or otherwise will give added impetus to the dealer's military sales in every community.

A stock of MILLER MILITARY LINES is just what you need in order to turn a big slice of this profitable trade to your store. Miller quality and Miller value have set the pace. Why not link up with the lines that have made good, the lines that give results?

**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

The Miller Walking Breeches

Tommy's big favorite. Stock up and get things going by means of one of our striking Show Cards here illustrated. *Prompt ordering means prompt deliveries.*

Send yours now.

We can supply you with Regulation Cadet Uniforms, Officers' Drill Fatigue Uniforms and Khaki Drill Slacks.

Immediate Deliveries.

MILLER MFG. CO.
LIMITED
*Makers of the
Famous Miller Breeches*
44 YORK ST. TORONTG

Canadian Headquarters for
**White Duck Pants
Palm Beach and
Summer Clothing
Dusters and
All Duck Clothing**

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

Col. MacLean was in Germany When War Broke Out

HOW he got out, what he saw, heard, learned and concluded, he tells in the August number of MACLEAN'S MAGAZINE. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe — diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions.

In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will

find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidance by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

- The Dangers Ahead. By John Bayne MacLean.
- The Menace of Canadian Titles. By Joseph Martin, M.P.P.
- Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.
- Frenzied Fiction for the Dog Days—(Done by the Dipperful.)
By Stephen Leacock.
- The Human Side of Conscription. By H. F. Gadsby.
- Winning the War in the Air. By Agnes C. Laut.
- A Circus Story. By L. B. Yates.
- Mam'selle Butterfly. By Arthur Beverly Baxter.
- The Captain of the Susan Drew. By Jack London.
- An Andy Doolin Yarn. By Hopkins Moorhouse.
- A Detective Story. By Robert E. Pinkerton.
- The Gun Brand. By Jas. B. Hendryx.
- Canada's First Woman Member.
- Economy in Preserving and Canning.
- Women and Their Work—A New Department. Review of
Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

**At All News-Dealers
15 cents**

New Fall Neckwear Creations

Brilliant Range of Popular Silks
from the World's Markets

EXQUISITE STYLES

Our \$5.50 Range
is a Strong Feature

Others
\$4.25 to \$7.50

*Salesmen now out showing
this splendid Fall line*

FOR SALE ONLY BY

Crescent Manufacturing Co., Limited
Montreal

Sample Rooms—Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax

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

Give your customers one of these hat cleaners with your own name and address on it



Just the thing for the Soft Felt Hat

It will be an every-day reminder of your store and of the service you give. We make these Hat Cleaners in a variety of felt shapes. Send for samples.

Complimentary Advertising Articles Co.
P.O. Box 456 - Montreal, P.Q.

Tone up your summer sales with a stock of these seasonable sellers

Nainsook Union Suits, \$6.50 and \$8.50.
Knitted Wool Bathing Suits, \$39.00.
French Model Suspenders, \$4.00.
English White Flannel Trousers, \$3.50.
Tress' Tweed Hats.
English Black Cashmere Socks, \$4.50.

Correct Military Accessories at Special Values

The "Glengardeau" Trench Coat.
The "Emcodine" Trench Coat, lined oil, detachable fleece lining.
Tress' Service and R. F. C. Caps.
Fox's Puttees at \$22.50 and \$24.00.
Khaki Ties and Handkerchiefs.
Khaki Wool Socks at \$4.50 doz.

Every Requisite for Aviation.

FOR YOUR FALL DISPLAYS.

Young & Rochester's Taffetas, Shirts and Pyjamas.

Wreyford & Co.

Wholesale Men's Furnishers and Mfrs.' Agents
85 King Street West Toronto, Canada

Get more results from your window trims



Our up-to-the-minute fixtures and artificial flowers make effective window trims easy.

Shirts, collars, gloves or any other

lines will look 100 per cent. better when displayed on Dale Fixtures and "set off" with a neat arrangement of Dale Artificial flowers.

Show your stock up to the best advantage. We carry a complete line of dress forms—just the thing to display those stylish suits on. Drop a card for full particulars.

DALE WAX FIGURE CO., Limited

109 King Street East
Toronto, Ontario

Montreal Office
142 Bleury Street

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.

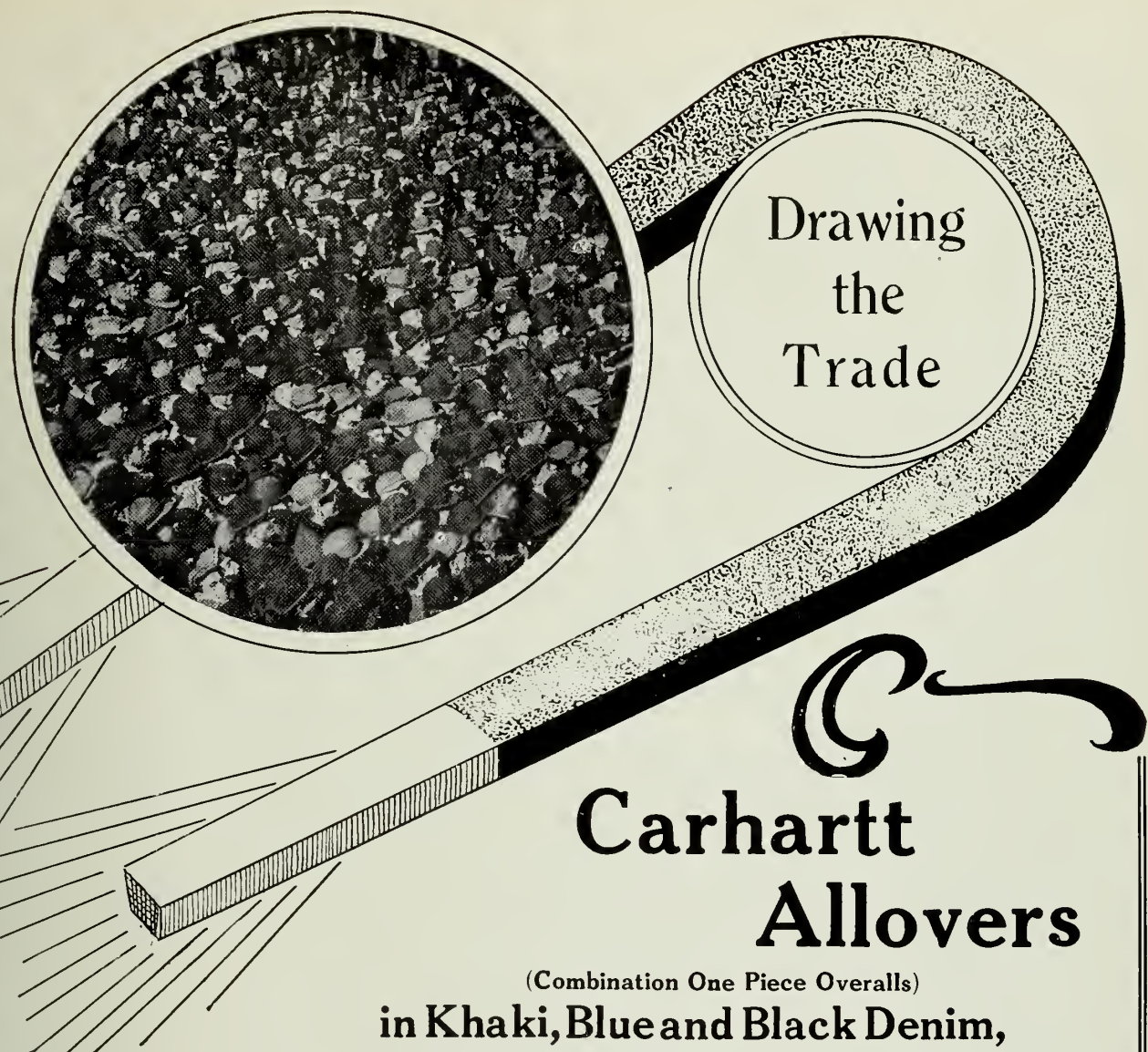
DAVIS BROS.

MANUFACTURERS

HAMILTON - - - ONTARIO

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

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



Carhartt Allovers

(Combination One Piece Overalls)

**in Khaki, Blue and Black Denim,
\$28.00 and \$33.00 per dozen.**

We are prepared to make immediate deliveries on any of these numbers.

WORKING PANTS

in Cottonades, Khaki and Corduroys. Ranging from \$16.50 to \$35.00 per dozen.

Order sample shipment of our \$16.50 Leader a dark hair-line stripe.

TERMS: 2% 10 days. 1% 30 days. 60 days net

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.

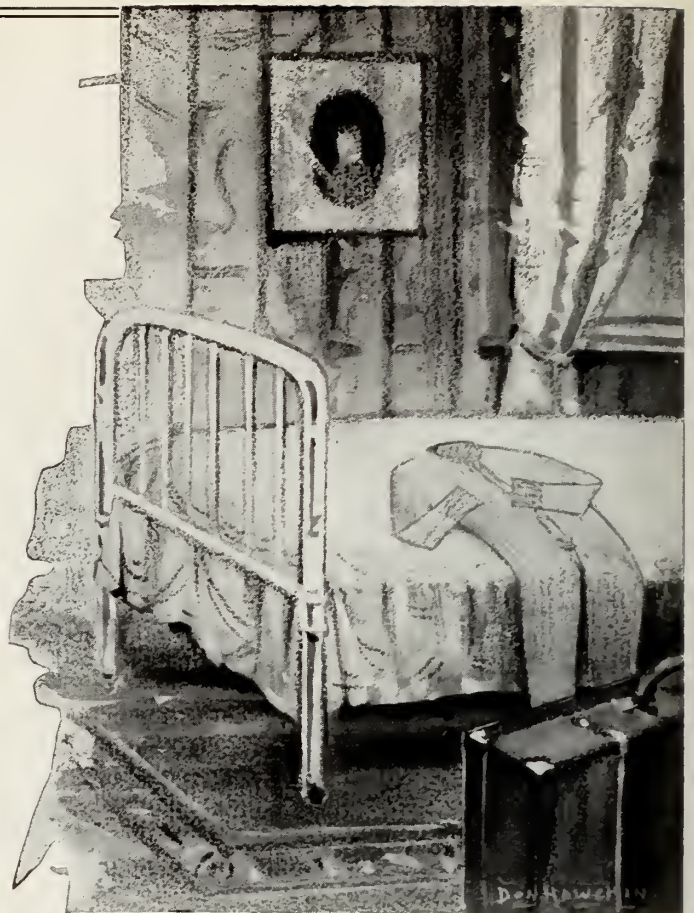
5 Sales-Making Features

Your sales of Men's Underwear are going to be larger this coming season if you push "Imperial," the five-feature line. Lap-Seam Shoulders wear longer and will not chafe; Comfort-Fitting Collarette fits closely without rubbing; Snug-Fitting Flap gives a neat front; Closed Crotch gives plenty of room without bunching of material; Improved Knit Cuffs and Anklets fit snugly at wrists and ankles.

These features make a strong appeal to men, and they provide real comfort and service.

Let "Imperial" boost for you this Season.

Kingston Hosiery Co.
Kingston, Ontario



It is not yet too late to get your stock of

BROTHERHOOD BROWNIE OVERALLS

There is a big demand for Brotherhood Brownies this year. Mothers of both the rich and poor kiddies are beginning to see the advantage of letting the youngsters "run loose" a little.

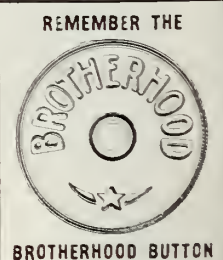
And Brotherhood Brownies are made to stand the abuse they are sure to get from the children. In fact the whole "get-up" of the Brotherhood Brownie is pleasing. They're right and your customers will be pleased if you will "put them wise."

Send in your order now and be sure of this extra Summer trade. Sold direct from maker to merchant—you get the jobber's profit.

Write us to-day.

H. S. PETERS, LIMITED, WELLAND, ONT.

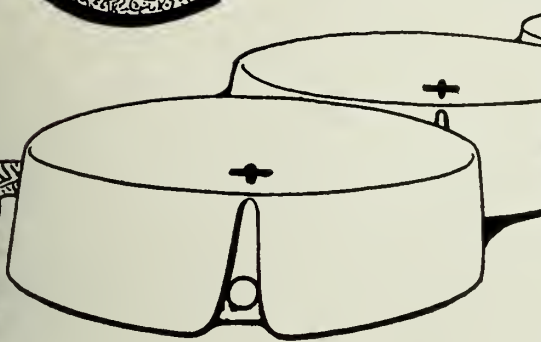
The complete Brotherhood Line Includes Overalls—Smocks—Auto Suits—Munition Coats—Mechanics' Aprons—In all styles and colors.



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

CHALLENGE

BRAND



His dealer sold him
an "Arlington."

For the man that
perspires freely

—the big-bodied, big-necked man—
the ordinary laundered linen collar
is out of the question during the
sultry summer days.

To such a man the ARLINGTON
WATERPROOF COLLAR is a
necessity. It gives him a clean, neat
appearing "linen finished" collar
every day, a collar absolutely imper-
vious to perspiration or dust and this
without the usual heavy laundry bills.

Get the fat men of your community
acquainted with ARLINGTON Col-
lars. Show them how an ARLING-
TON will solve that collar wilting
problem and at the same time look as
dressy as an ordinary linen collar.
ARLINGTON profits are good.

*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



Hosiery that you can sell and recommend

Hosiery that bears the name
MONARCH-KNIT — a name
famous for the quality it guaran-
tees and for the well founded
reputation back of it.

You'll find

Monarch-Knit Hosiery for Men

a good, easy-selling line — and
the value every pair represents
will maintain your customer's
confidence in
the line you
carry.

And Monarch-Knit Hosiery for Women

Here too is a selling line well
worth your consideration. A
stock of Monarch-Knit for
the fair sex will enhance the
popularity of your store. It
will get you the good-will of
the women—a fact that's
bound to have a favorable
effect on your business.

And there's big profits in it
too.

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 New Range Almost Ready

THE
Lang
SHIRT

The reliable line

As a result of buying well ahead, we have in our Spring, 1918, *Lang* range, not only patterns, but colors of which we feel proud.

You will appreciate the patterns. You can rely on the colors.

Our Specialty is fine quality Shirts made up for retailers under their own name. The workmanship, the quality, the design in these *Lang* Shirts is such as you will like to have connected with your name.

Look for our Samples.

The Lang Shirt Co., Limited
 Kitchener, Ontario





Parents
and
Youngsters
Like
**Lion
Brand
Bloomers**

A stock of these stylish, neat-fitting, long-wearing boys' bloomers will tone up sales in your juvenile department. There's a good profit and a satisfied customer in every sale.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

The J. R. Gaunt & Son
(Canada Co.) Limited

ARMY and NAVY
Badges, Buttons, Swords, Khaki Caps, Wolseley Helmets, Solid Nickel Spurs, Air-tight Uniform Cases, Sam Brown Belts, Whistles and Cords, Signal Flags, Water Bottles, Puttees, Whips, Swagger Sticks, Chivrons and Arm Badges

and

**ACCOUTREMENT
MANUFACTURERS**

Every requirement for
**Military Camp 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

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

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.

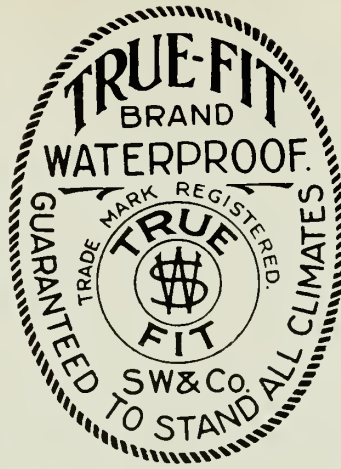
Patented Nov. 20, 1916

**MILLER AND
COMPANY**

Sault Ste. Marie, Ontario



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



A Word of Sound Advice

Twenty-five years' practical experience in the manufacture and sale of

WATERPROOF COATS FOR MEN

has proven to us that Single Texture Fabrics do not give satisfactory wear.

Our range for the coming season, therefore, comprises only Fabrics of Double Texture, so safeguarding both dealer and wearer.

Unequalled buying facilities by reason of our affiliation with the Premier Waterproof & Rubber Co., Limited, the largest exclusive waterproofing house in Great Britain, puts us in a very enviable position as regards materials and deliveries.

ALL TRUE-FIT BRAND GARMENTS will be made of BEST ENGLISH DOUBLE TEXTURE MATERIALS, and we can *positively guarantee delivery* from well-selected stock at present in our Montreal and Manchester Warehouses.

We are Sole Agents for Canada for the AQUATITE BRAND Gentlemen's Yarnproof Coats and are also in a position to book orders for import or immediate delivery from stock.

Our Salesmen will shortly be on their respective routes, with a full range of these High-Class Garments.

Samuel Wener & Co., Limited

Sommer Building

Montreal, Quebec

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

Season 1918 Samples Now Ready

Canadian Panama Hats are carried by the leading Canadian Jobbers. Retailers will find 1918 an even bigger Panama year than 1917, and to make sure of stock should order from their jobbers at once.

Styles, workmanship and
prices will please you.

Canadian Panama Hat Company, Limited

Manufacturers, Importers and Exporters

345 to 349 Adelaide Street West

-

TORONTO



TRADE MARK REGISTERED

new **2** ones

The King - **EMPIRE** SUSPENDER
The King Security SUSPENDER

BOTH SELL FOR **50¢**

YOU need big, extra value 50c suspenders!

Here they are—*two of them*—with the old-time profits you've been longing for.

!! There is no excessive royalty to pay on this **!!**
 construction—*that saving goes into your pocket!* **!!**

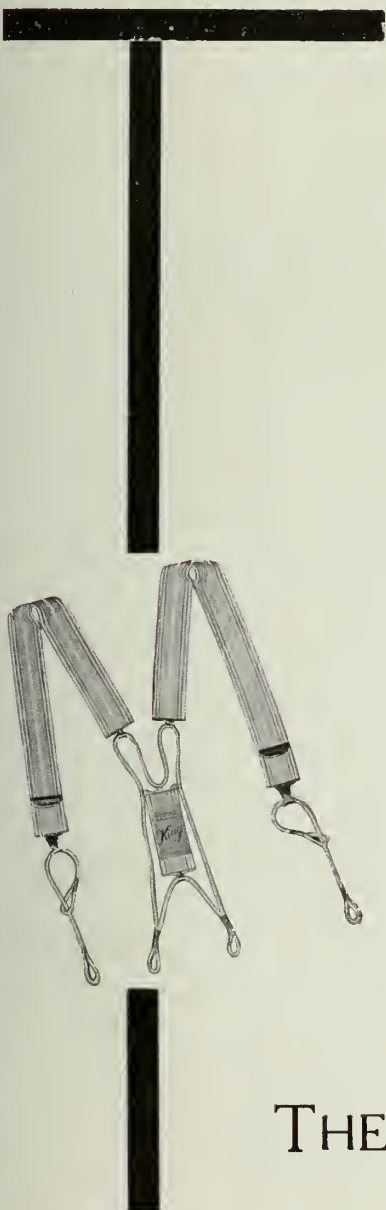
Both the "King Empire" and "King Security" have easy-sliding, toughened, glazed cords and pulleys, as photo. Sure comfort for your customers. Superior elastic webbing—light or heavy—smartest patterns.

Heavily lacquered gilt metals.

—and in two of the niftiest half-dozen, high-colored boxes you've seen for many a day, with two-color show card enclosed.

AT TWO KING PRICES THAT WILL GIVE YOU A PLEASANT SHOCK.

We'll send sample box of each by mail if you say so—or make sure our salesmen place a trial order!



THE KING SUSPENDER COMPANY
 TORONTO - - CANADA

The Businessman's Mind

BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

The happy thing about it is that the business man—manufacturer, jobber, retailer—can have the far outlook—this by the reading each week of a newspaper with a far outlook—

The Financial Post OF CANADA

This is a business man's paper—it is a paper for bankers, for investors, for trustees, for financial men. But it is also a newspaper for **merchants**, very much so.

Merchants need to know markets and market tendencies and market factors. They need to know conditions, local and remote. They need information to buy right and to sell safely.

And the knowledge they need they can have for the insignificant sum of \$3 annually.

THE FINANCIAL POST is a most readable paper—positively enjoyable to the layman reader. It makes any man broader minded, and every business man a better business man. Growth in bigness at \$3.00 a year!

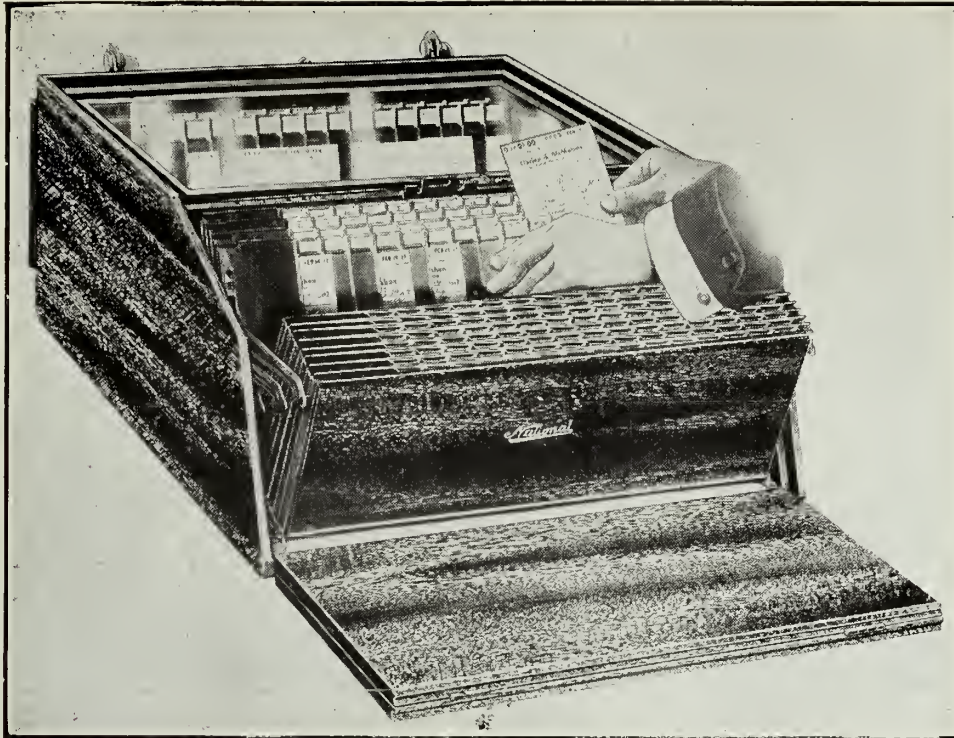
Send for free sample copy to the Publishers, or sign and mail attached coupon.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name.....

Address



NATIONAL CREDIT FILE

—An Accepted Success

Already a large number of National Credit Files have been sold. We are daily receiving letters of endorsement. We are convinced our new File is the best system devised for keeping charge accounts. The following are a few of the outstanding features:

- (1) Permits quick balancing of charge and received on account slips.
- (2) Provides a safe place for petty charge slips.
- (3) Proprietor has personal control over all charge accounts.
- (4) Removes temptation.
- (5) Compact fire-resisting, enamel-finish cabinet. No chance of losing charge slips as they are locked as securely as in a safe.

The National Credit Files are made in different size units to fit any business whether the accounts number fifty or five thousand.

It is of the utmost importance for every merchant who does a credit business to investigate this new File.

Write us to-day and we will see that a demonstration is given you by one of our representatives.

**The National Cash Register
Company of Canada
LIMITED
CHRISTIE STREET
TORONTO**

— COUPON —

NATIONAL CASH REGISTER COMPANY OF CANADA,
LIMITED.

Please send me further information concerning your new Credit File. This request places me under no obligation.

Name

Address

Business

No. Charge Accounts

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



SYCURA

the Ideal Flannel for Men's Wear

This cloth is a delightfully soft finish, and produced in 40 attractive designs. Sycura is specially suitable for Gents' Shirts, Nightshirts and Pyjamas, as it will not shrink, and the colours guaranteed fast. All Gents' Outfitters should stock this tested flannel with a reputation of a quarter of a century.

Pattern range and feelers are sent free of charge.

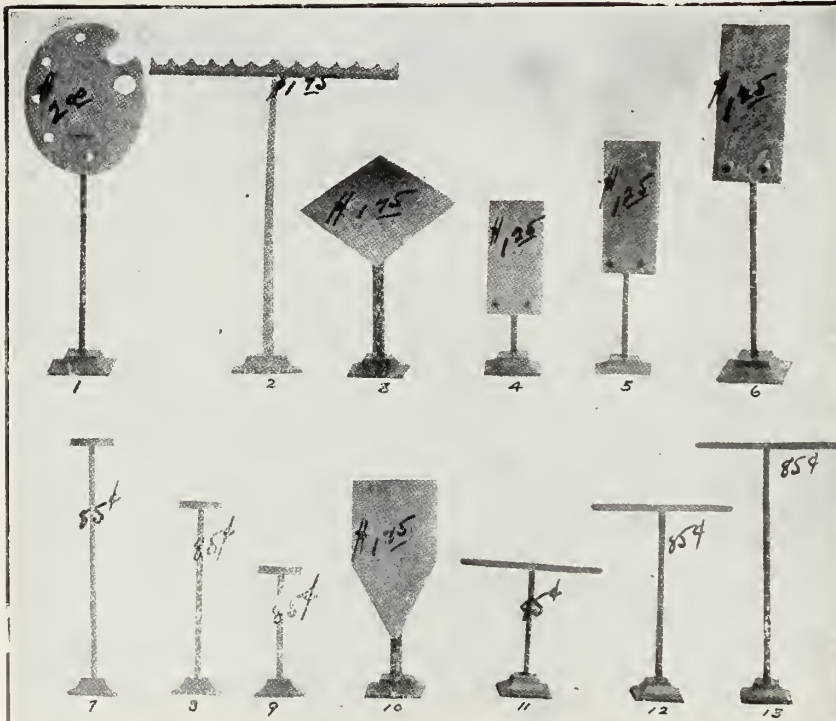
SOLE PROPRIETORS:

The Lanura Co., Ltd., Leeds, Eng.

AGENT FOR CANADA:

Mr. J. E. Ritchie, 591 St. Catherine St. W., Montreal

Taylor - Made



Taylor Wood Display Fixtures

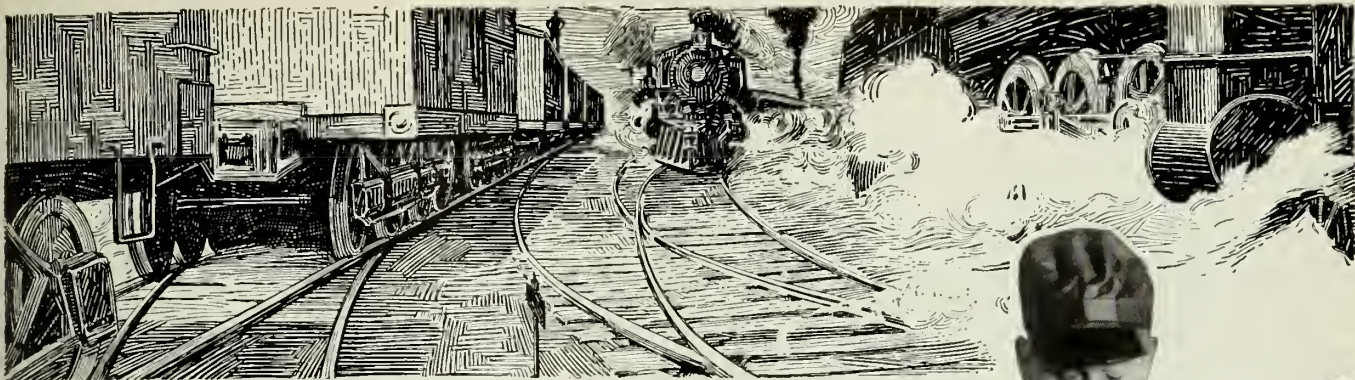
— the very thing that every window man will appreciate. They offer a splendid scope for individual and attractive display.

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



You know
Stifel's Indigo Cloth

standard for over 75 years

which since the first railroads
 has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS



Now meet
Miss Stifel Indigo
the new kid glove finish cloth for
WOMEN'S OVERALLS AND
WORK CLOTHES

Miss Stifel Indigo has the same
 business-getting profit-making
 qualities in her makeup that made
 her "big brother" the big factor
 he is today in the overall world.

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 woman'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 customers' guar-
 antee 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.
 Baltimore.....Coca-Cola Bldg.

San Francisco
 Postal Telegraph Bldg.
 St. Joseph, Mo.
 Saxton Bank 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.

*Miss
 Stifel
 Indigo*

J

The New Way System



Now being adopted by all modern stores.

Interchangeable Units for Furnishings, Revolving Wardrobes for Clothing, Hats and Furs.

The only efficient and economical system of Store Fixtures that will absolutely reduce overhead and increase sales.

One of our representatives is in your neighborhood. Let him explain the system. A post card will bring him.

See description of Canada's latest New Way Store in this issue.

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.

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7

TORONTO, AUGUST, 1917

No. 8

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*
H. V. TYRRELL, *General Manager*

H. T. HUNTER, *Vice-President*
T. B. COSTAIN, *Managing Editor*

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

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

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MEN'S WEAR REVIEW

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C. W. Byers, *Western Representative.* R. L. Netherby, *Ontario Representative.*

CHIEF OFFICES.

CANADA—Montreal, 128 Bleury St., Southam Bldg., Telephone Main 1004. Toronto, 143-149 University Avenue, Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

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, 111 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, \$2.00 a year; United States, \$2.50 a year; Other Countries, \$3.00 a year; Single Copies, 10 cents. Invariably in advance.

Wait for the Christy Man

See the stylish, customer-winning models in Christy Soft Hats and "Stiffs" that our travellers are carrying to you this month.

We do not need to enlarge upon the merits of the Christy line. You know them. Your trade knows them. They are known wherever hats are worn.



OUR TRAVELLERS:

F. H. MAULSON—main line Western Ontario.
 HERBERT GARRETT — Central Western Ontario.
 WILLIAM BEWLEY—Northern Ontario.
 HARRY BASTEDO—Western Provinces and British Columbia.
 HAROLD CROUCH—Eastern Ontario.
 I. I. BOND—Maritime Provinces.
 FRED STANLEY—Territory Adjoining Toronto.



"If it's new we have it!"

See list of our representatives herewith. Then postcard us for an appointment, also ask for quotations on MILITARY headwear. We maintain our own factory on the premises.

**Ansley Dineen
 Hat and Fur Company,
 Limited**

52 Wellington St. W., Toronto



Men's Wear Review

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

VOL. VII.

TORONTO, AUGUST, 1917

NO. 8

FEATURES OF DOWLER BROS. NEW WINDSOR STORE

The Very Latest in Fixtures, Giving Maximum Display and Enabling Quickest Service—Effective Unit Display and Show Case Arrangement
—Boys' Department.

WITH even greater facilities for the attraction and handling of trade, the R. H. & J. Dowler store at Windsor, Ont., has been opened, and

truly proves a worthy addition to the Dowler line of stores, others of which are located in London and St. Thomas. Typical of all that is modern in store con-

struction and furnishing, the opening of this store is an event of particular interest, indicating as it does the development of the men's wear trade from that



The clothing fixtures have already proved their worth. In one house, when a clerk was left alone, he sold six suits. Quick handling must indeed have been possible.

standpoint. For this reason alone, a visit to the new Dowler store would be amply justified and worth while, but for the benefit of those who cannot avail themselves of such an opportunity, we will herewith offer a description of the store along with some illustrations.

The outstanding features of the Dowler store are, firstly, the combination of ready-made clothing and furnishings. Secondly, the fact that the store caters to the boy, for whom a special section, more or less secluded, has been reserved. And lastly, the completeness of the fittings and appointments, including try-on rooms, toilets and ladies' room.

With such equipment as has been placed in the Dowler store, display reaches its maximum effectiveness, and one glance at unit displays effectively arranged on cases showing furnishings behind glass, is sufficient indication of the latest accomplishments in this line. Everywhere the eye touches, the element of display is the prominent feature, and almost equally noticeable is the fact that with few exceptions the furnishings are behind glass and not exposed to dust, thereby making an attractive combination of protection and display.

Such equipment, indicative of orderly arrangement with a separation of departments and a maximum of display value, promotes sales through the accompanying ease in handling stock, and thereby brings best results in merchandizing.

Store Front Embodies Good Display

Commencing with the front of the Dowler store, the first impression of the embodiment of the most modern display methods is the construction of the store front. The entrance is very deep, being double the depth of the old store which Dowler Bros. took over. 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 Hat Cabinets

To the left, on entering the store, are two glass-covered new-way cabinets, with nickel-plated brackets for displaying hats. One of these cabinets is used for stiff and the other for soft hats, or any other combination desired, there being a separate bracket for each hat.

Men's Suits

Next in order down the left of the store are four units for the display of men's suits, fitted with interior double racks revolving and adjustable. A section containing a handsome triplicate mirror is located between the third and fourth cabinets and two dressing rooms are placed behind the mirror.

Following on down are three more similar glass cabinets fitted with single racks, for the display of men's overcoats.

Furnishings Display Good Taste

Above these cabinet units of men's clothing and hats, a handsomely panelled wall can be seen, which, in combination with a panelled ceiling and curtain furnishings with the name "Dowler" worked in, add a touch of distinction to the in-

door appearance of the store.

A toilet is located in the rear of the store in the left hand corner, and right across the back of the store is located part of the boys' section, consisting of clothing cabinets with revolving racks similar to the men's clothing cabinets. Rather a novel arrangement is the construction of an overhead office above the fixtures in the back of the store. The railing of this office is used as a display unit, making a fine impression from the store floor. Under this balcony are located boys' washables in sizes from 21 to 29.

Boys' Department

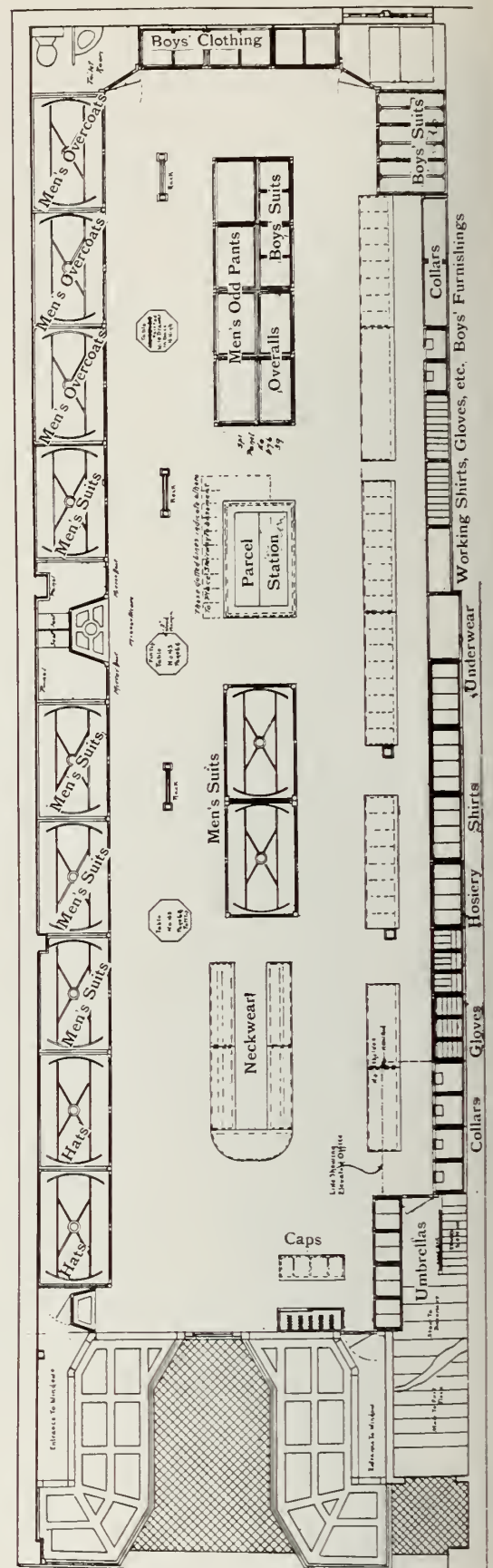
In the corner on the right hand side is a secluded spot for boys to try on clothing, and the first unit on the right hand side coming up the store is a unit for boys' suits with similar equipment to the cabinets across the back of the store.

A series of glass-topped cases fitted with shelves and drawers are placed before the wall display cabinets, and in order are units of boys' furnishings, consisting of collars, gloves, shirts, etc. The keeping of boys' collars in the boys' section is worthy of note.

Next in line are men's furnishings, comprising underwear, work shirts and working goods, fine shirts, hosiery, gloves and collars. All the show cases are glass-topped, and in most cases are fitted with two or three glass shelves. For the shirts 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 plan is adopted in the cap cases located on the right when entering the store, consisting of draw-out sections separated by wire guards. A suitable umbrella fixture is also located to the right just in the rear of the hat cabinet.

Display in Wall Units

The various wall units, displaying the lines previously enumerated, and located along the right hand wall extending from the boys' department to the store front, all combine the best elements of display and protection, for each particular line is displayed behind glass. Shirts are arranged in glass-fronted



Ground floor plan gives general idea of departments. The Toilet room is an innovation which has unquestionably proved worth while. Visitors from out of town appreciate the convenience offered.



The fine front of Dowler Bros.' new Windsor store gives scope for splendid trims—Note how the very back of the store shows through the doorway, so good is the lighting.



The trims in the show cases as well as the splendid fixtures are deserving of attention.



A Summery Appeal

A NICE Shirt and Tie Trim, with just enough other accessories to give variety. The use of Shirtings in the piece is very good—especially the draping at one side. The price cards, too, are attractive—not too large, yet telling the story, making the appeal. Variations of such a trim could be used to advantage in many stores, whether in large city or small town.



Here too the splendid use made of the splendid fixtures is deserving of attention. The unit trims in the wall cabinets and show cases do their part toward creating the desire to buy. The display case, acting as railing for the office, situated over the cabinets at the back, is to be seen—though dimly—in this illustration.

cabinets as well as on shelves in the show case; gloves are arranged in little glass compartments where they can be readily seen. Next follows underwear in pull-out trays, and hosiery. Collars follow, and to each style is devoted a separate and illuminated compartment in show cabinets in various sections.

When used throughout, the display of the various lines behind glass in the manner described is a wonderfully attractive feature, to say nothing of the protection to stock.

On the top of the cabinet units all the way around the store are arranged unit trims of the lines displayed in the cabinets beneath, and the show case displays are also a strong feature.

Neckwear Show Case in Centre

In the centre aisle there is located a unit for neckwear, consisting of a wide case with double oval ends, 5 feet wide, and two square show cases at each end at right angles. The show cases have glass tops, adjustable plate glass shelves, and are lined with dark green felt. This unit is used for the display of neckwear both inside the cases and on the cases, which are fitted with drawers. The oval cases give a much more inviting appearance than would the abrupt square cases, to the customer entering the store.

Behind this is another unit for men's suits consisting of two cabinets fitted with revolving holders and plate glass tops. Each cabinet is designed to hold two hundred men's suits.

Further back on the side towards the boys' furnishings are located two sections for boys' suits, fitted with revolving racks. Opposite the working goods section are two sections for overalls and working outfits, while the other half of the unit consists of four sections devoted to men's odd pants which faces the three overcoat cabinets previously mentioned. For handling these lines there are trays that pull out, while the doors disappear.

Throughout the store the woodwork is of quarter-cut oak in a fumed finish, and makes an artistic combination with the similarly finished display cases of the "new-way" type, and the panelled walls and ceilings. This arrangement, combined with many minor furnishings for the shopping comfort of the customer, is a big factor in attracting and handling trade. The store front with its art glass transom, is similar to the fine Fisher store in Ottawa.

Some new fixtures are being installed in Grafton & Company's London store.

MATCHES AND MEN'S WEAR

Simple Idea With a Good Deal of Knowledge of Human Nature About It Advertises Montreal Store

MOST men need a match now and then, though few men will admit that their match can be found easily. Rod Sangster, Jr., St. James Street, Montreal, who does a high class business on that financial street of the historic city, makes many a friend for his store by the simple expedient of having a box of safety matches to hand out to customers. The match box bears his name, and address, and the name of an exclusive brand of men's wear which he features. As many men do not care to carry around matches bearing the brand of a liquor house, and the name of Rod Sangster's men's wear store is much more attractive to their wives, the little advertising "stunt" does the work well.

OPEN TORONTO WAREHOUSE

The Kitchener Overall and Shirt Company, of Brantford, have opened a show room and warehouse at 279 College St., Toronto, under the management of T. H. Gosman. Full stock is to be kept here for the convenience of customers from Toronto and vicinity.



This close up view of the hat cabinets gives a clear idea of how the stock is kept.—The stock, by the way, was getting low when the photo was taken.

HIGH CLASS TRADE FROM FARMERS

F. W. Millard, of Belleville, Ont., Has Developed High Grade Trade Among Farming Element by Encouraging Up-to-date Dressing—Farm Trade is Backbone of Business in City Which Lacks Soldiers and Munition Industries.

IN each particular section of the community, retail trade has a certain class upon which to depend principally for its support. In Eastern Ontario, there are a number of combinations of such classes, chiefly comprising those whose demands are based on war conditions. Each town, with few exceptions, has its quota of soldiers, and still others have been fortunate enough to have munition industries extensively established. Both of the foregoing channels of trade are good to the Men's Wear dealers, and have been a needed support for the trade in the uncertain times of war.

The city of Belleville, however, well situated on the shores of the Bay of Quinte, is in a somewhat unique position which had to be solved at the outset by Men's Wear dealers of the city. Lacking the necessary conditions for attracting those interested in the munitions industry, and not being so fortunate as to be selected as a concentration point for soldiers, the business life of the city was forced to forego the accompanying trade boost and had to look to other channels

which would lend themselves to development.

Developing a Prospect

Such a proposition offered many obstacles, but F. W. Millard, owner of a men's furnishing store in Belleville which, in point of attractiveness and modern equipment, is the equal of any for its size, was quick to realize the possibilities underlying the type of trade which was uppermost in the city, and has since successfully developed it to a highly remunerative point by means of advertising and the effective display of the lines most in demand, to say nothing of his own taking manner as a salesman.

The class of trade which has been referred to as the standard, and the backbone of the business of the city, is that of the farming community, for Belleville is situated in the heart of a very fertile district particularly adapted for farming purposes. In most farming districts it is noteworthy that the trade, insofar as men's furnishings are concerned, is not of a consistently high grade

nature, but it must be remembered that the Belleville district is the scene of some of the oldest settlements in the province and as such, contains in great majority old established families who have farmed in the district for generations. These families represent a much higher class of trade than the usual farming element, and this fact is apparent in the Millard store, as will be seen by a glance at the stock displayed in the accompanying illustration.

Farming Trade Supplants Soldiers Gone to War

Belleville has been pretty well stripped of its young manhood, and it is estimated that in the neighborhood of one thousand of them have enlisted. This number may not seem large in comparison with the armies being raised, but it makes a big hole in the population of a small city like Belleville. Such conditions might well have upset calculations in the Men's Wear and other trades, but again the farming element came to the fore as a stabilizer and has kept things at nor-

mal. The farming communities have responded to the call to the colors, but not in such proportion, owing to the fact that in view of the necessity of their work of food production they have not been urged to enlist. For this reason trade from this class have been little affected from that standpoint.

Standard Lines Most Popular

The demands of the farming element for furnishings has always been for goods of standard character, and the statement of Mr. Millard that recently this class of trade has been taking on a slightly different tone, is very significant. There is reported to be a growing tendency of late for this farming trade to adopt the latest designs and ideas, in respect to dress, though there is still no place for the "fussy" goods which really are restricted to a few scattered dealers in the larger centres.

Big Night on Saturday

Saturday night is the big night in the Millard store, for that is the off night for the great army of young fellows from the farms of the surrounding district, who swarm into the city in large numbers. By advertising and other means, men's wear dealers have been able to introduce newer modes of dressing to these young fellows who have caught on enthusiastically and now vie with each other in the matter of up-to-date attire.

Transient and Summer Trade

Apart from the foregoing features of the more or less regular demand which marks the trade year in and year out, the Millard store also gets considerable Summer trade from transient automobile tourists and also from Summer visitors to the resorts in the vicinity of the city. Such trade, however, is restricted principally to shirts, soft collars, ties, caps, and special sporting and outing lines. With the standard trade, Mr. Millard also has a good



When the Price of All Merchandise is Going Up Here's the Opportunity of a Life-time.

Stock Reducing Sale MILLARD'S

PRACTICE ECONOMY---READ EVERY ITEM

| | |
|--|--|
| Cashmere Hose Regular 50c. 2 pairs for 75c | Combination Underwear Regular Price \$1.50—Sale Price \$1.19 |
| Work Shirts Regular 60c for 54c Regular 75c for 63c Regular 85c for 69c | Ties Regular \$1.00—Sale Price 69c |
| Silk Lisle Hose Sale Price—3 pairs for \$1.00 | Balbriggan Underwear Reg. 75c Garment—Sale Price 57c |
| Ties Regular 50c for 39c Regular 75c for 59c | Underwear Balbriggan Combinations. Reg. \$1.25 Sale Price 98c |
| Shirts All Regular \$2—Sale Price \$1.49 | Shirts All Regular \$1.25—Sale Price 98c |
| Hats All Hats to \$3.00 Less 20 p. c. | Pyjamas A Set of Traveller's Samples less 20 PER CENT. A SNAP! |
| Big Reductions in Men's Working Pants and Khaki Pants, | Belts Regular 75c--Sale Price 68c |
| Silk Shirts Regular \$3.50 for \$2.98 Regular \$2.50 for \$1.98 | White Pleated Shirts Stiff Cuffs. Reg. \$1.50. Sale Price 98c |
| Straw Hats ALL STRAW HATS at Reduced Prices | Hose Regular 25c Hose, 5 prs. for \$1.00 |

"STOCK UP" NOW

It's Your Greatest Opportunity.

20 Per Cent. OFF all Men's Suits

These values in Men's Smart New Clothing and and Haberdashery tell the story. Come early for your share. Terms of sale cash. No approbation.

F. W. Millard 236 Front St.

One of the advertisements which Mr. Millard runs regularly—usually about Wednesday or Thursday in order to reach the farmers before they come in Saturday.

sale for heavy working outfits, such as shirts, collars, ties and socks. These latter four constitute perhaps the most active branch of the business, and are often devoted exclusively to window display. Constant rearrangements of these lines are made, and one effective arrangement is also reproduced herewith.

In order to obtain the best possible results from such trade, Mr. Millard pays strict attention to his advertising, and features extensively the lines which are the best sellers. His advertisements generally take the form of special sale announcements at reduced prices, and are printed in the local papers a day or so prior to the Saturday sale, which proves a big boost to the week's business. One of these recent ads taking up about one-half page in the Belleville newspaper, featured a "Stock Reducing Sale," with accompanying reductions of about twenty per cent. on the prices of the majority of articles. An effective introduction, carrying a timely appeal in view of the urgings for war-time thrift, was contained in the statement, "When the price of all merchandise is going up, here's an opportunity of a lifetime—Practice Economy!" Following in effective arrangement were comparative prices of general lines ranging from heavy working shirts and underwear to the expensive silk shirts, hose and light underwear, and following the enumeration of these attractive price values, the ad. closed with the remainder that "Stock is up now," and that the twenty per cent. reductions as quoted presented "the greatest opportunity."

ANOTHER OLD FIRM

THE business which is known today as W. R. Johnston & Co., Limited, was founded in 1868. It was originally a partnership operating under the name of Livingstone & Johnston, the partners being the late W. R. Johnston and L. M. Livingstone.

The business was continued under partnership for some years, when Mr. Livingstone subsequently retired. In the nineties the present company was incorporated under Ontario Charter, with the late W. R. Johnston as President, Mr. J. C. Black, Vice-President, Mr. Herbert Langois, Treasurer, and Mr. W. R. Johnston, Jr., and Mr. Alfred Johnston Directors. In October 1912, Mr. W. R. Johnston died, and was succeeded in the Presidency by his son, Mr. W. R. Johnston, Jr., who is at the present time President of the Company, Mr. Alfred Johnston becoming vice-president.

At the present time, the officials are as above, with Thos. W. Learie, as Secretary.

In the earlier days of the business, manufacturing was confined to the very rough lines in men's work pants, mackinaw coats, reefers, etc., but with the development of Canada since Confederation, other lines were added until to-day this Company produces a full range of men's, youths' and childrens' high-class clothing.



Interior view of the F. W. Millard store at Belleville, Ont., showing the effective arrangements and display methods for catching trade which is chiefly restricted to the farming element. Mr. Millard is the gentleman in the light suit.



A few weeks and this busy scene will be re-enacted at the National Exhibition. Many Men's Wear men are expected to attend.



An effectively trimmed window of shirts, collars, ties and hosiery lines in which the F. W. Millard Store of Belleville specializes.

ON OFFERING PREMIUMS

"Under what circumstances can I offer premiums, and keep within the law?"

*De Villers Sales Company,
Maisonneuve, Que.*

This is a question that is often asked.

When checks or premium tickets are issued they must conform to the trading stamp act of Canada.

The Trading Stamp Act provides, that any trading stamp, cash receipt, or premium ticket, "WHICH DOES NOT SHOW UPON ITS FACE THE PLACE OF ITS DELIVERY;" that is to say, that does not bear upon it the name and address of the merchant who gives it to the customer;

"THE MERCHANTABLE VALUE THEREOF;" that is, that there must appear upon the premium slip or receipt the exact amount that may actually be received for this particular receipt;

"OR IS NOT REDEEMABLE AT ANY TIME;" that is, that the value of each individual ticket or receipt, must be obtainable by the holder at any time that he may demand it; there can be no stipulation that they will be redeemed when a certain number have been collected; is a direct violation of the law.

Any premium ticket, receipt, coupon or other device that does not live up to these provisions is a direct infringement of the Trading Stamp Act and as such provides a penalty:—

For the manufacturer, "One year imprisonment, and a fine not exceeding five hundred dollars."

For the merchant: "Six months imprisonment and a fine not exceeding two hundred dollars."

For the purchaser, "A fine not exceeding twenty dollars."

It would be advisable for any merchant who has any such scheme presented to him to bring it to the attention of his lawyer, or consult his trade paper before taking any action that may well cause him serious difficulty.

MEN'S WEAR REVIEW



VOL. 7. AUGUST, 1917 No. 8

NOW for the National Exhibition. Men's wear dealers from out of town will be welcomed by all their friends whose business headquarters are in Toronto.

* * *

MR. O'CONNOR seems to feel that the profit in bacon, of late months, has been excessive. Despite high prices, Mr. O'Connor would find no reason for such a belief with regard to men's wear lines. This margin has narrowed, rather than widened.

PROFIT FOR ALL

HAVE you ever, friend reader, felt tired and dirty and unambitious at the end of a hard day?

Have you then—perhaps out of respect for your wife—had a good wash and a change from your underwear up?

Of course you have, and so of course you know how much better you felt—how the tiredness, or the exhaustion at least, left you and the ambition came back.

Great is the power of a bath, and clean, fresh, appropriate clothes.

Now, in every town, and every city there are men who would agree with the principal outlined above, yet who are careless in the extreme about their appearance. They wear shirts that are fraid—suits that are wrinkled and spotted, ties that don't knot properly. Carelessness, largely! It isn't that they can't afford better. The truth is they can't afford anything but better. They are heedlessly living beyond their means—getting into debt to their self respect by letting themselves run down at the heel—letting themselves feel shabby.

Every time a man realizes of a sudden that he is poorly dressed, and slinks 'round a corner in consequence to avoid some acquaintance, he is less of a man. Hence, to keep up the manhood the standard of dress must be kept up.

And here's where the men's wear dealers come in. A word, a suggestion as to a new delivery of shirts, will enable the tactful merchant to get these careless dressers to improve their wardrobe.

Much can be done by appealing—through advertising, perhaps—to the women. They will see the point—the value of a good appearance.

Assuredly, this work of bringing the careless to spruce up is worth while. It brings profit to all.

AN OPENING IN JAPAN

SAYS the United States Commerce Reports:—
“At least one in every four or five male Japanese is now wearing western clothing, according to a report just issued by the Bureau of Foreign and Domestic Commerce. This means from 4,000,000 to 6,000,000 persons, and the number is rapidly increasing. It is evident, therefore, that there is a large market for foreign-style clothes, wherever made—in Japan, England, Germany, or America. It is also evident that this market is rapidly increasing. At the time the war started at least two countries—Germany and England—were managing to supply Japan with a large amount of ready-to-wear clothing. They were doing this at prices generally much in excess of the Japanese-made products and selling them in the keenest competition with the Japanese articles, because of the superior quality of material or the workmanship, or both.

“According to the writer, Special Agent Stanhope Sams, the Japanese like to dress well and in as strict conformity as possible with the best prevailing fashions, whether in their native or in adopted foreign costume. They are not economical in the sense that they will wear old or inferior clothes. They wish always to make a neat or “natty” appearance, with good lines in their coats and trousers, and they especially like the former well cut and with a somewhat military look. In no other country, says the report, will the young men or the business men of standing spend more in proportion to their income for the purpose of making a smart appearance.

“It has been said that the better class of American wearing apparel cannot be sold in Japan because of the low-priced labor available for Japanese makers of clothing, but once having adopted foreign dress the Japanese, true to his instinct for neatness and smartness, wishes to wear only the correct style, even if it costs more than the same clothing made by a native or Chinese tailor. This is shown by the fact that in most of the better-class tailoring shops a point is made of having the cutting at least done by an English or American tailor.”

Just at present Canadian manufacturers will hardly be in a position to seek a share of this large, and evidently growing market. Later on, however, it may be cultivated, and its cultivation—or the cultivation of any export field—should be of value to the retailer, for thus will overhead be reduced, and the cost of production put on something more nearly approaching a pre-war footing.

SCHOOL OPENING MEANS BIG BUSINESS

A MONTH, and schools will be going in. Back from a summer on the farm the older boys will require replenishment of wardrobe on a larger scale than usual. The younger boys, having been called upon to do work about the house formerly done by

the older brother, will also have larger needs than of yore.

Equipment for school opening will indeed be unusually important this year.

Formerly the appeal, in advertising and letter, and to a good extent in window, has been to the mother. This year the boy will have his own money—the boy having been so generally earning during the summer. So the appeal will have to be to the boy as well as the mother. How this wider appeal may best be made will prove an interesting problem for dealers to solve.

One thing seems certain. The boys business this Fall should be the largest of any corresponding season for years.

REMEMBER THE MECHANIC

IN OUR issue of July, reference was made to Dr. Conwell's famous lecture, "Acres of Diamonds," the suggestion being made that perhaps some of us are failing to turn up the diamonds of trade which lie to hand.

A word or two more along this line will not be amiss, for certainly "the old order changeth" and it is necessary to dig for profits in other than the old sources.

Have we yet secured from business with workingmen the profit which is obtainable—which is ours for the asking, or more correctly, for the service rendered?

During the month MEN'S WEAR REVIEW has received reports from many parts of Canada. From some comes word of continued shell making activity. From others the talk is of farming—of boys from the town helping with the harvest now beginning. Other parts, again, send the report of great activity in ship-building plants.

And from all over, the word is not of a boom, but of steady activity which evidently is expected to endure. Even the plants working on shells are being counted on to continue after a readjustment.

Hence the working man, the mechanic and the day laborer, is busier than ever before—earning more than ever. If there be real gainers from this war he must be considered among the number. And his business is most valuable to the men's wear dealer of all who have greater earning power as a result of the present, upset, economic conditions. A millionaire shell maker may buy clothing more lavishly, but after all he totals only a few. But the working man, who now earns a fat daily wage, *is many*. His trade means much to the men's wear dealers. It is well worth going after—well worth planning for.

And in planning for this business one point which must be borne in mind is this—that quality means much to such workers.

"I want a better glove than that," said a ship-building workman to a dealer this last week.

"Why I'll have to charge \$8.00 a pair for what you want," said the merchant. "You'll tell me you can't afford that, when I get the gloves."

"No," quietly replied the mechanic. "I'll tell you I can't afford not to pay it. Down at the works yesterday one of the boys lost a hand because of a poor glove. My hands are making me a big living. I've got to look after them—can't afford to take chances."

That's a fairly general feeling. Perhaps the workers in ship yards particularly feel the need of the best in working gloves. But *all* mechanics now want *reliable* working clothes. They're working hard and getting big money. They don't want to reduce their earnings, or increase the difficulty of securing the earnings by using inferior tools.

We have spoken of only one or two lines—the staples. But there is this to be remembered, that these staples, so-called working men's lines, not only give a handsome profit—if the right prices be asked—but they also pave the way for other sales. The mechanic enters the store for a pair of gloves which he will need *to-morrow*. He buys also a tie, a shirt, a collar, a suit of underwear, which he will wear on his hours off *to-night*. Perhaps he orders a suit.

The mechanic is the man who—taken as a class—has most largely increased his buying power. Get your share of his business by catering to his *business wants*. Don't overlook your other customers, but, remember the trade of the mechanic, and go after it. Profit, and a sound business in spite of war and Conscription, lies that way.

AFTER THE WAR, WHAT?

WHEN at last "the shouting and the tumult dies" what?

Some predict a slump—some more optimistic, perhaps too optimistic, predict something in the nature of a boon for Canada. Perhaps—as is so often the case—time will prove the truth—to be somewhere between the two extremes—a period of slight business depression followed by one of steady expansion.

To such speculations men's wear dealers naturally are devoting a good deal of thought. As an argument for the optimistic side of the debate, therefore, we would like to advance some recently uttered words of Mr. McAdoo, Secretary of the Treasury in Mr. Wilson's Cabinet.

"There never have been hard times," said Mr. McAdoo, "when demand was greater than supply."

It does seem sure that for years after the war demand will exceed supply. Canada will be one of the great sources of supply for the world's want. Hence—well we won't draw any conclusion except this, that Canada should be one of the world's favored nations after the war is over.

MUCH NEEDED NEW TARIFF REGULATIONS

Not More Than 25 Per Cent. to be Added to Market Value of Goods at Time of Purchase When Imported Within Nine Months—Regulation of Great Importance to Men's Wear Trade—Will It Be Retroactive?

CUSTOMS regulation that has just been issued recognized to a certain extent a contention made by Canadian importers about a year ago, when they protested to the department against paying duty on the price of goods based on the market value at the time of shipment. They then maintained and have maintained ever since, that they should pay duty on the "contract" price which may have been fixed six or eight months before. The Customs Department has given in to the extent that not more than twenty-five per cent. shall be added to the purchase value to represent the advance in price in the meantime.

The Regulation

"During the period of the war, until otherwise ordered, Customs duties on imported goods subject to an ad valorem rate may be accepted by Collectors of Customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five per centum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of the goods prior to their exportation to Canada.

Rudolphe Boudreau,
Clerk of the Privy Council."

The argument of the importers last year when the rule that duty must be paid on the value "at the time of shipment" began to be enforced strictly for the first time, was that this was an injustice to them. For instance the wholesalers or manufacturers bought goods at a certain contract price, say in April, and allowing for duty on this purchase price, at once turned and disposed of these goods to the retailer. In July or August or later when the goods were being shipped they were charged a duty say of 42½ per cent. on an increased valuation since the goods were bought. If this amounted to 50 per cent. the extra duty would be 21¼ per cent., which would wipe out the margin of profit, and more. On a 25 per cent. increase the extra duty would add 10½ per cent. to the cost of the goods, for 20 per cent. it would be 8 per cent. more, and so on. The Department at last consents to a maximum increase of 25 per cent. over the purchase price when goods are imported within 9 months.

War conditions are of course the occasion of the regulation being noticed at all. In normal times the two columns, one for the purchase price and the other for the "market" price at time of shipment, were invariably the same, and the

average importer duplicated the figures without a thought of their significance.

Win When Market Drops

The Customs authorities state that when the market is on the downgrade the importer will be paying only at the lower price when the goods are being shipped not at the higher purchase price. "Maybeso," the importer remarks, "but that time is still afar off."

This question is one of the greatest importance to men's wear dealers and

NOT RETROACTIVE

Inquiry brings the definite information—just as we go to press—that this regulation is not retroactive. Doubtless the Government hesitates to face the problem of returning the sums which would have to be handed back under such conditions.

manufacturers of men's wear lines. It is doubtful if any trade has suffered more as a result of the regulation which is now—happily—modified.

Instance after instance of the hardship in this Customs regulation brought has been cited in MEN'S WEAR REVIEW.

Let us quote from our July issue:

What Makes Prices High—One Factor

To the man in the street the tax on materials coming from the States into Canada is perhaps 35% plus 7½% war tax. But it doesn't look that way to the skirt manufacturer not in view of the way the tax is imposed. It doesn't look that way either to manufacturers of many other lines, nor to dealers who retail these lines.

Just take a case in point.

One shirting man purchased a certain class of cotton in New York at 7½¢. He estimated what the material laid down would cost. Sent out samples and sold out the line. But when the shirting was delivered the price in New York had advanced to 14¢, and it was on that price the 42½% had to be paid.

What then was the duty on the purchase price? More like 80% than 42½%.

In this case—a little extreme, perhaps, but not the only one which could be quoted—the additional duty over what the manufacturer had figured, amounted to over \$1.00 in a dozen shirts.

Problem: Find the profit on these shirts, for the manufacturer sold them at the prices at which he had accepted orders.

The Government's aim in thus arbitrarily determining duty shall be paid not on the invoice price, but at the price holding for goods in the country of origin, at the time they reach Canada, is doubtless to prevent any cheating. Yet isn't it resulting in a cheating of the people as a whole as regards the duty they are paying—for of course contracts in advance to insure a favorable buy are a regular feature of trade.

While MEN'S WEAR REVIEW believes that the Government might well make a still further revision in the customs regulation—which undoubtedly was

intended to safeguard against "dumping" and which as a result of the war became a means whereby the customs duty charged on many men's wear lines, especially raw materials for the cutters-up, was made vastly more than the tariff stated—yet MEN'S WEAR REVIEW feels keen pleasure in making more widely known this recent regulation. It is a move—quite a substantial move—in the right direction.

Will It Be Retroactive?

The great question now is, will this regulation be retroactive? Will any duty paid on goods delivered within nine months of date or order, and paid on more than a 25¢ advance over the invoice price, be returned? If so, the regulation would mean thousands of dollars to many firms—overall manufacturers, shirt manufacturers, wholesalers. It would mean also an ability on the part of these manufacturers to hold prices a little steadier. Indeed, without the retroactive feature, the new regulation will assuredly steady the market. Manufacturers will not face the fear of being called upon to pay the high duty on a much higher price than they had expected. They can estimate on a 25¢ advance—or an additional 10½¢ duty—as the outside figure.

WOOL DYES PERFECTED

E. Leeds Nelson, manager of the English company of Semi-ready (Bradford), Limited, and head of the purchasing organization for Semi-ready tailoring, is in Canada on business. Mr. Nelson states that even yet English manufacturers will not guarantee the new dyes but that in recent months no difficulty had been experienced in this respect. He forecasts the time when the British alizarin dyes will be the most dependable in the world. In regard to the high prices of woolsens, Mr. Nelson states that when he first went to England the finest grades of Botany wools were sold at 43 cents a pound. In 1915 the price went to 86 cents per pound, and by the end of 1916 it was \$1.35 per pound, or just three times the price paid in normal times.

SUMMER CLOTHING AGENCY

The Campbell Mfg. Co., Limited have been appointed exclusive selling agents for Cohen, Goldman & Co., of New York, who are extensive manufacturers of Palm Beach and cool crash suits, sport coats, golf suits, outing trousers, etc.

The demand for this class of goods for Summer wear is increasing and it is interesting to know it can be obtained at close range.



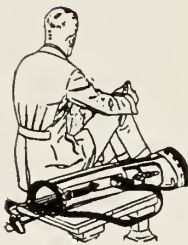
For Sizzling Days

The cool weather of early Summer doubtless caused a falling off in early sales of Summer underwear—all the more reason, therefore, for playing the line up strongly in the "dog-days."

A trim like the one herewith reproduced will accomplish great things in drawing sales. Such a trim catches the eye—makes the man who has "made last year's suits do" realize that they will do no longer.

CLOTHING ECONOMY TALKED OF IN NEW YORK

Taking the Starch Out of Shirts Suggested There, Too—The Very Idea “Takes the Starch Out” of Our Correspondent. He fears a Return to Adam’s Form of Apparel—Still, we Have Our Doubts.



NEW York, my friends, is still sweltering in its torrid burst of patriotism, nothing much has changed, except that the announcement that some of Pershing’s boys were actually in France and getting uncomfortably near to German bullets has robbed this feeling of a trifle of its wonted Fourth of July spirit.

The good old movies are feeding us up on a diet of American heroism that we would be threatened with patriotic over-feeding were it not for the efforts of the dismal chappies like our old friend Herbert Hoover, who sits around in Washington grudging every little morsel that one nibbles.

These conservation chaps are glooming around almost every corner now. Their cheerless chatter has gone beneath the not too sensitive epidemic of even the managers of some of our popular hostelrys, and they are suggesting that we don’t eat two slices of bread when one would still the pangs just as effectively. Now, that does not matter to us particularly, because when the Gothamite has a pang, he doesn’t hunt for a loaf of bread to still it. It’s a long, long stretch of years since such simple methods were considered the thing on “The Avenue.”

Well, the things that we eat in that fourth meal that Friend Herbert is so fond of drolling about, wouldn’t help the Allies much. We can probably help the most by consuming them ourselves. We’re used to it, and our constitutions react more quickly from the shock.

But I was going on to say, when I became arrested by the interesting vistas of this question of food, that it is when these conservation boys get agitating on the question of clothes that they really bring themselves under our fevered gaze. When they have concluded outlining the things that we must not wear we aren’t going to be in a much better position than was poor old Adam in the off year for fig leaves. We’ll just have to take our rosy-selves out to mingle with the atmosphere, in the same innocent garb we wore when we harkened to our first medical attendant announce “It’s a boy.”

Across the water they are fairly buzzing with this idea of substituting something for everything we were accustomed to wear, and we seem to be in a fair way to follow their example.

DARK DAYS FOR THE SPINDLE-SHANKED

Over there, they are agitating the elimination of the trousers. No, no, my friend, you misunderstand me, even were this ruling to become effective here you would not be compelled to spend your future years recumbent on your Ostermoor. Knee breeches are to be allowed. Solace is here for all save the lean and hungry man. Encased in trousers that shrouded the nudity of his bones he might yet make a fair appearance, but condemned to knickers, you leave him to the open and uproarious scorn of the juvenile male, who wots not what his future case may be, and to the undisguised mirth of the flapper. You may recall that frequent attempts have been made of late to re-introduce the satin breeches and silk stockings for formal evening wear. Unfortunately, those who could afford this garb hadn’t the necessary calves, and those who had seemly calves, hadn’t the necessary pelf, so there was another agitation gone to wreck on the question of calves.

FOOD IN THE SHINY BOSOMED SHIRT

While this is perhaps the saddest it is not the only chapter in this gloomy recital of conservation woes. Some one or other of these dolorous chaps had a bright inspiration that starch is food, and there they were off to a grand start, urging the women’s clubs all over the country, to take the starch out of the shirts and feed the country, or words to that effect.

That makes it look as though in our next season’s fussy functions we will be appearing in as starchless a barg as the much despised tango johnnies. Cheer up though, friends, these doleful prognostications are for the dismal future, while we still have the colorful to-day. Let us therefore shut off this diapason stop, and pull out all the fluty things and get along to a more cheerful tune.

That is, of course, if you would call week-ends cheerful. There are some people who look forward to them, in the same way that a fliver hankers

WHAT IS BEING WORN AT THE "WEEK ENDS"

Shantung Silk Suit Very Much "Jake"—Should be Worn With Silk Shirt, Tan Shoes and Half Hose, and Panama Hat in Boater Style—Grey Coat With White Ducks or Flannels Also the Thing.

for gasoline. They won't go through the week, unless there is hope of a week-end outing to gild the Saturdays. There are others who bear them with a lacrymose stoicism, as part of the penalty for Adam's fall from virtue in the matter of the apple.

THE WEEK-END HABIT AND CLOTHES

The reason we are introducing this debatable subject at this time is that these gatherings, whatever their joys or sorrows, are productive of much in the way of novel clothes. That's what week-ends mean to a lot of blooded folk boredom, and clothes, but the fact that they go, shows that the clothes are the crowning passion.

You will note that most of the clothes that come within this week-end class, or for that matter, in the Summer holiday class, are of the genus known as skeleton. There is an interesting point here for the critical chaps. Why should they be called skeleton models, when the very essence of their being is that they haven't a skeleton, but only an exterior. We'll skip lightly over that weighty thought, leaving it to the bulgy-browed fellows to submit an answer later, and draw your attention to some novel ideas that attach themselves to this class of clothes.

There is a suit, for instance, made of shantung silk. It is of a natural color and is as guileless of a lining as a pair of bathing trunks. Nevertheless it is quite the thing. And the people who care a lot about just what you can and can't wear on certain specified times and occasions state that it may with propriety, and I'm sure none of us would consider otherwise, may with propriety, I repeat, be worn either in town or amid the easier formalities of the country place. With this creation the very most proper combination is a silk shirt with white collars and cuffs, the collar being of coarse butcher's linen, the shoes and socks brown, and the hat of Panama, but made in the boater style.

Or here is another variety of lounge suit. A jacket of soft grey flannel of single-breasted style with lapels cut rather deep. It is of course worn with white flannel trousers. They are wearing with this kind of garb, shoes of white buckskin trimmed with brown leather of either calf skin or Russia leather.

FOLLOWING THE FASHION SET BY JOHN

Then there is the knickerbocker suit. In the material for this they are harking back to the time of John the Baptist, and are making it of camel's hair. The early simplicity that was satisfied, if our painters paint truly, by a camel's skin drawn over one shoulder diagonally across the body, is of course lacking.

This example strays so far from the Palestine model that it has a belted coat with pockets running north and south and fastened by buttons, a bag variety of knickers accompanies this turnout for modesty's sake. If you note a dismal strain in the camel's hair, it is possible to substitute homespun without quite ruining the picturesque effect.

Should you be invited to one of those swagger week-end affairs, of course dress clothes will be part of the punishment. It is possible though to mitigate that punishment considerably by the use of an informal evening suit for Summertime that I noted the other day. The garb consists of coat and trousers only. You don't wear an objectionable vest with this get-up, because such was not the idea of the originator. That the lack of this item of clothing may not be too noticeable, the coat is made of a double-breasted design with two buttons. The lapels are cut long, so that a pronounced V is left. The lapels, collars and cuffs of this coat are faced with bright, black silk. The cloth is a tropical worsted of very light weight, and has lining only in the sleeves, and a little at the top. A very low collar of the turned down variety is to be worn with this suit with a bow of black silk or satin with its ends tucked under the collar.

With this particular form of evening wear the Panama is the correct thing.

The question of shirts is another item that is bound to cause deep cogi-

(Continued on page 52)



KNIT GOODS SITUATION FOR 1918

Manufacturers Now Forced Into Lower Class Lines by High Prices on Better Qualities—Limited Sale of Latter—Many 1917 Contracts Go Over to 1918—No Danger of Yarn Famine.

THE opening of prices and the bringing forward of samples for Spring and Summer of 1918, in underwear, hosiery and other knitted goods, brings us to the fourth season under which we shall be operating, under war conditions. There are several well defined points that are common to nearly every knit goods manufacturer at this time.

In the first place the prices of the manufactured articles due to the heavy advances in raw materials and the increases in wages, have advanced to such an extent that it is no longer possible to sell anything like the large quantities of the higher quality goods that was done before the war. Many of the factories turned out nothing else than high class goods and found a ready sale for them. Now that woolen goods have advanced 150 and even 200 per cent. over the prices that ruled before the war, and cotton goods are anywhere from 100 to 125 or 150 per cent. higher, there is a demand for only a small proportion of the better lines that used to be turned out. For instance, a line of cashmere hosiery, that used to sell for 50 cents, a good quality even at that, or 75 at most, cannot now be sold under \$1.25. The mills have found and the retailer finds that the average woman will not pay that sum.

Takes 75c Line Rather Than \$1.25

When it comes to that she says, "Haven't you anything at a lower price?"

The merchant says, "Yes, we have something here at 75 cents; we have even something here at 50 cents, the original price."

What are these lines? One may be a mixture of cotton and wool and certainly not cashmere, or it may be fairly heavy all cotton lines. Or instead of using the percentage wool for these goods perhaps there is a facing of wool and a backing of cotton, such as has been done in sweater coats for some time. The majority of women will take the 75-cent line before they will pay the \$1.25. This is not saying that a number of women, particularly those who have the spending of a larger amount of money now probably, than they ever had before in their lives, do not pay the higher prices for the better class goods. We are speaking now of the average woman and it is the demands of the average woman that determine the general lines that the manufacturers must adopt. This is true to a certain extent with the men's trade.

Poorer Quality to Meet Price

A number of manufacturers have been met with the problem of either degrading the quality of lines that they have ad-

1918 PRICES vs. 1917

A FEW additional examples of 1918 prices as compared with the 1917 and before-the-war quotations will serve to indicate conditions where the original quality has been retained:

| | Before the War | 1918 |
|---|----------------|---------|
| Silk and wool hosiery | \$ 4.50 | \$12.00 |
| Combinations, wool, cotton, silk thread | 24.00* | 36.00 |
| Single garments, doz. | 7.50 | 15.50 |
| Cashmere hosiery | 7.00* | 10.50 |

*1917 prices.

| Yarns | | |
|---------------------------------|--------|---------|
| Worsted, lb. | \$.92 | \$ 2.15 |
| Yarn for Summer underwear | .28 | .55 |
| Balbriggan yarn | .32 | .70 |
| 10s, cotton | .20 | .44 |
| 16s, cotton | .22 | .49 |
| 40s, cotton | .24½ | .65 |

Some mills are reporting a great scarcity in fibre silk yarns. One mill that had several heavy selling numbers has not enough yarn on hand to make a dozen pair, and after trying for two months to secure some, but unsuccessfully, have sent a man over to the States to try.

WHAT CUSTOMS FIGURES SHOW

THE sources of most of the wool and yarn used in Canada are indicated by the following returns from the statistics of imports for the last two fiscal years. It should be noted that a large portion of the increase of 1917 over 1916 is due to the rise in prices:

| | 1916 | | 1917 | |
|----------------|-------------|-------------|------------------|-------------|
| | Total | Total | From Un'd King'm | From U.S. |
| Raw wool | \$7,999,881 | \$6,225,344 | \$2,490,973 | \$2,460,459 |
| Noils | 2,587,949 | 2,988,177 | 2,464,616 | 523,561 |
| Yarn | 1,961,955 | 3,845,233 | 2,915,617 | 927,559 |

The figures for 1917 show a heavy increase in imports from the United States as compared with previous years. This is largely due to the embargoes upon English and Colonial wools.

advertised before the merchant and the public for years as of a certain standard, in order to keep them down as near the original price as possible, or of cutting them out entirely until such time as prices of goods and labor make it possible to turn these out at a figure that would produce a fair amount of sales. Some have brought out a very limited quantity of the better class line for such of the trade as demanded these, no matter what the price. The rest of the output was made up of lines under new names or new numbers that they were compelled to make, a much poorer quantity and lighter weight than the earlier ones, but ones that could be sold at a fair price in competition with the other poorer quality lines.

A LIMITED ALLOTMENT

THERE has been forced also on the manufacturer, and more so for next Spring than for this last Spring, a limitation of the quantity of goods that he

could sell to the wholesaler or the retailer. In ordinary years if the customer chose to order two or three or four times as much as his regular supply, the order was accepted. One year ago when the scarcity in knitted goods was certain to be extreme, some jobbers and retailers started plunging and a few manufacturers accepted their orders and found out when they had gone half way through the list that they were sold to the full extent of their capacity. In some cases they let it go at that, and disappointed the rest of their customers. Others went on accepting orders but limited the balance and found that they were slow in delivery. Others still trusted to chance and went on accepting orders to the end of their list. These last when it came to delivery were very far behind and in some cases did not deliver more than 50 or 60 per cent. of what they had agreed to do. Then the next season comes round and they find that their customers expect them to deliver the balance of the order taken for the previous season and at the prices that ruled one year ago. One manufacturer is in a position of this kind.

He is able to take scarcely any orders for the new season at the new and higher prices because he is already bound up to his customers to deliver them the balance of the previous season's goods which he had been unable to do, and he will be forced to do this at the prices that ruled then. Under these conditions his profits will be wiped out for the full season.

Instructions to Travelers

For the coming year then there is scarcely a manufacturer who does not say to his travelers, "You can only sell such and such a number of dozen of this line, and a certain number of dozen of that, and when you have finished taking orders for these you must stop." More than that they make up a list of customers, go over the average purchases they have made for the past seasons, and allot to them their proposition, based on previous orders they have given. Beyond this allotment they will not go and forbid their travelers to go.

INCREASE EQUIPMENT

NOW as to the amount of knitted goods that will be sent out for next year compared with the previous years. The labor situation of course is bad. Not only is it more difficult to get help but the quality of the help is not as good as the experienced hands they had before, and so the output of these employees is less. However in a good many cases the number of machines has been increased or improvements made that make up partly at least for the lessened help or its poorer average. A number of extensions have been made in mills so that the output for next year, unless labor conditions get very serious, probably will be nearly as great as it has been for several years past. To offset this—for the retailer—is the fact that the sources of supply connected with the States and England will be less than they were before.

AT LAST YEAR'S PRICES

THERE is another condition that will operate for next year as it has not operated for 1917. A number of wholesalers and retailers find that so far at least the manufacturers as a rule are behind in their deliveries for this present season. One mill's traveler went to one big jobber for instance and asked him to buy a certain line for next Spring. He turned to the traveler and said that his firm still owed 200 dozen and that such and such a firm owed 100 dozen, and another firm another 50 dozen and so on. He would wait until he saw where he would be at with regard to delivery of these lines before he gave any heavy order for next year.

Getting 1918 Goods at 1917 Prices

There is another point about this; if the deliveries that are behind for 1917 are made either this year or next, the

merchant or jobber will get them at the old contract price, which, of course, is much lower than the 1918 prices, say by 30 or 40 per cent. in some cases. Thus the trade will wait as long as they can in order to secure the advantage of the old-time contract prices, which will operate to a certain extent against sales for 1918.

Less New Business

That means that the "new" business for 1918 will be less than the new business for 1917, but not that the total business for 1918, old and new, will fall below that of 1917. Indeed it is likely that the whole Canadian business, that is the deliveries for the selling season of 1918 will exceed those of last year. The chances of getting goods from outside will be less, now that the United States is in the war to such an extent as it is and will be.

BEST TO BUY NOW

FOR those merchants who need goods, as most of them do, there is no question about the advisability of getting in now. There is no sign of a drop in prices as far as any one can figure out. Even if the raw market in cotton remains as it is the whole tendency of labor and of the demand of the States for cotton yarn implies that it will go still higher with the result that the future prices on cotton goods are certain to be higher. The same is true with regard to woolen goods or percentage goods. They cannot go lower and are almost certain to go higher. Indeed as soon as the majority of the mills sell out to the extent of their allotment they will withdraw prices and the new ones will be at higher figures. This has been the case in 1917, and all sorting business that is being taken for this Fall and for late

Summer has been and will be on a higher basis.

NO YARN FAMINE

WITH regard to supplies of cotton and wool yarn for next year. As far as cotton yarn is concerned there is no sign of a famine. The mills can get all they want if they are willing to pay the price. The delivery of Canadian knitting mills are rather better than they were and they are turning out very large quantities. Some have a feeling that there will be a limit to the amount Canada can secure from the United States, but there is little evidence of that as yet.

Australia Will Suffice

As far as wool yarns are concerned most of the mills are in pretty good shape for covering their Fall and Winter deliveries and it seems certain now that the allotment of wool from Australia and New Zealand will come through in time to save from any danger of a famine even if supplies from England are cut down very much below the average. That does not say that the mills will be able to get every kind of wool or yarn they want. That is not the case; and a number have had to cut out certain lines because they cannot get the special quality of wool that is required. But, generally speaking, it looks now as if they were sure to get a supply of wool not only for this Fall but for next Spring and Summer as well.

The price of course will go still higher. The price which the British Government is paying for the new Australian and New Zealand clips as announced by cable is the same as last year, but it is really much higher and is on a basis such as obtained this past Spring, not at the price that was paid about last November when the clip was sold.

U. S. ORDERS FOR CANADA

THE Knit Goods manufacturers of Canada are looking forward to receiving some large orders from the United States Government. Some of these have already come through, notably orders for woolen gloves and for heavier lines of socks. A proposal was considered about the middle of July from the United States Government for 50,000 dozen or 600,000 suits of a rather heavy cotton underwear, but it was found at a meeting of the Knit Goods Manufacturers' Association that only about 30,000 dozen could be accepted at the present time. These were distributed, Penman's taking the largest quantity. The prices for these will average around \$2.00 per suit so that the total order would exceed \$1,000,000 if it is finally accepted. The price was fixed by the United States Government which it is understood is under the same basis as the orders that have been placed in the United States.

The difficulty about the duty that is paid on raw material used for these, the cotton yarn, is eliminated by a refund of 99 per cent. of the duty according to customs regulations. That is on all goods that are to be shipped out of the country, it will not interfere, provided that a refund is made of the duty that is paid.

The order from the United States Government is of such a nature that it will not interfere with the manufacturer of goods for the Canadian trade. The delivery of these goods will also give the Canadian manufacturers lots of time to work them in with their Canadian business as they are not required until about next April.

In addition large quantities of blanks have been ordered by the United States Government and these are being made up by the Woollen Mills, Toronto Carpet Co., and a few of the Knit Goods mills.

THE CANADIAN WOOL COMMISSION WORKING

Arranging For Distribution of Allotment From the Antipodes—Grading of Canadian Wool Has Improved—Prices and Supplies for Domestic Uses is Increasing.

Written for Men's Wear Review by Mr. Thorpe, Wool Broker.

SINCE the British Government placed their final embargo on the export of wool, tops, noils, yarns, etc., for export from England and the Colonies into Canada, the question of supplies for Canadian mills became a serious question.

The world is facing a real shortage of wool and it has been found necessary to appoint commissions for the distributors and disposal of the clips in order to assure sufficient supplies for both army and regular trade demands.

British wools are absolutely prohibited, while Australian and Newfoundland wools have only been allowed to come here under licensed guarantees for army contracts. Finally, after an embargo had been declared late last Fall, this source was cut off until after a series of negotiations the Imperial Government consented to release a certain quantity for Canadian mills.

Canadian Wool Commission

The distribution of this was certain to be attended with such difficulties that at a conference of the knit goods and woollen mills representatives with the Department of Trade and Commerce a Canadian Wool Commission was appointed to take charge of the arrangements. The officers of this, as readers of MEN'S WEAR REVIEW may be aware, are: Chairman, George Pattinson, Preston; Secretary and Manager, H. Hodgson, Bradford, England; Honorary Secretary, F. B. Haves, Toronto; Members, George Forbes, Hespeler; C. W. Bates, Carleton Place; James Rosamond, Almonte; and I. Bonner, General Manager, Penmans, Paris, Ont.

Must Cut Down Amounts

Into the hands of this Commission the British Government have released a large quantity of wool from New Zealand and Australia and the first shipment is now on its way here. In addition to a preliminary inquiry that was made, the Secretary of the Wool Commission has sent out to all the Canadian mills a requisition form which they have been asked to fill, in order that the Commission may be able to distribute as evenly as possible the allotment. The returns already received indicate that each requisitioned quantity will have to be reduced as the demand was much in excess of the quantity released by the government.

Why Canadian Wool Had Lagged

It may be asked, what of Canadian wool? Hitherto a good proportion of this has found its way into the United States as there was no license requir-

ed, but latterly licenses have had to be obtained from the Department of Trade and Commerce and this to some extent has been the means of keeping the clip here for home consumption.

The farmer obtained better prices from the States than the mills here would give, as the farmers sold this on a flat basis which was a great loss to the manufacturer here owing to there not being able to use all the grades and as they never knew under this basis precisely what they were getting they purchased on the basis of the poorest in lot. It was too much trouble to grade the wool themselves and with each having a small number of fleeces the operation would be too expensive as the best grading can only be accomplished and show more profitable results from large quantities.

Co-operative Sales in Canada

As a result the Live Stock Branch of the Dominion Department of Agriculture devised a plan for co-operative wool sales in Canada. Societies were organized in four provinces, Quebec, Ontario, Manitoba and Alberta, and expert graders were sent out to these sections where they graded the wool of each member of the various societies. Then the whole lots were classified and offered for co-operative sale. The producers benefitted greatly from this procedure, the prices secured increasing steadily and representing a greater increase proportionately over former prices than the average increase that was going on in the world's markets. The operations also took in a large quantity of wool each year.

Steady Increase in Graded Wool

In 1914, 206,129 lbs. of wool were graded; in 1915 the number of organizations formed increased to nineteen, and about 420,000 lbs. were graded and classified for co-operative sale. In 1916 the amount had reached 1,721,598 lbs. with a value of \$579,678. The average cost of this scheme to the produce was above .65 of a cent a lb.

The amount of wool available for 1917 is again much in excess of 1916, consequently the shortage of wool for Canadian mills will be greatly reduced as the manufacturers are not taking an active interest in these co-operative sales.

These wools are sold either by sealed tender or auction and the products from Nova Scotia, New Brunswick, Quebec and Ontario have been sold at record prices.

The bulk of Western Canada wools will be sold either by auction or sealed tender about the 1st or 2nd week in August.

BATHING SUITS, 1918

New Lines Will Be Shown With Fancy Trimmings in Three Varieties—Grey As Well As Navy

THOSE men's wear dealers who have found a difficulty this present season in securing bathing suits will be pleased to learn that one Canadian firm is planning to go rather extensively into this line. In former years they limited their output to plain navy blue suits, but for 1918 they have very attractive lines that are trimmed. One of the most pleasing was a body of grey, an all-cotton line, with trimming of cardinal. This is made either with the trimming around the neck and arms as well as the skirt and legs, or omitting the trimming in the upper part of the suit. This combination of colors is brought out also in navy and orange, navy and cardinal, or the old favorite, navy and white. The suits come in three styles—without the skirt, with the skirt attached to the upper part, or in the two pieces as before.

It is expected that the fancy trimmed will take well, possibly limited to the skirt and legs, rather than to the upper portion. They are made of all-cotton rather than of wool, and will sell at a reasonable price. This year some merchants were depending pretty much on orders they had placed over a year before. These fortunately came through from England, but the experience makes them rather doubtful about next year.

NEW PANAMA MILL

Quarters Opened in London to Supplement Labor Scarcity At Nine Other Points.

THE LABOR policy of Penmans, the knit goods manufacturers, which for years past has aimed at getting labor by starting a mill in a new centre when the supply runs out in mills already established, has just been adopted in a new center, London. A fresh mill, in the tenth centre, has been opened and is now in operation with some 75 employees and it is hoped to increase this very shortly to 175. The work in this mill consists in finishing the underwear which is made in Paris and elsewhere and also in knitting hosiery. The firm in this way relieves the strain upon their other mills, where labor has decreased, as it has in most places. The opening up of the new mill secures them labor that could not have been obtained at the various other centres where their mills are located. and

(Continued on page 45)

LETTERS TO DOROTHY VERY INTERESTING

Time Not Given Yet to Show Conclusively the Results They Brought in Securing Sales of Men's Clothing—Men's Wear Review Ideas Given Speedy Trial.

HERE is the story of an advertising scheme which should interest all our readers, as the working of the scheme doubtless amused, interested, and benefited the residents of Winnipeg. The whole story practically, can be told in a series of letters.

June 9, 1917.

The Men's Wear Review,
Toronto, Ont.

Gentlemen,—

It might interest you to know that we read the article by J. C. Kirkwood, in the June issue with interest, more particularly his idea re "letters to women."

We have seen this idea used before in the jewelry business but it never occurred to us that it might be worked out in the men's wear game.

However, it looked good to us, and after reading your offer to write a series of ten letters for any retailer who asked for them, we thought some other fellow might accept and beat us to it, so we wrote these letters ourselves.

Our business being exclusively men's clothes, without the furnishings, we tried to work these letters out to suit our own line. I am enclosing the first three or four (we have prepared a series of eight to see how they take), and if you think the suggestion worth while, I would be glad if you published them, stating how we took up the idea, and perhaps asking

for criticism from any retailer who wishes to do so.

Your very truly,

Wm. Maly Story

Herewith we are reproducing in a reduced size the first advertisement of the series. From this readers will get a definite idea of the layout and general effect. The ads. are 9 inches deep by 2 columns in width.

And here was letter No. 2—personal, yes. Sure to be read by many whose name didn't happen to be Dorothy, by many whose name wasn't even feminine gender.

Then followed this letter:

LETTERS TO WOMEN:

Dear Dorothy:

The long-looked-for Summer weather has at last arrived, and you will now enjoy those evening canoe or boating trips, or trips to the Lake and Beach which George has promised, and to which you both have been looking forward with anticipated pleasure.

Now, Dorothy, if there is one thing more than another which is calculated to bring George's courage up to the point where he will speak what his heart dictates it is gliding through the water in a canoe on a stilly, bewitching, moonlight

night. We are very emphatic on this point, because we know whereof we speak.

You will undoubtedly be wearing light, filmy apparel, and George should also

Letters to Women:

Dear Dorothy:

GEORGE will probably call on you as usual tonight, and as these calls have been coming very much more frequent of late, you might conclude that he is finding more than passing pleasure in your company.

He ought to dress up on these occasions, which he probably does, but are you observant enough to note whether his clothes are as up-to-date as they should be. Look George over tonight and see if he measures up to the best standards of dress now in vogue. If you decide that he is not correctly attired, say nothing to him, but send us his name, and we will mail him one of our style books, and he will surely spruce himself up.

He may be wearing a suit with a very wide-lapel. This is hopelessly out of date, just as much so as is the hat you wore four seasons ago. If he must wear out this suit, let him do so while digging in the back yard or some other out-of-the-way place, but not while calling on you. Or perhaps he is wearing a coat with four buttons on the sleeve, this is a sure sign of the ordinary, ready-made garment, and should be avoided by all good dressers as one would avoid a pestilence.

It pays a young man to keep himself well dressed, and if George picks up courage enough a little later on to say what we believe is on his mind, and you accept, you will want him to look his best now and always.

This is all for now, Dorothy, but look for our next letter.

Sincerely Yours,

Story & Story

The House of Hoberlin & Co.,
350 PORTAGE AVENUE

Proper clothes for every occasion from
\$20.00 to \$40.00.



Interior view of Story & Story's up-to-the-minute clothing store.

wear white, or at least, white flannel or duck trousers. If he does not know that this is the correct attire for these occasions, point out to him casually how well the other fellow looks who is wearing them. Tell him that you have heard Hobberlin Tailored Trousers of white flannel are hand-tailored, which ensures them hanging perfectly, there being no likelihood of twisted legs, so prevalent in ready-mades, which causes the crease to swing out, or in, instead of hanging straight in front, and they cost only \$7.50.

You may look for another letter, Dorothy, in a day or two.

Yours very truly,
STORY & STORY.

In letter three "George" is reported as using false economy to the end of being nearer the happy day.

LETTERS TO WOMEN:

Dear Dorothy:

Last evening as we passed we saw George sitting with you on the verandah. You were occupying, at that time, two separate chairs which stood a few feet apart. Upon our return, later in the evening, it being darker, of course, these two chairs seemed to have drifted close together.

George is calling very regularly now, but he always wears that same brown suit. He apparently does not notice that you don a different dress in which to entertain him each time he calls, which would lead us to believe that your efforts in this line are wasted.

George is one of those mistaken fellows who think it is economy to buy one suit and wear it every day until worn out. This is, of course, false economy, as you well know, for clothes wear longer if they are changed every day or two. You would be surprised, Dorothy, at the numbers of men who allow themselves to drift into this careless habit of dress.

We hope George will take the hint and get a new suit. We would suggest one that is Hobberlin Tailored, for they are in every way superior to ordinary ready-made clothes. Being hand-tailored, a Hobberlin suit does not curl out at the front edges, or bubble up on the lapels, which usually happens in a ready-made suit, and which you object to so much in that brown suit George wears.

That is all for new, Dorothy.

Sincerely yours,
STORY & STORY.

More letters follow along the same line.

LETTERS TO WOMEN.

Dear Dorothy:

George will call as agreed, and escort you to church next Sunday morning. He has done so before, but what did he wear? Surely not the same suit which he wore all week at the office or store.

We know, Dorothy, that women take

Aroused Keen Interest

Says Mr. Storey regarding the results of this advertising campaign:

"With reference to the advertising series 'Letters to Dorothy,' copies of which I sent you.

"This style of advertising is not one that will bring immediate results, and we did not expect them. We thought if the people would read this class of stuff, it would perhaps give us greater publicity than the ordinary run of copy.

"After writing the series, and before running it, we asked the opinion of several advertising men on the copy, they each without exception stated that they did not think it would be read by the men. Notwithstanding this, we ran the series and heard more comments on it than any copy we ever ran.

"For example.—After running No. 1, a man, 50 years old, came in for a made to order suit, and stated that he saw in the paper 'Where we did not approve of four buttons on the sleeve.' Another man we know phoned us that 'we need not try and make him feel so badly over the suit he was wearing, which he had purchased two years ago.' Several other fellows told us that on reading this ad. they immediately looked at their coat lapels and sleeve cuffs.

"After running Ad. No. 2, a man came in and asked for white flannel trousers, 'which you spoke about in that fancy ad. of yours.' A number of other men told us that they often wondered why their trouser creases swung out in almost every ready-made suit they bought. One man who read the morning paper in a hurry, happened to see this at a glance and told us he put the paper away to read it at night.

"We know of several women who read the ads. and drew their husband's attention to them. This we thought unusual, particularly as we ran this series on the men's sport page.

"We also noticed during the run, that more women came in with the men to buy than is usual. This applied to young unmarried men.

"On the whole, we believe that we got good publicity from the series and will feel the benefit of it for some months.

"After running No. 4, one man told us that he agreed with what we said except that he did not feel he ought to buy his wedding cutaway now, as he would rather have it new for the ceremony.

"We noticed after running No. 5, that a number of buyers asked us for something quiet, something that they could wear evenings, etc.

"I think from this one might take it that the series had been read and even direct benefit derived."

more notice of the clothes men wear than do the men themselves. You observed that the carefully and correctly attired men wear the cutaway coat of dark grey cheviot, with vest to match, and trousers of grey striped material. This is the correct attire for church wear, and really if George is going to make a practice of attending church regularly, and you should see that he does, he should at least wear a cutaway suit when taking you along.

Just mention to him on Sunday how well you think he would look in a suit of this kind. He will have to get one to wear at that important event which we expect will occur very soon, and he may as well buy it now. We would advise him to have a Hobberlin-tailored Cutaway, Made-To-Order, because they are distinctive in style, perfectly tailored, and cost no more than ordinary makes.

We will write you on another matter, Dorothy, in a day or two.

Sincerely yours,
STORY & STORY.

George, in this next letter which we reproduce, seems about to come to the point.

LETTERS TO WOMEN.

Dear Dorothy:

We saw you and George walking over to that informal card party which Grace gave last evening, and were more than surprised to notice George wearing that rough finish, coarse-looking tweed suit he bought some time ago. Really, Dorothy, we had given George credit for more discernment, and thought, that he would have been better posted on what was correct to wear at such an affair. We presume however, that George, like a good many other fellows, has never given the matter much thought.

You will remember how tastefully attired Mr. Elliott looked in his suit of blue Cheviot, and that suit of grey with the faint hair line stripe which Mr. Black wore, certainly proved his knowledge of dress. We hope, Dorothy, that George was observant enough to see that his clothes were out of place, and then and there decided to purchase a suit for informal evening wear at once.

Both Elliott and Black were wearing Hobberlin Tailored Clothes. You could tell these clothes had been hand tailored at first glance. The fine lines of the fronts with their soft rolling lapels, the well worked, moulded shoulders and per-

fectly hanging sleeves with the two buttons and button hole on cuff; the shapely trousers; all of which proclaimed these clothes were above the average, and bore the "Mark of Class."

After supper, and, while the men were waiting for the ladies to put on their wraps, we overheard George asking Mr. Elliott where he had purchased that stunning suit. So we are expecting George in to-day.

Sincerely yours,
STORY & STORY.

Ah, and here George has come across—has bought, and has a better job in consequence. George got the better job perhaps a little faster than might have been expected. Never-the-less that—a better job—is assuredly the result of good, suitable, dressing.

LETTERS TO WOMEN.

Dear Dorothy:

We have discovered the secret of George's apparent inattention in matters of dress, and whisper it to you.

George has been saving his money to furnish that little home he expects you to share, and with this thought uppermost in his mind, has allowed his personal appearance to suffer. This is a mistake, Dorothy, for their is another way to save more money, and, that is to earn more. George realizes this now. He purchased two Hobberlin tailored suits from us a few days ago, incidently telling us that he had been neglecting his wardrobe which had reached a very low ebb.

You have not seen George for several days, but he will be over to-night with some good news. He will tell you that on the second day he wore the new Hobberlin tailored suit at the office, the Boss called him inside and said. "George, I

have been almost ashamed of your appearance lately, but am glad to see you are paying more attention to your dress. It does not pay to look shabby my boy, for it gives the impression that you are also careless about your work. Smith, the cashier is leaving, and, I intended advertising for another man, but, have decided to give you the position at an increase of \$50 per month. If you think you can handle the work." "Oh! Sir, lead me to it," replied George.

Incidentally George said to himself. "That Hobberlin Suit sure did the trick; a \$30 investment landed a better job, with \$50 per month more salary? This proves, Dorothy, that a well tailored suit was his quickest asset.

We think on the strength of this, George will have something more to say to you to-night, and we extend our congratulations, Dorothy.

Sincerely yours,
STORY & STORY.



MARKET REPORTS

THE MARKETS AT A GLANCE

PRICES that were recently announced by some manufacturers of cotton underwear for delivery in the Spring of 1918 have again been withdrawn. Mills issuing them found that orders were readily placed for all goods they cared to commit themselves for. They were not desirous of obligating themselves more than three or four months ahead. With uncertainty in the raw cotton situation there is a disposition to work on a shorter booking basis. Prices were approximately 60 per cent. higher than for the booking prices on goods delivered during the past Spring. There is an inclination to look for higher prices when they are again issued. New prices on cotton hosiery for Spring delivery of 1918 have not yet been announced. It is anticipated they will not be given out until about September 1. This is about three months later than in normal times. Quotations are expected to range from 25 to 50 per cent. higher than those for the past Spring.

The clothing business has apparently held its own in spite of the possibility of conscription. Manufacturers report they have as yet not had to contend with any abnormal cancellation of orders on account of this new condition.

New Fall lines of shirts are expected to be announced to the trade in the not distant future. Fall samples of English felt hats are now on the way to Canada. Swiss silk for neckwear has been in a generally firm market during the month, with a slight general advance recorded.

Due to the long-continued rainy weather there has been an excellent demand for waterproof coats. Prices in these lines held steady without change. There is an acute situation in gloves of all kinds, as manufacturers report they are unable to get sufficient stocks of leather to meet the needs of the trade. Overalls are now being quoted at an advance of \$1 per dozen for Fall delivery.

UNDERWEAR

Prices Announced on Cotton Underwear Again Withdrawn as Mills Have Booked Capacity for Next Three or Four Months.

UNDERWEAR.—Some manufacturers

of cotton underwear have withdrawn prices again and are taking no further bookings as they have been booked to capacity for the next three or four months. Prices announced during the latter part of June were approximately 60 per cent. higher for Spring delivery of 1918 as compared with Spring delivery

for the present year. In spite of the high prices there has been free booking as wholesalers and retailers have come to the conclusion that there is nothing ahead except much higher prices. Authorities on the question anticipate there will be higher prices than those that have recently been named. For this rea-

son the mills would not book far into the future. There is much uncertainty over the raw cotton situation and they do not want to be in the position of being caught with heavy orders to deliver when the price of cotton may have advanced greatly by the time they reach the manufacturing stage for goods in the distant future. Manufacturers agents report that all sections of the country booked equally well on underwear and that the orders were well up to the average size. Those having carry-over stocks from the present season, however, did not book as heavily. While the orders generally have not been as heavy as for last season still they have been better than anticipated. Orders in the gross amount of money involved are up to those of last year but the number of dozen orders has not been as heavy. Manufacturers quite generally booked wholesalers for all the supplies requested.

With the United States mills there has been less ordering on balbriggan underwear than for the past Spring trade, the decrease being about 50 per cent. of the initial orders of last year. This is a condition which the mills look upon with satisfaction as it is stated if the demand were heavier some of their customers would have to be squeezed out. But the same condition prevails in that market with respect to ordering as Canadian mills have found, namely, that in numbers of dozen they are about 50 per cent. under past Spring orders but in value in dollars and cents are about the same amount as last year. The large Government orders placed with the American mills has resulted in reducing the volume of goods available for the civilian trade. Manufacturers in the United States are of the opinion that the real pinch of the situation will not be felt until the Fall.

HOSIERY

Hosiery Prices Expected to Be 25 to 50 Per Cent. Higher Than Opening for Present Spring Goods—Opening Period Later.

HOSIERY.—Hosiery prices have not been announced as early this year for the Spring of 1918. Whereas it is customary to announce them about June 1, they will in all probability not generally be announced until about the first of September. This has been due in large measure to the uncertainties of the situation with respect to the price of raw cotton and hence the price of cotton yarn and also with respect to the supplies of woolen yarns. Reports on the cotton crop in the Southern United States are not encouraging for a heavy yield and prices have been holding at very high levels for the spot and future options on cotton. There has been an assignment of wool to the Canadian manufacturers from the Australian and New Zealand clip and this is expected to give sufficient supplies for the needs of Canada when it reaches the Canadian market. It is understood that some Canadian manu-

facturers of hosiery may be called upon to fill contracts for socks on account of the United States Government orders. While cotton underwear prices for the Spring of 1918 were fully 60 per cent. higher than for the present Spring, it is anticipated that prices on cotton hosiery will show almost as heavy advances when they are announced. At any rate it is stated by those closely in touch with the situation that the increases will be from 25 to 50 per cent. over last Spring opening prices. In the United States the manufacturers of hosiery are showing a disposition to go warily into the market. Wherever manufacturers have made offerings in that market they have been taken up readily by wholesalers. Demands for the use of the troops has made the demand on the mills heavy in the United States. With the wholesalers' stocks of hosiery are light and business has been fairly good.

CLOTHING

Cancellations Have So Far Only Been Normal—No Disposition to Become Panicky Over Conscription Prospect.

CLOTHING.—Wholesalers quite generally report that cancellations so far on booked orders for clothing have not been heavier than in normal years. With the possibility of conscription looming large and a curtailment of the number of suits required by young men it was assumed in certain quarters that cancellations might be expected. The trade in this respect has been gratifying. There is the usual mid-summer quietness during July and August. Manufacturers however are getting their Fall samples in shape and will start their travellers on the road in the near future. Most wholesalers are fairly well protected with supplies of cloth for the coming Fall and Winter trade. There are indications, however, that some firms will be short on overcoatings of a certain price that were popular lines in the past. There was a heavy demand for these overcoatings for last Fall and Winter and stocks were depleted in some cases. When they have come into the market again they have found the materials scarce and prices much higher.

SHIRTS, COLLARS

New Lines for Spring and Summer of Next Year Will Be Exhibited Early in September — Anticipated Some of Lower-Priced Lines Will Disappear.

SHIRTS, COLLARS.—There is the usual Summer quietness in the shirt trade during July. Nearly all travellers of manufacturers are in off the road and the market is holding steady in the face of the prospect of new prices for Spring and Summer lines for next year. It is expected that manufacturers will start their representatives on the road about

September 1. Prices at that time are expected to hold generally very firm, with perhaps some of the lower priced lines shown for the Summer and Fall trade disappearing. The opening prices for the past Spring showed advances in some lines, but the increases were not general on all lines. It is expected those lines which did not increase at that time will be moved to higher levels. Manufacturers will then be into dearer materials, and prices may be in conformity with higher costs of raw materials. Sales of shirts for the present Summer trade have been good. One of the developments of the trade that has been somewhat surprising is the larger number of high-priced silk shirts for men that have been sold. Soft collars have also been in excellent demand. Prices for white laundered collars remained unchanged at the advances recorded last month, the range of prices being \$1.30 per dozen and the selling price 20c each or three for 50c.

HATS AND CAPS

New English Fall Samples of Hats Are Now on Way—Wholesalers Will Be Showing New Lines During August.

HATS AND CAPS. — Wholesalers quite generally state they have had good sales of straw hats for the present season, one in particular being cleaned out entirely of all straw hats. Sales by retailers have perhaps not been as heavy as they would like to see them, but there has been a very good reason for fewer sales in the backward Summer weather. Rainy weather has not been conclusive to heavy sales. With the encouragement received during the latter week in June there was a fairly good sale. With good Summer weather for the remaining portion of Summer straw hats may yet move freely from retailers stocks. Wholesalers have started shipping their felt hats on Fall orders. There is some sorting business going on in felt hats at present but of rather light proportions. Samples for the new Spring and Summer lines of felts and straws are now on the way from England and are expected to reach wholesalers in the near future. Travellers for wholesale houses will start on the road with these samples during the month of August.

In caps there has been a good run on the one-piece crown style in all shades, with the green shades predominating. Sorting business in caps has been fairly good. New samples will be shown at the same time that travellers start on the road with felts and straws for next Spring delivery.

NECKWEAR

Sorting Business on Neckwear Reported Good—Forward Bookings Not Heavy As Yet—July a Quiet Month.

NECKWEAR.—In common with so many other lines in the men's wear trade

neckwear has been in quiet tone during the month of July. There has been fairly good sorting business on Summer lines but forward bookings have been light. There has been a good sorting demand on printed neckwear in the loud designs. Manufacturers express a mild degree of surprise at the way the more flashy lines have taken during the present Summer season. Men's neckwear has been in keeping with the rather striking designs in women's Summer dresses. During the month there has been further slight increases of from 2 per cent. to 3 per cent. on Swiss silk for neckwear. The effect of these accumulating advances in Swiss silks is steadily to work toward higher prices in neckwear. On the surface these increases in price are not apparent as there will in all probability always be lines that will sell at 25c, 50c, 75c, \$1 and upward. But the increases is manifested in the quality of silk put into the tie, and the amount of silk used. Manufacturers state the advances in raw materials must be taken somewhere along the line and that prices for this Fall will show advances when compared with values previously obtained for the same amount of money.

WATERPROOFS

Rainy Weather Has Made Business in Waterproofs Exceptionally Brisk—Business in Military Coats Good.

WATERPROOFS.—The rainy weather of the past Spring and so far into the Summer months, has occasioned a heavy run on waterproof coats of various descriptions. One concern reported that it has been the best season they have ever had. Shipments of goods from Manchester have been arriving in sufficient supply during the month and this has pleased the wholesale dealers in the face of the heavy demand. Gabardine waterproofs are going strong, as it is impossible to get orders placed with the manufacturers for woolen waterproof goods. Dealers are of the opinion that conscription in Canada will not affect their business to any great extent. In fact, the demand that has come from the purely military business has been quite heavy. One of the designs offered for this trade is a coat without buttons, there being but one hook and a belt to close the front. A new line of trench coats modeled after the ones in use by the military came forward during the month. These are of tweed cloth and have a good appearance. They are selling to the retail trade at \$9 each. Prices on waterproofs held steady during the month.

GLOVES

Demand for Gloves Good, but Manufacturers State They Are Unable to Get Leather Supplies

GLOVES.—There is a good demand for gloves at the present time, according to reports of some of the manufacturers, but they state they cannot book

for any time in the future. The supplies of leather are not to be had and it is pointed out that it would be uncertain business to book orders when there was little certainty of being able to get the raw materials wherewith to manufacture them. Buckskin is also in scarce supply, and it is expected that leather promised for delivery in the Spring of next year will be much higher in price than that paid for present stocks of buckskin gauntlets and mocassins. One of the representatives of a Toronto manufacturing house who recently returned from a trip into the glove-manufacturing territory around Gloversville, N.Y., reported that supplies of leather were very light in the hands of tanners in that district. He could see no chance that conditions are likely to be easier in the near future until the leather situation becomes easier. On grey, ivory and tan capes there is practically no market at the present time due to the scarcity of materials. Dealers show an eagerness to take stocks wherever they are available.

OVERALLS

Higher Prices for Fall Have Been Announced by Some Manufacturers—Others Expected to Name Higher Prices Also

OVERALLS.—One large manufacturing concern has advanced the price of overalls to \$21 per dozen for Fall booking. This represents an increase of \$1. Another concern had not yet announced their prices on Fall booking, but stated they would be higher. Travelers are now in off the road during the month of July, as business is somewhat quiet during the month. The heavy demand for cotton fabrics used by overall manufacturers, together with the higher prices for raw cotton, have caused a gradual ascending price for the raw materials, which made it necessary for manufacturers to advance prices when the dearer materials were reached.

BOOTS AND SHOES

United States Reported to Have Placed Additional Orders for 2,000,000 Pairs of Shoes—July and August Expected to Be Quiet.

SHOES, BOOTS.—With the mid-summer months, shoe dealers do not anticipate that business will be heavy as many of them have their travelers off the road entirely. With the Summer stock-taking season there is little disposition for much new business to develop. There is but little change in the leather situation except toward firmness. It is reported that the United States Government has recently placed additional orders for 2,000,000 pairs of shoes. This is in addition to the orders for 7,000,000 pairs placed some time ago. For an order of the size of 2,000,000 pairs, one wholesale dealer estimates there will be required fully 750,000 hides. With the enormous demand for leather from the Allies as well as in the United States

there is no disposition to look for lower prices this Fall. Dealers will start their travelers on the road to book for Fall and Winter some time during August and it is anticipated conditions will exhibit fully as great strength as they give promise of doing, sorting trade in shoes has been somewhat light owing to the backward Summer. Boys rubber-soled running shoes continue to be in active demand, inquiry being greater than the output of the makers.

WHY THE VIVID COLORS?

Bright Color Dyes Predominate in Present Restricted Market—To Establish Canadian Dye Industries.

SOME explanation of the prevalence of vivid hues in many articles common in men's wear trade, is offered by experts in the chemical trade who have made a study of the dye industry. While it is recognized that difficulties will mark the establishment of dyemaking in Canada, yet there are no misgivings among experts as to its eventual accomplishment, when the time arrives that investors will take up the enterprise and the Canadian market warrants it. The general demand for brighter hues helps out the firm handling dyes in Canada because these are the only dyes that can be obtained.

Since the time that the German dye supply was cut off, American interests have been able to build up only three or four industries, and are restricted to the making of aniline dyes. Just 10 per cent. of the larger number of grades and shades used by dyers before the war are available now and these are only the vivid colors. Owing to the fact that the range of dyes has been so considerably restricted, manufacturers of wearing apparel have had to be content with restricting the color range of their products and it is fortunate that popular taste is for the prevailing high colors.

The efforts of Canadian chemical interests to establish complete dye industries in Canada, and to oust the German material from the market, have resulted in the combination of the chemical interests in a plan to inaugurate an institution in Canada to study industrial problems and to arrive at solutions benefiting home industries.

NEW PENMAN MILL

(Continued from page 40)

in this way enables them to increase their output by exactly the amount of work done at the London mill.

The other mills are located at Paris, Thorold, Port Dover, Brantford, Ayr, Almont and Waterford, in Ontario; and Coaticook and St. Hyacinthe in Quebec Province.

Dowler Bros. are putting in some new fixtures in their London store.

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

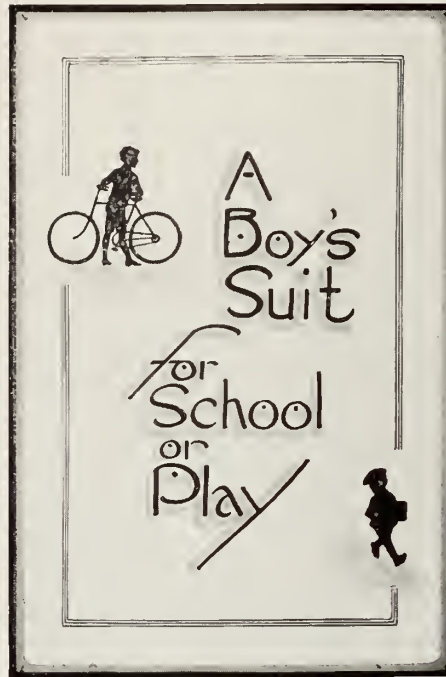
LESSON No. 5

AT THE outset of this new series of cardwriting, which began at the first of this year, we endeavored to give our readers something out of the ordinary in the cardwriting line and we think we have succeeded so far and expect to keep up the good work.

We believe that each lesson as it is published will be more interesting than its predecessor and that each time we shall succeed in springing on you something new which will be exceedingly beneficial to your cardwriting studies.

Now the idea of this present series, as we have previously mentioned, is to give you new letter formations for show card work. All of them are to be of the most practical nature and formed so as to take as few strokes as possible for their construction.

Your attention is called to the alphabet shown in the chart of this lesson. Here we have reproduced one of the very few letter formations of its kind. It is entirely composed of straight lines, no curved strokes being used. Of course this form of letter is not for use where



tions may become so firmly impressed on your mind as to render no reference to the chart necessary as far as the type is concerned. We are giving you no practice exercise this month on account of so much sameness of the strokes, but don't neglect to practice each stroke thoroughly.

Keep your pen nibs in the best of shape, clean and in good working order. Wash them out in clean water after being used and better results will be obtained.

Use a heavy black carbon ink for pen lettering "mat designing and mat bevelling for show cards." We all want to learn everything we can about our particular line of business and we should at least be on the lookout for something new, so here is something which is a very important factor to a show card writer and one which means dollars and cents to him or her when it is mastered. This work is mat designing and mat bevelling for show card purposes. It is a big subject so we must take it step by step that no stage in this work may be missed.

We will first explain what this work is.

In a few words it is making fancy and plain designs and cutting them out of mat boards and having all the edges of the mat bevelled.

The following are a few of the varieties of these cards.

Straight bevelled outside edges.

Straight bevelled cut out centres.

Fancy bevelled outside edges.

Fancy bevelled outside edges with cut out centres.

These are a few of the many uses of show card bevelling and if you are able to master them all this month you have done a big work.

Of course it is advisable to start at the easiest end of the work which is



Fig. 1.



Fig. 2.



Fig. 3.

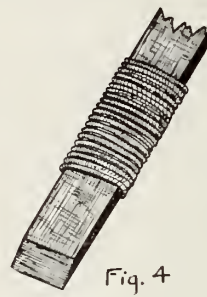


Fig. 4.

cards are to be made rapidly and turned out in large quantities but is for use on the better class of show card which in turn will be used in the better class displays. As we mentioned before this is a most practical type of formation and can be executed very quickly for the class of work for which it is intended.

The alphabet was made with a round writing pen with the one stroke method. That is, one stroke of the pen completes each stroke as they are numbered.

While this is a very suitable alphabet for the pen it can be made equally effective with the brush. But the pen makes better small lettering, and, as small lettering looks better on better class cards it is advisable to practice with the pen.

For ordinary use a No. 1½ or No. 2 nib is best. You will experience a great deal of difficulty at first in getting the cross strokes straight but perseverance in practice will eliminate this. It is advisable to mark the letters out minutely with pencil before attempting the actual

work, then you can work ahead without any worry as to spacing, etc. It is advisable to spend considerable time in practicing this alphabet that the forma-

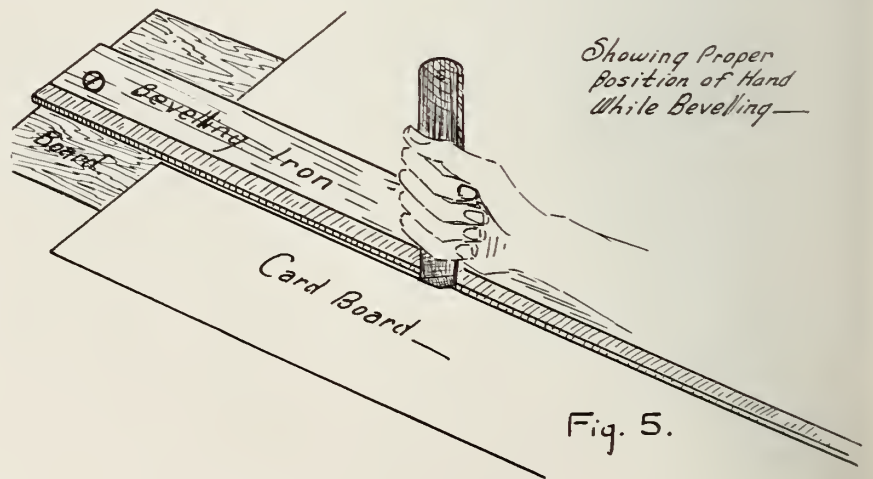


Fig. 5.

straight line work. This is much easier than the curved because it can be done with a bevelling iron or any straight edge. Start at this first, therefore, and when you have mastered how to hold the knife, or chisel you may proceed to the more difficult work.

Tools to Use

Many are the varieties of tools used for mat board bevelling and of course each mat cutter has his own opinion as to which is the most practical method. In reality it is all a matter of what you get used to so you will have to find out for yourself.

Experience has taught as that a thin blade with an almost right angled cutting edge is the most practical. This blade should be ground down just like a fine chisel with its beveled point running back almost an inch. The point is thin quite thin and it cuts into the cardboard very readily and without the resistance which is caused by the thicker blade. Refer to Fig. 1.

This illustration shows a tailor's cloth cutting knife with the blade cut down to a chisel point as previously explained.



The blade was broken off and ground down on an emery wheel and finished off on an oil or whet stone.

This gives it almost a razor like edge and if taken proper care of should last for years. All it requires from time to

time is to be rubbed up on the oil or whet stone. The handle of this tool is of wood and brass and the set screw, which is the lower one, holds the blade in place. This can be obtained at some hardware stores.

Fig. 2 shows the same style of handle with a pointed blade in it. This style does the work very well but in our estimation not so well as the former. Both sides of the blade are cutting edges. No. 3 shows a style as catalogued by a card-writing supply house and is a very practical type. It has met with great success throughout the American continent.

No. 4 shows a home-made device for mat bevelling. This is a small carpenter's chisel made exceedingly sharp, with thick, soft cord wrapped around it to form a handle. The wooden handle of the chisel is left off. This tool can be used in case other devices are not obtainable.

Fig. 5 shows the proper position to hold the bevelling chisel when doing the work. Note the angle at which the chisel edge is held while cutting the card. This illustration also shows the bevelling iron's straight edge. This tool you can have made. Its size is two inches wide by about thirty inches in length with the left hand side bevelled as shown. This iron is fastened onto a board about six inches wide and the same length as the iron, which is screwed to the board through a hole. The cardboard is placed underneath the iron and the end nearest you is held down firmly with the left hand. This holds the cardboard tightly in place for cutting. In order to get a clean cut bevel always place a piece of waste cardboard underneath the card to be cut.

If an iron bevelling-iron is not obtainable one can be made from a piece of good hardwood. This has proved a satisfactory and much more easily obtained but is only good for straight edge bevelling. It should be made by an experienced carpenter so as to have it perfectly smooth.

Kind of Cardboard to Use

The kind of cardboard used for making

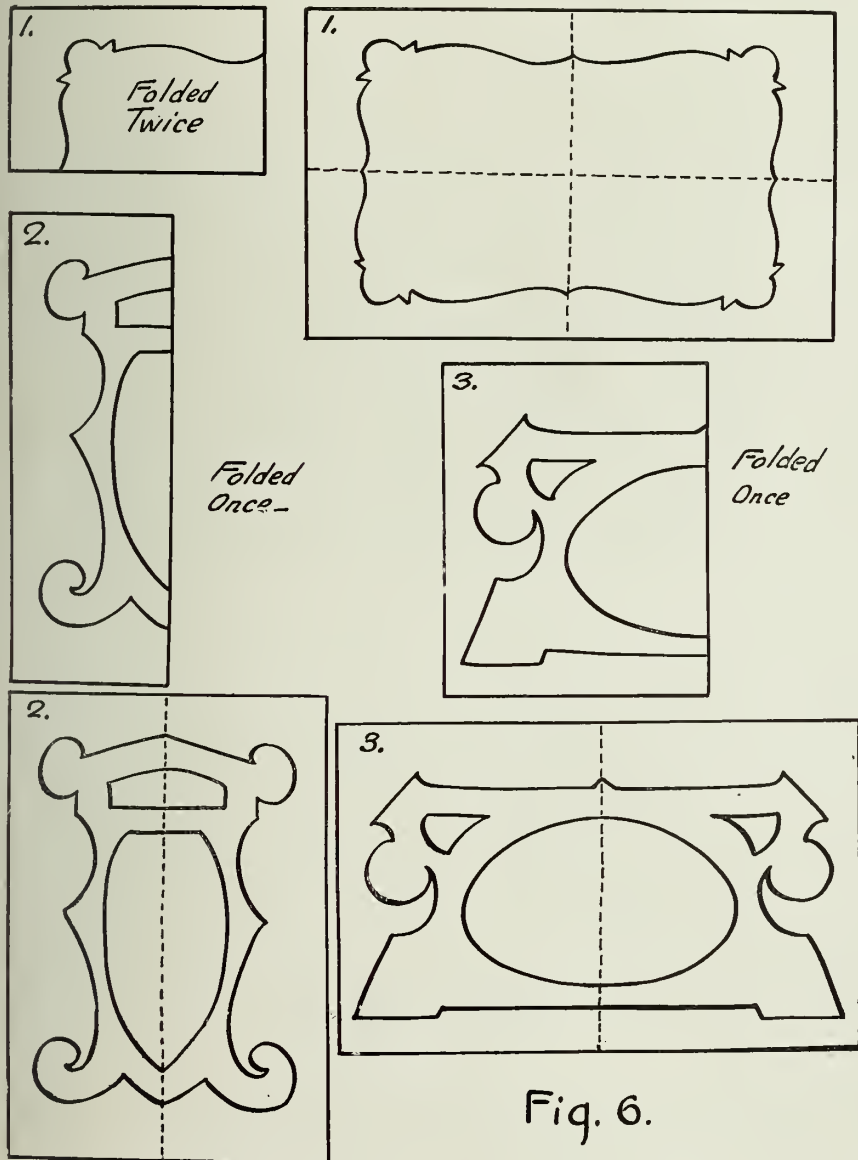


Fig. 6.

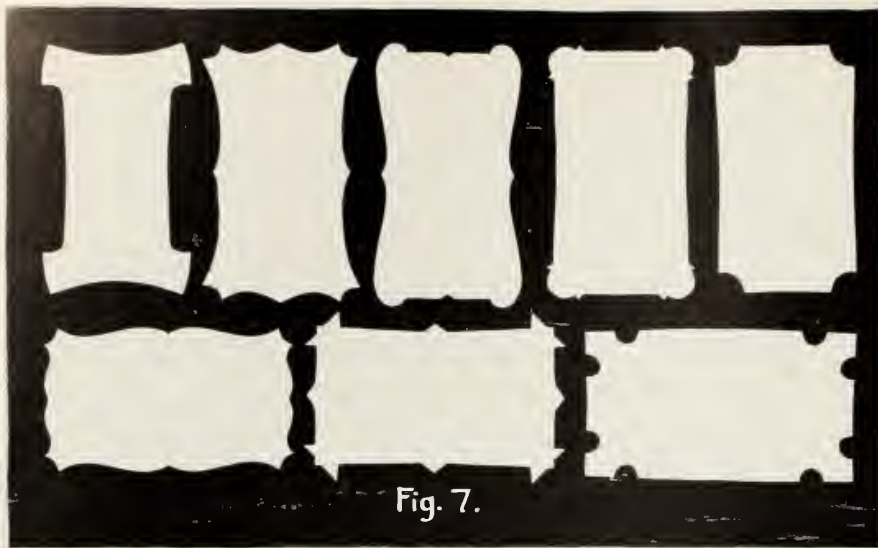


Fig. 7.

bevelled mats and show cards is known as mat board. This can be obtained from mat board manufacturers. Of course plain white and colored railroad boards

but the quickest and most practical is the one illustrated in Fig. 6. This is, quite simple and you most probably have done this before.



can be used but are not as good for beveling as the thicker mat board.

Designs

There are many ways which you can get the various designs for fancy mats

In Fig. 6 we have three different classes of designs. The first shows a design with all four corners the same. This is obtained by folding over twice as

cardboard and trace around the edge with pencil and bevel.

The second illustration shows an upright design which is obtained by just folding the paper over once lengthways. Then by placing carbon paper against the opposite side and retracing the pencil drawing the full design is obtained as shown in the lower drawing.

The third illustration shows a pattern for a landscape card. This is obtained the same as the other only that the paper is folded crossways.

These patterns are placed upon the cardboard, that is to be bevelled, with carbon paper underneath, design is then retraced. Thus you have the pattern on the card ready to bevel. After this is done neatly place behind the centre opening some other color card. This is to be stuck on with glue or paste. When dry the card is ready to letter. The lettering is to be put on the insert card.

No. 7 gives a few suggestions of designs which are obtained by the same method as shown in the first illustration of Fig. 6. These can be used for the outside design of show card or the inside design to be cut out. Many others can be made.

Fig. 8 shows a few attractive designs

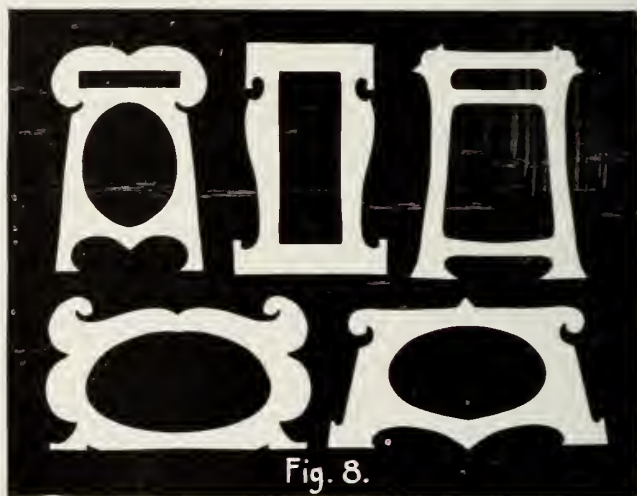
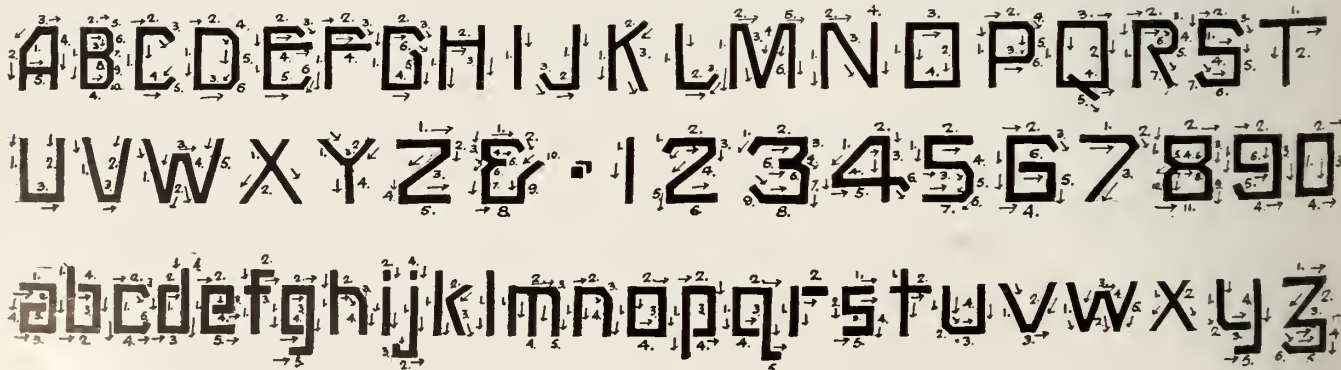


Fig. 8.

indicated by the dotted lines, a piece of plain paper, the same as the card. When this is done draw quarter of the design in pencil as is shown in the left drawing. Then while it is still folded cut it out with a pair of sharp scissors. When opened you should have all four sections the same. Lay this pattern onto the

of the more difficult nature. These are all for cut out mats and are to be bevelled on both outside and inside edges and are to have a piece of cardboard set in behind the centre opening. In the case of the two outside top ones the top openings should be filled in as well. These

(Continued on page 52.)



GETTING AFTER THE SEPTEMBER SCHOOLBOYS' BUSINESS

A Big Field and a Fine Opportunity—Many Boys Have Money of Their Own—
Methods Being Used by Brown, of Lansdowne.

WHEN the boys of Canada start school in September, many of them will go in brand new clothes bought with their own money—for many thousands of lads in their 'teens have been working on farms this Summer, or in factories, or elsewhere, due to the strange times in which we are living.

So the Canadian Boy this Autumn becomes an individual well worth the attention of men's wear dealers — this month and next in particular.

Another reason why the men's wear dealer should cultivate the trade of boys, and of mothers of boys, is that Canada has put 400,000 men in khaki; which means that 400,000 men—chiefly young men and the best buyers of clothing and allied lines—are not contributing much, if anything, to the revenues of retail dealers of clothing, and the et ceteras of apparel. So the retailer must get business from others to make up.

How War Has Robbed the Men's Wear Dealer

Let us look at the matter this way: 400,000 men spent, on an average, \$50 per year on their clothing, or a total of \$20,000,000. We'll assume that there are 2,500 men's wear dealers in Canada. This means that, on an average, each of the 2,500 retail men's wear dealers has lost \$8,000 worth of business per year by the enlistment of young men in the Canadian Expeditionary Forces.

When conscription comes into force at least 250,000 more men will go into khaki, and this trade will be taken away from the haberdashers of Canada. So on the face of things, the prospect for men's wear dealers would seem to be bad.

What, however, are the facts? The facts are that, in spite of war, the men's wear trade in Canada has remained pretty good, and the present indications are that they will continue to do good trade.

The Trade of Boys and Mechanics

Boys' trade and the trade of mechanics have come to the rescue of the retail men's wear dealer. In these two classes he has found a new custom, and a very profitable one. Also, Canada has many hundreds of thousands of adult men who will not don khaki, and who will, therefore, continue to be buyers of clothing and everything else required by a man for his apparelling.

All this, however, is aside from the main purpose of this article, which is to point out the fine opportunity provided by school-opening for good and immediate business, and to suggest some ways by which schoolboys' trade can be developed and attracted.

Preparedness

Undoubtedly the first thing for the

clothier and haberdasher to do is to get ready—to be prepared. He must have the goods he wants to sell. Having these he must be strenuous in his efforts to sell them to mothers of lads and to the lads themselves — the mothers of the little

chaps, and the young fellows who have been earning money all summer—some of them since spring.

We shall assume that the retailer has the goods, and knows where he can get goods. What is of chief concern is, How

Boys! Boys! Boys!

GET A COUPON

Boys, I shall announce later on, in the Autumn, a competition for school-boys. This competition will take in all school-boys from ages 5 to 20. The prizes will go to the winners for Christmas Day.

The competition will be open only to those boys who get a coupon, and a coupon will be given with every purchase of something a boy wears.

So come in and buy something; or have your mother or father buy something, and get a coupon. Save the coupon, because it will be necessary later on.

You'll need several new things when you start school this month or next—shirts, collars, braces, hose, caps, neckties, and so on.

So come, Boys, and get a coupon.

BROWN

MEN'S AND BOYS' OUTFITTER

High Street

LANSDOWNE

Illustration No. 2. Idea used by Brown to interest boys, and their parents, through the boys. See accompanying text for fuller explanations of the idea.

A Schoolboy's Needs for Autumn, 1917

- A New Pair of Boots.
- New Hose. (BROWN sells them.)
- New Clothes. (BROWN provides them.)
- New Shirts. (BROWN has them.)
- New Collars. (BROWN.)
- A New Cap. (BROWN, again.)
- Two or three new Neckties. (BROWN has them.)
- New Underwear. (See what BROWN has.)
- A New Raincoat. (BROWN.)
- A New Umbrella. (BROWN.)
- Perhaps New Collar Buttons and Cuff Links. (BROWN supplies them.)
- New Suspenders (BROWN.)
- Garters. (BROWN.)
- Tie Clip. (BROWN.)
- New Gloves. (BROWN.)
- A New Belt. (BROWN.)
- New Handkerchiefs. (BROWN.)
- A Scarf Pin. (BROWN has it.)
- Bicycle Hose. (BROWN.)
- School Colors. (BROWN.)
- School Pennants. (BROWN.)
- A New Sweater. (BROWN.)
- Waterproof Collars. (BROWN.)
- Football Knickers. (BROWN.)
- Sports Jerseys. (BROWN.)
- A New Overcoat. (See BROWN about it.)

* * *

Check off the things needed and take this card to BROWN, and learn from BROWN what is best to buy, and what the bill is likely to amount to.

* * *

BROWN
Men's and Boys'
Outfitters
High Street
LANSDOWNE

Illustration No. 1.

can these goods be sold quickly and largely?

One thing is absolutely certain: The dealer must be energetic in his merchandising methods. He must not wait for buyers to come to him, but must compel buyers to come to him. He must make his store attractive, magnetically so; and he must do some advertising. And he ought to begin right now—this very day. MEN'S WEAR REVIEW urges instant action. The opportunity is present and the period of school-outfitting trade will be of brief duration. The business will come in a rush, and will soon come to an end. There is great need, therefore, for instant activity and high-powered selling effort.

Just here let it be said that the energies a dealer puts forth now in full measure will bear fruit all through the autumn—when overcoat time comes, and when winter needs call for new purchases. Also, the new customers and new favor that can be won by aggressive tactics now will remain. So it becomes abundantly worth while to be up and doing right now, and for the next five or six weeks.

Let Us Study Brown, of Lansdowne

Perhaps the suggestions to follow may be made more interesting and impressive if we consider a specific case—the case of Brown, of Lansdowne, whose story was told in the July number of MEN'S WEAR REVIEW. What is Brown, a live-wire men's wear dealer, planning for capturing the schoolboys' outfitting trade in his community?

Well, Brown believes in analysis and facts. Looking at things in the mass does not satisfy him. He wants the mass reduced to units. So Brown has ascertained just how many boys there are in Lansdowne and the community round about. He knows their names, their parents' names, their ages; and he knows, too, who have been working on farms or elsewhere during the summer.

Brown has made it his business to get all this information. It was not and is not hard to get. It means only trouble and time, and Brown is always ready to take trouble and give time in the doing of his business. It is by taking trouble and giving time that he beats out competitors and makes his business a live and profitable one. Brown knows that the average retailer shuns trouble and thinking and the expenditure of effort; that the average retailer just waits for customers, and works within the four walls of his store; that he doesn't like to do work outside his store, or do unusual things; that he likes being comfortable. Brown makes money out of the torpor of his competitors—it gives him a better chance. Also, Brown knows that he gets dollars—plenty of them—for all the trouble he takes and for all the time he gives. Brown sells merchandise, of course, and it is in the sale of merchandise that he gets real money; but to Brown the sale of merchandise is just an exhibit of success in thinking and planning ahead. As he sees it, the sales he makes are the fruit of his extra doing and extra thinking.

Brown Has Useful Maps

So Brown has in his store two maps, one of his county, the other of Lansdowne. These maps were drawn for him by schoolchildren a year or so ago. They show the location of every school. In the same portfolio in which these maps are, Brown has gathered together much information pertaining to these schools, and the children attending them. He knows the names and addresses of the teachers of these schools, and he has quite a file of correspondence with teachers relating to their schools and scholars. So Brown knows.

The idea of gathering together a vast amount of specific information about schools and scholars is recommended to retailers, who, like Brown, are willing to take trouble and give time to build up business. Let the Browns everywhere in Canada take steps to be as ready for 1918 as Brown of Lansdowne is this year; for 1918 is surely coming; and 1919, 1920, 1921, and several other years as well.

So Brown, with his complete knowledges and A1 mailing list, is all ready for his solicitation of mothers and the lads who have been working, and who will come back home in September with \$25 or \$50, or more, in their pockets. Brown will not be shooting at anything imaginary. He will not be guessing. He will not be working on supposition. Brown will get up close to real people, known people, and will have something very pertinent to say to every mother and every lad.

Brown's Campaign All Ready

Brown has letters and printed matter all ready for release at the right time. He will send out two or three letters and pieces of printed matter in quick succession. For example, he has prepared a card as shown on this page.

This card is mailed and otherwise distributed. It is placed in an envelope and in this envelope Brown has something else—a card index card, 3 x 5. A slip accompanies this card asking every boy to write his name on this card, his address, his age, his parent's name, the school he will attend, his teacher's name. On the back of this card he is asked to give answers to the following questions:

What is your favorite pastime?

What is the best book you have read?

What is the farthest away place you have ever been to?

Who is the greatest man you have ever seen?

What place or country do you want most to visit or see?

Brown Offers Prizes

Brown offers prizes for the return of these cards filled in as required, the test being handwriting.

These cards, when they come back, will be filed carefully, and will be useful to Brown oftentimes in his future solicitations of boys' business. The cards will furnish him with very useful, even valuable, information.

Brown is using this idea on this principle: If you want a man (or boy) to like you, get him to do something for you. Brown knows that by this competition he will be able to focus on him, on

his store, and on his service, a great deal of intense attention, and this in the end spells business.

Brown will run the advertisement in his local newspaper shown:

(This coupon Christmas Competition idea will be dealt with more fully in a later issue of MEN'S WEAR REVIEW).

Brown's idea here is to get the boys' applying pressure on their mothers and fathers to buy at Brown's. That is, he gets the boys advertising him, and he creates a body of talk that is first-class and costless advertising.

Brown proposes to publish this autumn in his local newspaper a series of examination questions, suited to different ages and grades; and he will publish the names of those who score 50 per cent. or over. Brown will use this idea to perpetuate the interest of boys, their parents and their teachers, in him and his business. He knows, too, that the publication of names in the local newspaper will attract much attention, and cause comment and talk.

Here let it be said that Brown is not greatly concerned to announce in his advertising such items as:—

| | |
|--------------------|--------|
| Shirts | \$1.50 |
| Knitted ties | .75 |
| Men's caps | 1.00 |
| Etc., etc. | |

Everybody knows that he sells shirts, ties, caps, and other things, and that these cost something or other to buy. Such bald advertising is uninteresting, uninviting, unimpressive. Brown believes in advertising specific things, and in attaching prices, but when he does this class of advertising he likes to be very definite, and to be suggestive. For example, in a recent advertisement he drew attention to a line of Japanese ties. His advertisement of them is shown:—

Brown's Advertising Aim

Brown's chief aim in advertising is to get men and mothers thinking of him, and remembering him when they are about to buy. Just as people in Toronto think inevitably of Eaton's when they are in need of anything, so Brown aims to have the buyers in his community think of him and his store whenever the class of goods sold by him are wanted. So to get talked about, to get his name and business lodged in the minds of the people, is his constant purpose. By one means and another he has everybody knowing and thinking and talking about him, confident then that when the kind of merchandise sold by him is needed, people will instinctively think of and turn to him to supply their requirements. This is why Brown plans to run a series of examination questions in his local newspaper this autumn.

Cheapness of Advertising

Just a point here: Space in the Lansdowne *Banner* costs Brown only 10 cents an inch. Which means that for a dollar bill he can buy ten inches of space, and have his advertisement set up and distributed to 1,500 or more homes. It is so ridiculously cheap that Brown does not hesitate to use plenty of space. Frequently he has three different advertise-

Japan Silk Ties FOR MEN

THE Japs may not make "helped" silk. Cotton may not be woven with silk, and the silk cannot be "loaded" or "weighted" with clay or other substances. Which means that when you buy genuine Japanese silk, you get a pure, high-grade silk, with lots of wear in it.

See the Japan Silk Ties I am showing. My window will contain them next Friday and Saturday.

Patterns are rather florid for the coming season—this as a rule; but we have these Japan silk ties in subdued effects.

Prices run from 50c to \$1.50

B R O W N
MEN'S AND BOY'S OUTFITTER
High Street
LANSDOWNE - ONTARIO

Illustration No. 3.—Showing how Brown puts real interest into his customary advertising. See comment in accompanying article.

ments, on three different pages, of his local paper. It costs him from \$2 to \$5 for this publicity, and he can afford to buy business at this cost.

Brown's Opposition Help Him

Brown's competitors in Lansdowne "don't believe in advertising," which really means that they don't believe in parting with money. They have to believe in Brown's advertising, because they see that Brown's business is growing and that their own business is not. But who is able to put fibre into limp men? Retailers who refuse to be big, to grow big, to do big things, won't build a big business. Brown is prospering because his two competitors in Lansdowne are so thrifty that they won't spend a cent on advertising. If these same men were farmers, they would not sow wheat, or plant potatoes, because it would be burying money. Eaton's in Toronto grew to bigness because there were so many small-calibred men in Toronto. The surest way to keep a business from

growing is to refuse to spend money on it, or take trouble over it, or to give time to thinking out ways by which it can be enlarged.

Is it needful to say anything more about Brown and his ways of going after the business that the opening of the schools for the coming autumn will bring? The particular methods Brown uses may not commend themselves to others. This doesn't matter much. Imitation is far less good than initiative and independence.

What has been aimed at is to arouse retailers of men's and boys' wear to the presence of a fine opportunity to do big immediate business, and to develop a kind of business or trade well worth having. Also, the aim has been to suggest to bright, eager, purposeful men ways and means by which they can develop and attract the business of schoolboys, and of the mothers of schoolboys.

WHAT IS BEING WORN AT THE "WEEK-ENDS"

(Continued from page 37.)

tation. Not because of any scarcity in the matter of choice, but because the choice is so limitless. If fortune has showered you with shekles, of course there is the silk shirt that can be worn on almost any occasion, and you will find in the color combinations something that will suit your particular style, or something that you modestly think does so, which amounts to the same thing as far as you are concerned.

Another variety of shirt that is both comfortable and attractive is of cheviot or madras, black and white stripes are considered the thing. The wide stripe, too, is very much to the fore in every manner of coloring. Moreover, the shirt with the attached collar is back in our midst. Did anyone believe that this hoary old corpse could be revived? Well, it has, and has become very much the thing. The idea is to have the collar made attached to the shirt and of the same material. The collar is of the turned-down variety, and it is low.

COMFORT FOR THE SHORT-NECKED

If you are one of those people whose head and body join without any noticeable connecting link, it will be a word of comfort to you to know that you can wear a low collar, that will fit in between your chin and your chest without discomfort, and yet remain among the best dressers. Comfort is the great desideratum in all Summer styles and what could be more comfortable than the low collar?

If you are very correct and insist on wearing gloves all through the torrid months, there is a neat-looking glove that will just appeal to you that has just made its appearance. It is of grey leather with a grey silk back, and is of the slip-on variety, so that the trouble of buttons is eliminated. The silk back makes it cool and comfortable.

These are a few hints and suggestions, that anyone who strolled up the Avenue, or rambled a bit in some of the nearer Summer colonies would be sure to note. The recounting of them may possibly be of interest to you.

CARDWRITING MADE EASY

(Continued from page 48.)

spaces may be used for the firm's name. "Summer, 1917" or some phrasings. It must be remembered that this style of work necessitates a great deal of labor, and that it is not advisable to make too many of them as it would not only take up too much of your time but also because it would render the idea less exclusive. They should be used only on the better class of work and for cards that can be used for a reasonable length of time.

The completed show cards give you a

fair idea of how this work appears when finished, using this month's alphabet for the lettering.

The Canadian Cotton Co., Hamilton, will build an addition to their factory at a cost of \$60,000.

The Canadian Wool Company, Limited, has been incorporated at Toronto with a capital of \$250,000 to manufacture and deal in wool and wool products.

Canadian Fasteners, Limited, has been incorporated at Hamilton with a capital of \$50,000 to manufacture and sell fasteners of all kinds.

FOOTWEAR NOTES

Are We Coming to Black, White and Tan Only?—Tanning Fish Skin—Grey Antelope in Paris.

A CHICAGO man predicts that within a year practically all shoes will be black whether of leather or other material. The average price will be \$15.00 and for a pump without buckles \$12.00. In examining the sample book of one large leather house, this gentleman found that in recent seasons, 60 shades of leather were shown whereas for 1917 there are only 9 shades. The inevitable result of black, white and tan is coming soon, he thinks.

FALL ideas in a New York shop show smoke grey with paisley tops; one in dark brown leather with suede top of olive brown embroidered and beaded; a white satin shoe has shadow lawn green bouquets, and a black satin dress boot has silver bouquets—this to be worn with the all black satin dress.

THE PLAINEST shoe in Portland, Ore., is said to be \$8.00 while popular prices are \$10, \$12 and \$15.00. Patent leather pumps are popular.

A DENVER dealer also finds that black kid will be popular for Fall. Colored kids will sell at \$20 to \$25 a pair.

PROGRESS with the tanning of fish skin is reported to be satisfactory. So much so that the new material is expected to reduce the price of leather and footwear in the near future. The new leather will be suitable for uppers and also for handbags, card cases and other articles of leather including possibly gloves. This report comes from the Department of Commerce at Washington.

GREY antelope is the newest fad for footwear in Paris. Fur-cloth tops are seen and little indication of them for Fall and Winter.

IF THEY TOOK IT OUT OF THE SIZE



Spring 1915



Spring 1916



Spring 1917



Spring 1918



SUITS & OVERCOATS



SPRING STYLES BEGIN TO DEVELOP DEFINITELY

The Military Influence Insists on Some Sway—Pinch-backs Though Passing in Some Ways Persist to a Great Extent—Belts for Certain—Interesting Young Men's Sac Coat and Military Idea Suit—The Norfolk's "Come-back" Coming—Overcoat Ideas.

WOOL shortage has been the bogey of the clothing industry for a considerable time, and the fear that fabrics will be found lacking is still present in many quarters. But it is hoped that Canada may come off better as regards supplies of woolen fabrics that had been at first feared. There are hints of efforts on the part of Great Britain to share up wool supplies so as to help the Dominion. It may be that only military clothing will be manufactured from any supplies of wool with which Canada is favored by the Mother Country, but there is hope for civilian men's wear also.

A Significant Sign

It is a significant fact, however, in connection with this wool shortage that when the National Association of Clothing Designers assembled in Chicago on the 5th, 6th, and 7th of July, the most important subject that came up for consideration was the communication from the United States Government to the effect that clothing manufacturers should avoid in designs for new styles as far as possible all embellishments, variations, and developments which might in any way increase the amount of material used in the making of the garments.

This indication of the mind of the authorities in the United States on the matter of men's wear has much to do with the whole question of styles for Spring, 1918. What is done across the border cannot fail to influence the Canadian side. There may even be Government regulations as to the use of woolen materials by Canadian manufacturers. It should be noted that the United States Government had not actually ordered the conservation of fabrics by clothing designers in the manner indicated. The communication was in a sense a trying out of the feeling of the leading designers on the subject.

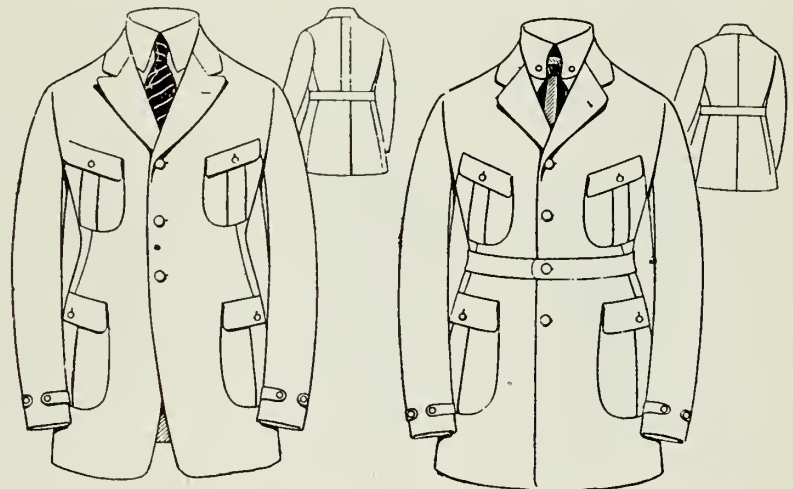
Decision is Awaited

In reply to the communication the designers assembled at Chicago placed before the authorities their collective opinion that only by making the matter mandatory upon all manufacturers of cloth-

ing alike could any conservation of cloth in the manner desired be effected in the United States. Without feeling that his competitors in the field are similarly bound to conserve fabric, no manufacturer of men's wear would bind himself not to embody in his lines designs and styles involving the free use of the materials available.

the lines of which there is no doubt as to demand.

Coats with belts there will be in considerable showing. The military mood of the age must have its way. There will be many lines of garments for men showing the military influence. This, notwithstanding the fact that amongst manufacturers there is a feeling that



In the State, military models—strangely enough effecting the British Officers' uniform, rather than that of Uncle Sam—are evidently expected to be in demand for Spring. We show two such. For Sporting purposes such coats may take in Canada. We doubt if the demand will be of any greater proportions than that.

Should the matter become mandatory, of course, it would mean the vanishing from styles of all pleats, belts, patch pockets, full skirts for coats, even long rolled lapels, perhaps. Only the plainest possible garments would be built, and there would be little or no variation of design possible.

Designs for Spring Trade

Even should restrictions come quite sharply and suddenly into effect on both sides of the border, it is not likely that the Spring trade of 1918 will be noticeably affected. Designers are in many cases far forward already with the ideas for Spring, and manufacture of many lines is advanced, at least in regard to

suits and overcoats for civilian wear ought not to show any mere copying of the regulation military garb. While the feeling is present, the demand of the public has often seemed to over-rule it, and as is the case of the trench coat, garments very much resembling the regulation military garb have found ready sale, and have been widely worn.

The Persistent Pinch-back

"Is the pinch-back passing out of vogue?" was the question asked by MEN'S WEAR REVIEW of several designers.

From their replies the impression was gained that while the pinch-back has had an immense vogue, and is still holding

very strongly to public taste, there may be a falling off in its popularity after Spring, 1918. But in Spring, 1918, there will still be a good many pinch-back lines in wear.

Of course, the style has come in for modifications. Many of the modifications designed have been markedly improving to the pinch-back idea. The former "tight-laced" suggestion has vanished. Freedom, grace, form-fitting, comfort, and the suggestion of generously used material are found in the latest pinch-back styles placed upon the market. In many pinch-backs shown for Spring of 1918, these excellences will also be found plentifully. Only by developing such excellences could the pinch-back survive as long as it has survived. But if wool shortage bogeys assume more serious proportions, perhaps the pinch-back must go.

Norfolk Is Coming

"As regards the pinch-back," said one designer who, by the way, had only just returned from the Chicago assemblage of leading designers, "as regards the pinch-back, I have a feeling that this style may suddenly disappear, that is, in its recognizable form as a pinch-back pure and simple. You see a great many, a very great many of these have been worn. The style has had a very wide vogue, and people have had a very good chance to get tired of it. It is probable that they are tired of it."

Fashion's leaders will not be seen in it in its original form, but there are the modifications of it, and its influence is still strong upon styles that are developing for Spring.

Speaking further on the matter, the designer mentioned a very probable tendency following the pinch-back. This is

there is of course the belt of the Norfolk to remember. But where the Norfolk had very decided pleats, the pinch-back suggestion was led to a lighter style of pleat in the simplest form, running up on the back towards the shoulders to right and left above the belt. There are also some decidedly and almost entirely Norfolk styles coming forth for Spring, 1918. The pinch-back did it.

A Very Military Style

Should the wool shortage go from bad to worse, there will not be many Norfolks made. Neither would there be made many of an interesting military-style suit designed for civilian wear, and shown by a Montreal manufacturer. That there is a demand for lines of smart military appearance is evident though manufacturers are not all anxious to meet it. The suit referred to is distinguished by the design of the coat. This is a sac coat, double breasted, and with every line of it built to suggest the tunic of an officer. Had the coat been made in khaki it might almost have passed the strict inspection of a regulation tailor. Brisk and keen in appearance, this coat is one of the decided novelties to be shown this Spring. It is built with a yoke in military style, and has belt (about two inches wide, fixed with a buckle), also the characteristic military patch pockets with bellows flap, as seen in officers' coats. The lapels are sharply peaked and softly rolled. The sleeves have two buttons. There is no attempt to imitate the officers' cuffs. The length of the coat is full, and the skirt uses plenty of material. There is a vent in the back after the style general for Spring, 1918.

Another Young Man's Coat

In the designing of another manufac-

length of this coat is about 30½ inches. Sleeves are finished with conservative cuffs, but some lines are made with cuffs upon the sleeves, and some with the belt carried all round and fastened with button in front. The belt when carried only



The turn seems to be from the pinch back to the old Norfolk style—not to the Norfolk proper, but to something along those lines. The back of the above model, for instance, is quite Norfolk.

to the two front pleats on the waist has a button embellishment in the middle behind. The coat has a shaped whole back and two pleats after the style of a pinch-back modified.

Vests and Trousers Conservative

Trousers are still being built on conservative, rather English lines, narrower than in former days. There is no waste of material in the trousers, so the wool shortage bogey will not vex the designer as to these garments. Vests are made to match coats as much as possible, following the design as to pockets, and finish. Quarter and one-eighth silk linings are coming in strongly, and the finish of coats inside along seams, and at sleeve holes is one of the features for Spring, 1918. Linings are gay in color, but in good taste to harmonize with the fabric patterns used.

Overcoat Tendencies

Some interesting overcoat tendencies for the Spring may be noted. The trench coat with all its modifications is evidently here to stay. There will be more single than double breasted trench coats in Spring wear. There is a distinct hint that the box covert coat is coming back to some extent. The convenience of this coat may give it vogue again. Its design shows no tendency to vary greatly from the original form, but the influence of the period will probably show up should this coat come in.

Then the raglan coat is another style that suggests a come-back. This is a convenient coat also, and likely to have vogue made in the rougher materials, useful for a slip-on, and hard to beat for handiness. The raglan sleeve, by the way, will be found in some lines of trench coat modifications which are looked for in the trade.



Though it is felt the style trend is away from the pinch-back, many models retaining this feature will be shown for Spring. Two such are here illustrated.



the Norfolk. The Norfolk is showing distinct signs of coming back.

The come-back of the Norfolk is directly attributable to the influence of the pinch-back. Indeed, the conventional Norfolk is not seen so much as the Norfolk suggestion. It is as if the pinch-back were the "yesterday" and the Norfolk proper the "to-morrow" of the style seen in the "to-day" of its design-period. The belt of the pinch-back is there, and

turer there was shown a neat sac coat with build and lines to suit a young man of the go ahead type able to set off his clothes with vitality and vigor. This was described as a young man's sac coat of the two-button type, with two pinches in the back, and belt carried round only to the two front pleats. The coat is built with a natural waist, and the corners at the front are rounded. There is a long soft rolled lapel design. The



COLLARS & SHIRTS



GREAT SALE OF SOFT COLLARS. SHIRTS HIGHER

Problem is to Fill Orders For Soft Collars Which Are Wanted Especially in the Higher Grades—Difficulty in Figuring Shirt Prices—New Customs Regulation Will Help Here—Brighter Colors Still For Spring.

FROM all parts of Canada comes word of a huge—an unprecedented call—for soft collars. Manufacturers give the impression that their problem has been to fill orders; and in the comment of one maker is a hint that the great popularity of the soft collars is causing wonderment as to the effect this will have on sales of stiff collars.

Costly Lines Wanted Most

Says this manufacturer:

"Ninety per cent. of these soft collar sales are in collars which retail at 35c or 50c. There is now a rumor of stiff collars of fancy cloths entering the market to stimulate this output of stiff collars. But," he adds, "We do not think there is very much in this."

Dealers, too, do not seem to feel any need of artificial stimulation for stiff collars as a result of the great popularity of the soft. They feel, rather, that the soft are adding a reasonably profitably line, and not undermining the stiff collar business. In any event, the soft collar is here for an indefinite stay. Summer is its great time, but it will assuredly be stronger this Winter than last—and it was a strong getter then.

Some makers estimate that the soft collar business is now 25 per cent. of the collar business. We feel these figures may be a little high, taking the whole country into consideration, but certainly the percentage is getting greater all the time.

Will Show Late Fall Designs

The shirt situation is, to rather a greater extent than usual, at this season, clouded in doubt. There are some lines which were intended to be shown for Fall, 1917, to be embodied in the Spring line. It is not the intention, however, to make any distinction between these two ranges, but to combine them all into one line.

Patterns, it seems certain, are to tend toward louder and bolder designs—yet 1918 Spring will show some of the prettiest designs yet created.

Manufacturers feel that the demand will be almost entirely for the better

grades—to retail at from \$2 to \$5, or higher. To guarantee quality to customers, such prices will indeed be necessary, for, of course, the manufacturers and wholesalers' prices will be considerably higher than for Spring, 1917.

In reference to prices, the recent Customs Regulation, which provides that manufacturers will not be called upon to pay duty upon more than a 25 per cent. advance in price effected since they contracted for cloth, has a direct bearing.



How England regards regulations calling for conservation of starch. Note that all the "dandies" shown are past their first youth—"the young ones," says the artist, are not in England these days.

How About It?

Says a manufacturer:

"In our opinion, so far as styles are concerned, the Sport Shirt has made its last appearance and everything seems to indicate that the Collar-Attached Shirt will be the popular style for outing purposes. By this we do not mean the Reversible Collar; very few of the moderate and better-dressers wish to fold in the collars over their shoulders."

The regulation is dealt with fully elsewhere in this issue. How important the change is to the shirt industry will be made clear by quoting from a manufacturer's statement made to MEN'S WEAR REVIEW before the new regulation was made known. He said:

Where the Difficulty Comes

"In reference to conditions from the shirt manufacturer's standpoint will say, to make a long story short, we are placed in such a position that we really do not know what shirtings cost us until we get them here, that is goods that are imported. This is on account of the rising condition in the cotton market, and having to pay duty on the price of material on the home market at the time of import."

A shirting might be bought in the States, say, for 60c, delivery being called for in 6 months. When it was delivered the price having advanced in the States to 90c, 42½ per cent. duty would be paid on that, though, of course, the cloth itself would be paid for at the contract figure.

"In connection with this, might mention that we do not intend to price our

Annual July Sale

This year's clearance time finds us with the finest and largest stock of shirts and clothes we have ever shown. Fresh, crisp and new. The cost of labor and materials has sharply advanced since we bought them some months ago. But—they must be sold, it being the Case Policy to carry nothing over from one season to another. The Case label is in each—Your guarantee of perfect satisfaction.

| | | |
|---|---|--|
| SHIRTS | | |
| <small>Of Silk, Taffeta, Satin Striped Zephyrs Silk Mixtures, Cotton Crepe, Batiste and Zephyr.</small> | | |
| \$1.45 <small>Formerly \$2.00 and \$2.50</small> | \$1.85 <small>Formerly \$3.00 and \$2.50</small> | \$2.65 <small>Formerly \$4.00 and \$3.00</small> |
| \$1.25 <small>Formerly \$1.50 and \$2.00</small> | \$3.45 <small>Formerly \$4.50 and \$5.00</small> | |
| SUITS | | |
| \$19.75 <small>Formerly \$28.00 and \$25.00</small> | \$24.75 <small>Formerly \$32.50 and \$30.00</small> | \$29.75 <small>Formerly \$35.00</small> |
| \$32.00 <small>Formerly \$40.00</small> | | |
| CRAVATS | | |
| 65c <small>Formerly \$1.00</small> | | |
| PYJAMAS | | |
| \$1.50 <small>Plain shade swansette Formerly \$2.50</small> | | |

507 St. Catherine Street West **CASE** In the Drummond Bldg.

Shop closed Saturdays during July and August at 1 p.m.

An effective shirt advertisement, the idea for which perhaps was suggested by a series which has been used in Men's Wear Review by a well known manufacturer.

shirt range until the day we send our travelers the samples. Shirt manufacturers are placed in a rather awkward position on account of this feature, as we buy merchandise, figuring on laying it in at the same price. When time of shipment comes it is a different story. In other words, the only safe way is to figure when we have material laying in our building."

Some silks, and some cotton crepes, are coming in from Japan, the silks having great brightness and brilliancy of tone. The getting of silk to make possible a \$5 retail price for Spring is, however, going to be difficult. Some retailers feel that as the price rises above \$5 the demand for silk shirts will decrease. However, Canadian men have the money now.

HATS *and* CAPS

MORE CONSERVATIVE STYLES FOR NEXT SPRING

Expected Samples Not Out Yet, But Standard Shapes Predominate—Light Weight Cap Trade May be Revived—Fewer "Cut Price Sales" on Straws

EVENTS in the hat and cap trade are slow moving just now, for it is between seasons, and most of the manufacturers are devoting their attention to getting samples ready for Spring 1918 trade. Some are ready, but not by

any means full ranges. There is a little time yet before the travellers take the road. Fall deliveries are generally reported to be well in hand, and it is welcome news that English deliveries for Fall trade are coming in as well as ever.

English shipments usually come in large quantities about the end of July and beginning of August, and prospects are for normal delivery.

Many representatives of Canadian manufacturers are in New York just

now, and it is expected that by August 15 selections of Spring 1918 styles will have been made. It is hard to predict at this stage what the prevailing styles will be, but it is stated on good authority that styles will be conservative in view of the fact that so many young men have gone into khaki, and also in view of the fact that the narrow and wide brimmed hats, along with other distinctive models, have had their run. So far it is reported that, from the standpoint of securing raw material, the factories will be well protected if deliveries are kept up as they are now. So far little difficulty has been met with along this line, and it is good to note that some months ago saw more trouble in the factories than is being experienced to-day.

More Panamas Next Year

It is interesting to note that another panama hat company is soon to start up in Canada. This addition to Canadian industry can only be taken as an indication of the development of this branch of the hat trade, and it foreshadows a bigger rush than ever for panama hats next year.

Cap Trade Light

So far the cap trade this year for Fall has been light. Some shipments of tweed caps for Fall have just been received, but caps of lighter material are receiving little attention owing to the weather conditions. In fact, some dealers are juggling off silk caps and other light-weight caps at 25 per cent. off. But with warmer weather on hand it is expected this trade will be revived even yet. The standard golf model cap is in biggest demand for men and boys, and orders for Fall delivery should be placed early owing to the increasing difficulties in getting goods. It is expected the golf style of cap will be a winner this Fall and next Spring, because it is built on lines adaptable to many men. One large dealer finds that nineteen out of twenty men find the hat becoming to them in their respective sizes.

Children's Romper Hats

Children's romper hats in linen and other materials are strongly featured for Fall trade. This hat has a very sensible appearance, is economical, and is a good protection against the sun. Dealers are finding it a good line to handle, as this class of hat is adaptable to both girls' and boys' wear.

Woven Body Hats

The present season has been marked by the popularity of the body hat. Panama hats have always been to the fore, and Alpine crowns have reigned favorite. Flat brims have also been in good demand, though recently there has been a tendency toward the rolled brim.

For 1918 it is assured that there will be active sales throughout the season for body hats. In this class of hat, manufacturers must face the same conditions of increased costs which prevail in every other branch of the hat trade. The bodies themselves are increasing in price, for

glue, sulphur and bleaching have all soared to almost the equal of one outstanding case of an article used in finishing, which has gone from 35 cents to \$3.50 a pound.

"Cut Price Sales" on Straw Hats

As the season draws to a close for another year, the tendency is to cut prices on straw hats in order to clear stocks out, but this practice should not be resorted to, for no one gains but the customer, who oftentimes does not appreciate the fact. Cut prices are not expected this year, and as straw hats will cost more next year, the real value of straws might well be taught by maintaining quality and prices. By doing this, the customers of next year will not refuse to buy straw hats unless they are offered cheap.

Straw hats now in hand will have good value in 1918, for prices will undoubtedly increase owing to the fact that straw hats are being manufactured at greatly increased cost. Retailers next year will have to pay enough to cover this increased cost, and it would be a foolish practice to slaughter prices now on straw hats which will be worth more than ever next year. This should be a "No-cut season," even though there may be large stocks of hats to carry over, which previously would be cut in reckless fashion to get them out. The hats of this year are much superior in quality to any deliveries that manufacturers will make for next year, and the styles will be all right for 1918.

Care in Packing Straws

If properly packed, straw and body hats will not deteriorate, and in carrying over stocks for next Spring trade the following points should be borne in mind: The dampness, which will ruin a braid-straw hat, is a preserving factor in the case of the fibre-woven body hats; therefore, the braid hats should be kept in a dry place. They should be packed carefully in the boxes in which they come from the manufacturer, using the supports for keeping the brims from warping. The boxes should be raised from the floor and kept away from walls likely to exhale dampness.

Panama hats and body hats require the same care in packing, but do not need to be kept from dampness, as the moisture helps to keep them pliable and strong. Actual dampness, such as mildew, is not desirable, but excessive heat, such as emanates from a furnace room, will render the panama hats brittle and dry. By observing these precautions it should be possible to carry over this Summer's hats till next season with no loss of value, and it would save thereby a great deal in profit.

Will Higher Prices Result in Marketing of Cheaper Article?

Much has been written about prices and forecasts are constantly being made as to increases. This phase of the situation is still prominent, and it is bringing up the point as to whether retailers will market an inferior product in order to

maintain prices as near normal level as possible, or will pay the manufacturer an increased price in order to maintain a good standard of quality, which will result in increased retail prices.

Some retailers may be of the opinion that the predicted advances have taken effect, but no matter how much this is the case, further increases are likely, for the materials manufacturers have bought during the early stages of advancing prices are practically exhausted, and in the future prices will have to be based on new quotations on raw materials. A steady increase in prices is foreshadowed for the next year above even the present prices, and manufacturers who have made up their sample lines, and who may be able to manufacture their product for a time on this basis, will later experience advances in price not anticipated, and which will compel them to raise the prices of hats further still. In ordinary times this procedure would be regarded as speculation, but under the abnormal conditions prevailing it is an assured fact that higher prices will prevail, and wise retailers will do well to give the matter their close attention, and anticipate their season's requirements as fully as possible.

EUROPE AND GLOVES

Labour Scarcity Has Cut Down Production More Than One-half—All Accessories Scarce

A GLOVE buyer states that Great Britain is largely going gloveless since England has not been able to produce enough goods for her own needs and a ban has been placed on imports of gloves. French and Italian tanners, he found, have numerous difficulties. Hard coal is limited for each tanner and sells at \$40 to \$55 per ton; flour is withheld from the industry and a satisfactory substitute has not yet been found; shortage of skilled labor and a high minimum wage scale are of course general complaints. Women, especially in France, are doing other work more directly connected with the war and their assistance is lacking in the glove trade. The careful hand-cutting practically is no more. All accessories are high and scarce. Orders for fasteners must be placed from seven to eight months ahead. Altogether, this buyer estimates the glove production in Europe this year to be only about 40 to 50 per cent. of the demand.

OFFICERS OF MANITOBA R.M.A.

The officers elected for the ensuing year at the convention of the Manitoba Retail Merchants' Association follow:—
President, J. W. Kelley, Winnipeg; 1st Vice-president, R. J. Campbell, Brandon; 2nd Vice-president, F. Sparling, Winnipeg; Secretary, J. H. Curle, Winnipeg; Treasurer, T. A. Connell.

Members of the Dominion Board—C. F. Rannard, A. G. Box, J. A. Banfield, J. H. Curle and W. T. Devlin, Winnipeg.

Advisory Board—William Chambers, Hamiota; A. F. Higgins, Winnipeg; W. Jamieson, Selkirk; D. D. McDonald, Dauphin, and C. F. Rannard, Winnipeg.



NECKWEAR



NECK-WEAR FOR FALL SHOWS FINE QUALITY AND DESIGN

Rich New Silk Develop Delicate Patterings—Satins, and Ombre Rainbow, and Shadowed, are Popular—Printed Failles Keeping to the Front—Christmas Lines Being Considered, Some Boxed—Early Buying Advised.

INFLUENCES of the late Summer linger in the lines of Fall neckwear now being brought to completion by designers and manufacturers. Some of the gayer hues of early Summer have vanished. Dame Fashion in wearing apparel follows the doings of Dame Nature, and the exuberant excitement of the lighter colors which have gladdened the eyes of neckwear connoisseurs in early Spring tends to become more subdued at least as regards ground color-work.

Neckwear which rivalled the glories of daffodils, crocuses, and new green grass now passes through the glowing warmth of its Summer stages, and proceeds on towards the richer depths of the Fall fashions as regards colors. There is plenty of color in the Fall in nature as well as in neckwear, but it is color which gleams and glows in the lights, and dulls down subtly in the shadows. Exceedingly true of the latest in Fall neckwear this season.

Rick New Effects

In the higher priced neckwear fabrics being made up now into samples of neckwear which will be shown shortly to men's wear dealers throughout the Dominion there is great wealth of good taste. Patterns, and combinations of color are in wonderful variety. The materials are of remarkable quality. It must be remembered that though the war has affected neckwear fabrics to some extent, no amount of belligerence in the world can absolutely prevent the manufacture of high class goods if commerce still demands them, and (this is essential) is willing to pay the price. These fine new goods for the Fall of this year coming from exclusive mills and made into the classes of neckwear sold to exclusive buyers in the men's wear business, make up into ties which sell wholesale at from \$12.00 to \$15.00 per dozen, and in some cases more. Silks at from \$2.50 and up per yard bought direct from the mill, and in big supplies at that, make up into wonderful cravats. The

designs on such silks are miracles of ingenuity.

Elaborate Woven in Patterns.

These are not printed fabrics, but intricately woven-in designs are revealed



Early Fall Tie in the new "Crystal Weave" material. Shown by Tooke Bros., Ltd., Montreal. This tie would retail at 75 cents. "Crystal Weave" is shown in a good range of patterns.

in them, every pattern refreshingly novel, and many of them outstandingly clever. To the customer inclined to look into patterns in fabrics of which ties are made these new high-priced Fall ties will be a delight. Quaintly conventional leaf

designs are varied with delicate tracery, and the clever introduction of brightly hued dots, cubes, and spot-clusters, with geometrical patterns of neat and unobtrusive nature forms a feature of the new ideas.

There are wave patterns in which the design ripples gracefully over the fabric, the color work being subdued. Some of these come in simple black and white, some with variations of silver grey and some with green threads interwoven. There are also the sombre shades of brown and purple which come forth towards the Fall, and inevitably prove good sellers.

Lance and Cluster Spot Goods.

In lance effects, and cluster spot designs there is great wealth of choice this Fall. The cluster spot fabrics are like a starry night in depth, with seemingly as infinite variety in the spot-clusters as ever the Heavens display to the human eye after night-fall. There is consummate art in the assembling of those simple spots of white upon their ground of black or glorious dark blue. Made up into ties these fabrics will prove wonderful attractions. The designs, while, elaborate seemingly have the peculiarity of possessing that unobtrusiveness when made up and tied, which is probably their chief charm. After the rampageous colors of many Summer lines these chaste designs will come like Autumn breezes. Many of them, however, will no doubt not be seen by the consumer until Christmas. They will make splendid gift ties appealing as much to the quiet good taste of the man for whom they may be intended, as to the feminine delight in things good to look at which possesses their lady purchaser of generous intent.

A Quality of Radiance

One remarkable fact about these fabrics is the trick they have of revealing unexpected color-charm as the light and shadows play over them. There will seem to be nothing but cool shades in one piece, but at a different angle there



UNION MADE



The smile that goes with
**“Railroad Signal”
OVERALLS**

*Made to please your customers—What
better can we do?*

MANUFACTURED BY
**The Kitchen Overall and Shirt Co.,
Limited**

Factory and Head Office:
BRANTFORD, - ONTARIO

Western Sales Agents:
HANLEY & MacKAY
407 Hammond Block, Winnipeg. Man.

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

will glow up suddenly a warm blush of ruddy hued light. Another pattern will present an almost dull appearance for an instant, but before long a gleam of green will have flashed out, and for a little while that color spot will have rule over the eye.



A distinctive line shown by Tooke Bros.

It is these little dancing touches of life in designs that set the girls talking about the lovely ties "So-and-So" wears. Unconsciously also men are influenced by the color gleams, and flashes of brilliance which fascinate by their delicacy in contrast with the quiet tones and rich subdued quality of the woven patterns. But as an expert in the matter of ties said when looking at a range of these new fabrics: "It's the goodness in the stuff that shines up." The quality of these finer goods can be easily felt. It pays to let the prospective customer feel the tie between his fingers. The feel of such fabrics is a feel of excellence.

Christmas Ties and Boxed Goods.

That these higher priced fabrics will go into Christmas ties this year has been pointed out as possible. They have the worth that makes them good for gift ties. As regards the Christmas lines the travelers will be on their way forth with these earlier, it is confidently expected, than usual this year. September may find them well on their way. It is wisdom on the part of men's wear dealers in 1917 to secure Christmas lines in good time. There may be shortages, and there may be delays in manufacture. Just at the time of writing nothing is certain but this, that the manufacturers are doing their very best to put forward the making of all classes of goods which will be required for the balance of the present year. Some are even working with

Spring trade 1918 in view also. Events are in the air which make for uncertainty. To put it bluntly, conscription may take away a share of the labor required to ensure output on time.

About Boxed Goods

While the fact that a tie is suitable for a gift, and for Christmas trade in all respects, does not necessarily imply that said tie must be boxed, and bought boxed from the manufacturer, still there is a good deal of strength left in the Christmas line of boxed goods in the neckwear business. There will be a big showing of ties in holly-leaf boxes. Manufacturers are getting ready for that business. There will be a demand for these gaily boxed ties, and fancy ties with Christmas pattern weaves will have their usual vogue in all probability. Time-honored holly and mistletoe patterns will find their old familiar avenues of trade. But for the distinctive trade there will be the rich, quiet, high-priced lines referred to, and the variety in these is big enough to allow for exclusive sales to exclusive dealers all over the Dominion. Some high-priced lines may be found boxed, but there is a tendency to abandon the boxing of neckwear, even gift neckwear of late on the part of manufacturers. For one thing boxes are less easily obtained in these belligerent days.

Satins Going Strong

In the popular lines ombre are once again coming well to the front for Fall wear. These are being made up to show in many combinations of color, but the warm rather sombre hues of Fall reds, dark browns, and blues tend to relieve the brighter effects now. They make good holiday lines, and sell well. With these may be classed the Jacquard patterns which are still exceedingly strong, and likely to be so for Fall.

Satin stripes are popular ties. There will be shown many pleasing varieties of these designs. The stripes are in breadth about an inch and a half to two inches. Usually a dark stripe relieves a rich bright colored band. They set diagonally.

Large patterns and bright colors will still be found in abundance for Fall. They may continue until next Spring. There is a style of pattern now seen in the making up which is so large in its flower motif that about one flower to a tie will be all that the cutter can work in. Of course when tied up the mighty bloom becomes merely a brilliant and irregular design with a floral suggestion. In the piece, before being cut the flower design is imposingly huge. Cerise and bright blue form one color combination seen in this particular pattern.

Satin Checks Will Appear

There will be checks in the Fall showings this season. These are going to develop perhaps quite noticeably. The early showings are large but can hardly be called loud, for when tied up the checks do not absolutely dominate the

tie. Similarly with the striped satins. The knot of the tie is all stripes, and under the knot there are stripes, but the lower part of the tie is plain.

Ombres in rainbow, and shadow satin with stripes in which the stripe is the ground color, are coming in various color ideas. A popular color taken generally this season has been green. Fall taste may incline more to the warmer colors, especially as green has had a big Summer vogue.

Printed failles, by the way, show steady tendencies to remain popular, and many new lines of these will be shown this Fall.

The Matter of Price

It is a matter of common knowledge now that silks have had their share in the advances due to the war and its effects on world industry. Silks in England have actually advanced by one shilling a yard (24 cents) since the 24th of May this year. The advance in this part of the world has been less pronounced, it is said, but there have been advances, and the neckwear manufacturers have felt them. Nevertheless the popular priced ties have not altered more than a dollar a dozen upwards. Ties that used to cost \$4.50 a dozen, are now \$5.50 a dozen. These retail at 75 cents each, and the 75 cent tie is the popular priced tie at present in a great many places. The higher priced silks have advanced also, but not as markedly as may have been imagined. It is still possible to get high-grade goods at from \$9.00 to \$15.00 per dozen.

CLYDE MILLS DESTROYED

The Clyde Woollen Mills, operated at Lanark, Ont., by the Boyd Caldwell Company, Ltd., were completely destroyed by fire on June 21. The loss is estimated at \$150,000 and about one hundred employees have been thrown out of employment.

ROLLING 'EM UP.

"ROLLING 'em up" is the name given to a new 12-inch bronze statue of Uncle Sam. It is his sleeves he is rolling up in order to "handle" the Kaiser.

IT IS proposed in France to adopt a "national shoe" for the benefit of refugees and people who are unable to pay 50 francs a pair. Expensive shoes with high tops will still be made for the wealthy. A novelty was made of bright green kid perforated to show an inner section of white kid.

H. W. Beauclerk and George B. Fraser of Greenshield's, Limited, Montreal have been elected directors of the Bank of Montreal. Mr. Beauclerk is a son-in-law of Lord Shaughnessy.

The Novel Seal Means Quick Sales!

Here's a new wrinkler that speeds up sales
of the well-known

KING "STAY-IN-SHAPE"

Patented Cravats

Attached to the end of every KING "STAY-IN-SHAPE" cravat,
there will now be found a striking, red seal.

**This flashes a selling message in your customers' eye just as quick as
you've caught it in this picture.**

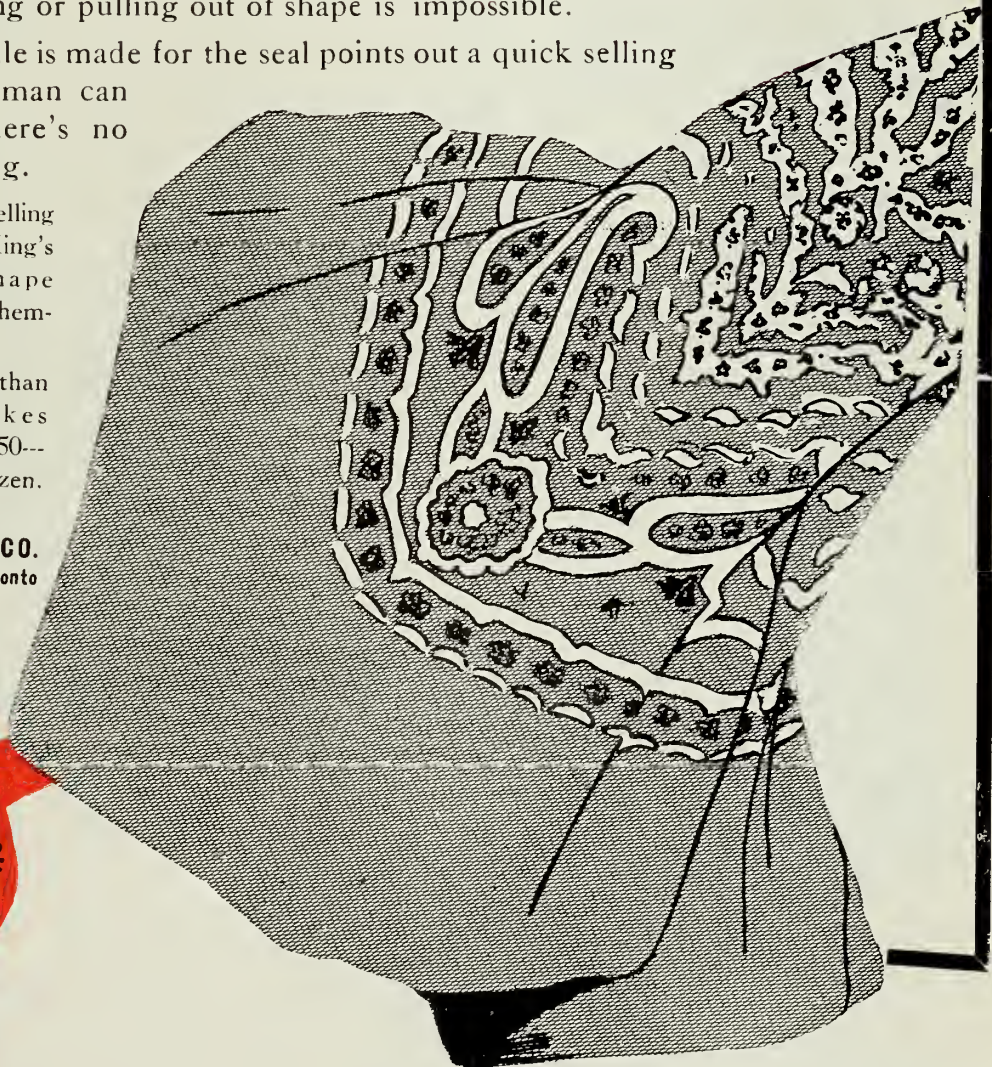
It's novel! It's different! He reads it—turns over the back of tie to
see the two rows of patented stitches that keep the lining in place so
that ripping, twisting or pulling out of shape is impossible.

And, Presto!—the sale is made for the seal points out a quick selling
argument that no man can
pass up—and there's no
time lost explaining.

Hitch up to this new selling
scheme and watch King's
Stay-in-Shape
Cravats sell them-
selves.

Cost no more than
ordinary makes
---\$4.75- --\$5.50---
\$7.50 per dozen.

**THE KING
NECKWEAR CO.**
468 King W., Toronto





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.

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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.



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.

**ALPHONSE RACINE LIMITED
OF
MONTREAL**

**Are
Gents Furnishing
Specialists**

In connection with their

**2 SPECIAL 2
DEPTS. 2**

Looking after every detail
of men's needs

Dept. F—Men's Heavy Furnishings
Dept. I—Men's Fancy Furnishings

**They manufacture in
four fully equipped
and up-to-date
factories**

"HERO"
Fine Shirts

"STRAND"
Shirts de Luxe

"MAPLE LEAF"
Overalls and
Smox

"SAMSON"
Tweed Pants and
Working Shirts

and **"RECORD"** Hosiery and Sox

Alphonse Racine Ltd.

Dry Goods Jobbers and
Manufacturers

60-80 St. Paul St. West **MONTREAL**

FACTORIES:—Beaubien Street, Montreal, St. Croix,
St. Denis, St. Hyacinthe

N.B.—OUR LETTER ORDER DEPT. will gladly
submit samples of specially interesting numbers



11 to 19

12 to 19

13 to 18

Your customers' require-
ments are fully met in



Composition Collars

A wide variety of Modern
Styles, coupled with a remark-
able Linen-like Finish, have
made **KANTKRACK** Collars
favorites everywhere with dis-
criminating men.

Get your share of this worth-
while trade by stocking and
displaying the **KANTKRACK** line.
Whatever your customer's
fancy may be you can satisfy
him with a **KANTKRACK** and
secure additional prestige and
profit at the same time.

KANTKRACK Collars are *Made
in one Grade only, and that the
Best.* One price to all.

Don't forget "K K K" when
ordering waterproof collars.

**The
Parsons and Parsons
Canadian Company**

*Makers of the famous
KANTKRACK composition collar*

HAMILTON



12 to 18½

14 to 19

12 to 18½

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



Patented button-down skirt showing neat jacket effect.



Skirt up showing suspenders which are attached to back of jacket



Showing the convenient drop seat arrangement.

Patented in Canada

You'll Find this One-Piece Work Suit a Brisk Seller

It's easy, comfortable and durable, and has all the advantages of separate smock and pants.

No loose coat tails, no binding belt, no tiring shoulder straps. Made like a neat-fitting suit of clothes with concealed elastic patented suspender and patent drop seat.

Order a supply now, before the cotton market advances again.

*This Trade Mark
Guarantees Satisfaction.*



The J. A. Haugh Manufacturing Company, Limited

TORONTO

CANADA

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*

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.

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



"DOMINION RAYNSTERS"

Made in Canada

Our salesmen have started out with a full range of "Dominion Raynster" samples for 1917-18. We believe the showing is the finest ever made in Canada. No Clothing store can afford to place an order for next Spring's business without first seeing the "Dominion Raynster" line.

"Dominion Raynsters" are strictly "Made in Canada" garments and represent the newest designs and styles in Raincoats for men, women and children.

If our salesman does not come your way, please advise our nearest branch, where your letter will receive prompt attention.

**Canadian Consolidated Rubber
Co., Limited**

HEAD OFFICE: MONTREAL

Service Branches at Halifax, St. John, Moncton, Quebec, Ottawa, Kingston, Belleville, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver, Victoria.

2 each
20¢

3 for
50¢



A

Manchester

Tooke COLLAR

TOOKE BROS. LIMITED

MONTREAL TORONTO
Makers WINNIPEG VANCOUVER

The above is a reproduction of the show-card just produced, showing one of our latest collars. *Ready for delivery.*

TOOKE BROS., LIMITED

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

"SPRING BUYING AND FALL MERCHANDISING NUMBER"

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII.

PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1917

No. 9



ARROW
form-fit
COLLARS

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



Coppley, Hoyer & Randall, Limited

Hamilton

∴

Ontario

He's particular—but the styles like those shown on opposite page are bound to satisfy him.

Note the clever designing and snappy exclusiveness of the CAMBRIDGE lines illustrated. They are just what you need right now in order to cater to the large numbers of youths who will soon be returning from the vacation farm work to resume studies in High Schools and Collegiates.

These young men are particular. They've got money to buy the style they fancy and they're going to get it.

In **your** store?

Yes, if you connect with us now and use the sales creating sample books we'll send you. We outfit you complete to handle this profitable made-to-measure business. Style Books, Charts, etc.

A line to us to-day will be a step towards brisker and better selling. Just a postcard.

Coppley, Hoyer & Randall, Limited

Hamilton

:~:

Ontario

ANNOUNCEMENT

Our road representatives are now showing a very complete range of samples for
FALL SORTING AND SPRING, 1918,
PLACING OF



FINE DRESS GLOVES
for Men, Women and Children

FINE FABRIC GLOVES
for Men and Women

also our lines of
HEAVY WORK GLOVES AND MITTS

You will find our prices very interesting, and that our products all conform to the high standard of excellence the trade has grown to expect from this house.

We urge you to cover your requirements now.

The Hudson Bay Knitting Co.
Limited

294 Lagauchetiere Street West, - Montreal



Leishman Styles Are Distinctive Always

Leishman Tailored Garments for Men attract the patronage of those particular customers who really are the style-fixers for their community.

Particular men who desire distinctive clothes are careful to select the dealer who carries distinguishing styles. These men of discriminating taste are the most valuable customers. Win their trade by featuring the Leishman line.

Place Spring Orders Early

To make sure of deliveries, dealers should place their orders for Spring stock at the earliest possible date.

AND FURTHER DEVELOP YOUR SPECIAL ORDER DEPARTMENT.

By handling the Leishman High-grade Tailored Garments for Men, the dealer will build for his store a reputation which will attract the best trade to his store not only for clothing but as well for furnishings and smart accessories in keeping with the clothes they wear.

Wm. H. Leishman & Co., Limited

68 TEMPERANCE STREET, TORONTO

Makers of the Best Tailored Garments for Men

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*

THE VERY LATEST TEDDY BEAR PLUSH CAPS

with Patriotic Lining
(Red, white and blue satin)

For your customer who wants something real classy, something distinctive, we recommend our new range of FALL and Winter caps.

This is one of the choicest lines we have ever turned out.

We want you to get acquainted with the record-smashing styles and values it contains. We'll gladly submit samples. Write us.

Boston Cap Company

Wholesale and Retail Manufacturers of Hats and Caps

338 ST. URBAIN ST. :: MONTREAL

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. | BALTIMORE | Coca-Cola Bldg. |
| PHILADELPHIA..... | 1033 Chestnut St. | ST. LOUIS | 928 Victoria Bldg. |
| BOSTON | 31 Bedford St. | ST. PAUL | 238 Endicott Bldg. |
| CHICAGO | 223 W. Jackson Blvd. | TORONTO | 14 Manchester Bldg. |
| SAN FRANCISCO | | WINNIPEG | 400 Hammond Bldg. |
| | Postal Telegraph Bldg. | MONTREAL | Room 508 Read Bldg. |
| ST. JOSEPH, MO..... | Saxton Bank Bldg. | VANCOUVER | 506 Mercantile Bldg. |

*Miss
Stifel
Indigo*

Copyright 1917, J. L. Stifel & Sons

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



—a trade mark you can “bank” on where
quality and value are concerned

College Brand Clothes, an established institution!
No experimenting, no hap-hazard guessing or imitating!
But an acknowledged criterion of value, style and honest merchandise.

Notwithstanding the great scarcity of desirable woolens and good trimmings,

College Brand Clothes

offered for Spring, 1918, are again leaders in ready-to-wear men's clothes.

Now, Mr. Good Merchant:---

A word to the wise is sufficient.

Our travellers are out now and will be pleased to show you through the entire range of Fabrics as well as the new and exclusive smart styles of men's and young men's **High Class Dependable Clothing** for you to sell at **popular prices with a good profit.**

If our representative is not in your locality drop us a line and we will get him there in a jiffy, or, better still, send samples for your inspection and comparison Express Prepaid.

Stock on hand for immediate delivery in Suits and Overcoats.

The College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)



High-Grade Natural Wool Underwear

"ADMIRAL" and "COMMODORE" qualities for Men and Boys.

"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to insure satisfactory deliveries.

Comfort and durability guaranteed.



Made in Canada

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



Not just to catch trade— but to hold it

Style attracts custom, but it is Service that holds it. And it is just in service, "*Style-service as well as wear-service,*" that our clothes excel.

Models for Spring, 1918, embrace garments which will appeal to the younger man desiring the acme of style, fit and distinction in his apparel, and also clothes, for the more conservative man, which are comfortable and correct.

See our line. You will recognize it as a business-builder.



Kaplan, Samuelsohn & Co.
Montreal

Barbisia Hats

Est'd since 1862

*Made at Sagliano, Micea,
Italy*

The best Italian hat for quality and colors. Renowned for its regularity in all colors. Hats sold for fall already delivered. Stock on hand.

Our salesmen are now out with Spring Samples. If interested, write us and we will instruct our traveller to call and see you.

The Buckley Drouin Co., Ltd., Montreal, *Agents for Canada*

PANAMAS

Sold direct to the retailers

We are the only exclusive Canadian manufacturers of Panamas, selling direct to the retail trade.

Our prices are fully 20% cheaper than your ordinary suppliers.

Our salesmen are now on the road with our samples. To make sure you will see our samples, drop us a word and we will instruct our traveller to call and see you.

The Federal Panama Hat Company

164 MCGILL STREET, MONTREAL



The
"PICCADILLY"

A distinctive model for stylish young men, featured for Spring, 1918.

Our range of models is the last word in style for both the fashionable and conservative dresser.

"Our salesmen are now on their respective territories."

B. Gardner & Co.

Makers of "Good Clothes"

85 St. Catherine St. West, Montreal

MADE IN CANADA

THE Lang

SHIRTS

For Men and Boys

Our Spring range, now ready for your inspection, offers unusual values.

We show a few—a very few—of our striking patterns on the opposite page. You'll be delighted with our full range.

We make our shirts with your name on them, if you wish. But the workmanship and quality are always that of the *Lang* shirt.

In every detail we meet all requirements. Silk and Cotton Shirtings, for instance, tend to shrink. To offset this we make shirts of this material a little oversize.

And Our Boys Shirts and Blouses

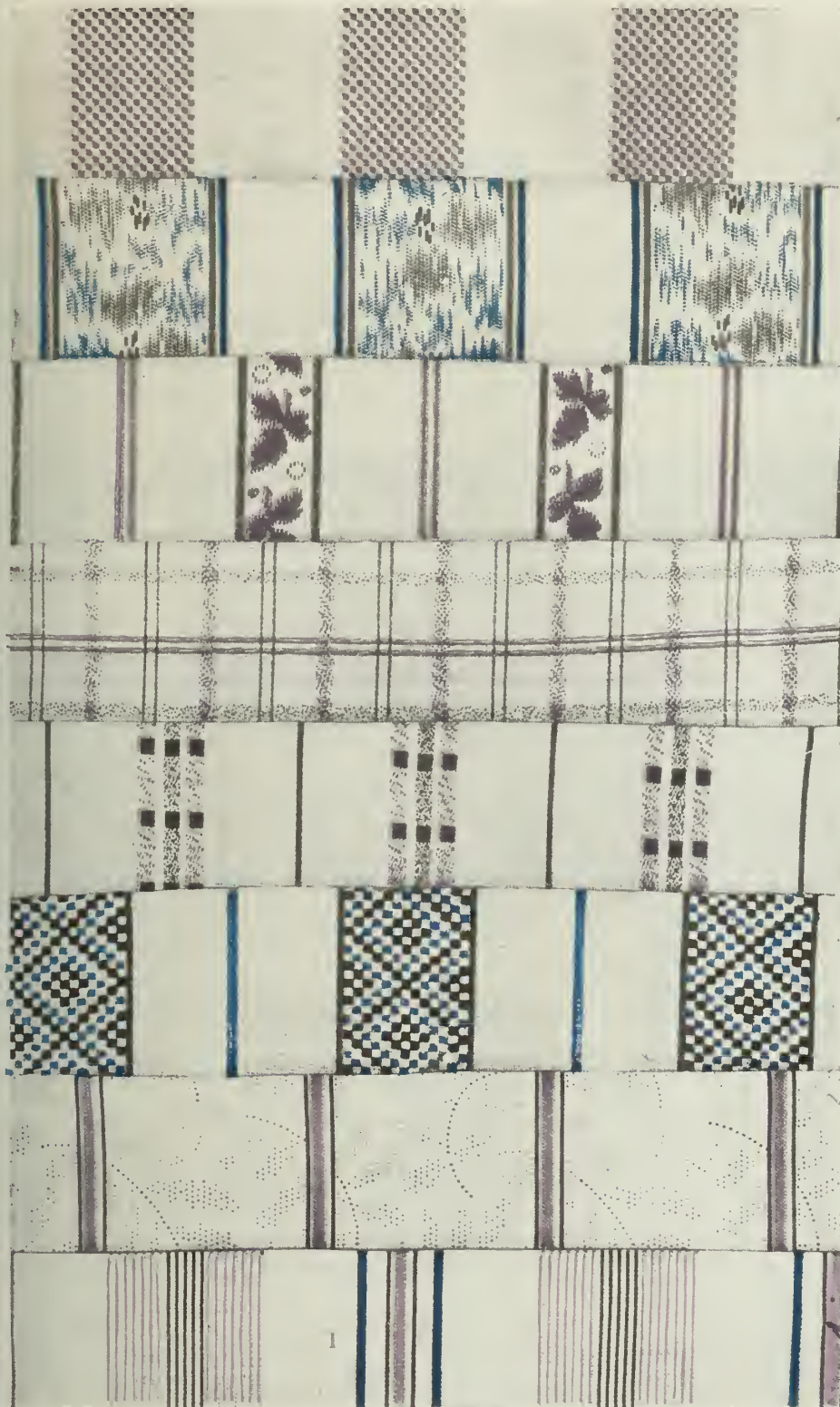
You're aiming to build bigger business with the boy. These shirts and blouses of ours will help. They are made for the Canadian boy and meet his needs.

But examine our full Range. If our Traveller does not call soon, send us a line or wire.

The
Lang Shirt Co., Ltd.
Kitchener, Ontario



A Few of Our Spring Shirtings



Style K314. Shown also in blue and green.

Style O115. Shown also in heliotrope and pink.

Style Q32. Shown also in blue and green.

Style Q34. Shown also in blue and brown and pink and green.

Style O116. Shown also in blue and pink.

Style O125. Shown also in heliotrope and green.

Style O110. Shown also with blue stripe and black dotted ground and blue stripe and blue dotted ground.

Style L314. Shown also in blue.

We have the widest variety of designs, colors and materials from \$12.00 to \$60.00.

THE LANG SHIRT COMPANY, LIMITED
 KITCHENER, ONTARIO

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

This Popular One-Piece Work Suit is worth pushing



Patented button-down skirt showing neat jacket effect.



Skirt up showing suspenders which are attached to back of jacket



Showing the convenient drop seat arrangement.

Patented in Canada

You'll find it a big favourite with the man who spends practically the entire day in overalls. It's easy, comfortable and durable, and combines the appearance of a suit of clothes with the advantages of separate smock and pants.

Note the unique features—just the thing to catch the fancy of the discriminating workman.

Get your order in early.

The J. A. Haugh Mfg. Co., Limited
Toronto, Ontario



Everyman's Pants

UNION MADE

| | |
|------------------------------------|------------------|
| Fancy stripe trouserings | \$2.50 to \$5.00 |
| Tweeds, trouserings | 2.00 5.00 |
| Blue serge, cotton warp | 2.50 3.00 |
| Blue serge, all wool | 3.25 6.00 |
| Hairline | 3.25 3.50 |
| Corduroys, all shades | 3.50 4.00 |
| Whipcord, Grey | 3.00 3.50 |
| Whipcord, Fawn | 4.00 — |
| Untearable Tweed | 3.00 |
| Khaki (U.S. Army Drill) | 2.00 |

FOR THE MILLIONAIRE

Made
in
Canada



For
Canadians

FOR THE MILLION

DAVIS BROS.

MANUFACTURERS

HAMILTON - - - ONTARIO

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

The "Davis Storm Resista" Waterproof Coats

continue in popularity throughout the *whole of the Dominion.*

Newest cloths and styles for *Men, Women and Children* for immediate and the Spring of 1918 are now being shown.

Give your requirements to our travellers, or write to

H. E. Davis & Co.

117, 119 and 121 St. Henry Street

Montreal, Canada



For the youngster entering knickers to the man who has long forgotten them—

Peck's Clothing

offers merit and unusual value.

A line that can ably care for your two most important departments—

MEN'S AND BOYS'

is worthy of special consideration. It means a time-saving in buying and a uniform service in delivery.

We offer you this dual service with a *wide range of samples* for Spring, 1918, now in our salesmen's hands.

John W. Peck & Co.

LIMITED

Montreal

Winnipeg

Vancouver

The Dufferin Shirt Company, Ltd.

914-916 Dufferin Street, TORONTO

We announce to the Trade that our range of Shirts and Pajamas for Spring and Summer, 1918, is now ready.

We would especially call attention to our very select showing of silk fabrics. These we have in a large assortment of patterns and designs, and at a wide range of prices.

See also our percales, zephyrs, etc.

For Fall, 1917, sorting we can deliver a certain quantity of flannel shirts—also bath robes and house coats for Fall and Xmas Trade.

Look for our Representatives.

Taylor-Made

"STOP"
being peeved
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*

GOOD DISPLAY MEANS GOOD SALES

Herewith is illustrated the Dale half-bust-form shirt Displayer. It enables the arrangement of unit trims in window, or show cases—wherever in the store space is available.



Such displays attract attention—bring sales.

EXAMINE OUR COAT
FORMS AND OUR
ARTIFICIAL FLOWERS.

The natural curve to the neck insures perfect fit.

Use of these will brighten your Fall displays.

Dale Wax Figure Co., Limited

109 King Street East, Toronto, Ontario
Montreal Office - 142 Bleury Street

STAPLE SUITS and OVERCOATS

at Advance of only \$3.50 over Pre-War Prices

We have a large quantity of staple styles in Suits and Overcoats in old qualities—some complete, others in process—which we propose selling at an increase of only \$3.50 per suit or overcoat over the Pre-war Prices.

This extra charge covers only the increased cost of lining and manufacture. We are not taking advantage of the cloth situation to get an extra profit, but we **do** want our customers to profit by this exceptional offer.

In a number of the best lines the cloths are entirely used up, therefore we cannot submit samples, but a wire or letter will bring to you a finished garment showing style and sizes we have completed or in process of making.

The McALPINE-RICHARDSON CO., Limited
TORONTO



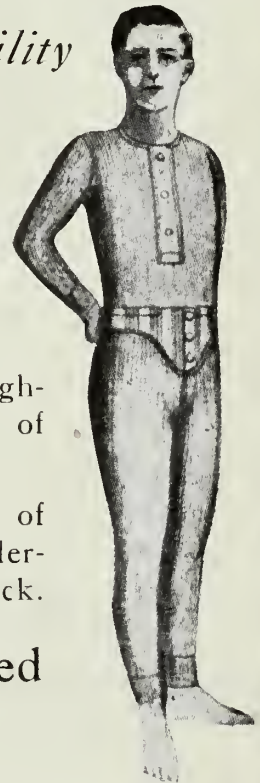
*Fit
Finish*

Maple Leaf
Brand and



*and
Durability*

Dr. Neff's
Sanitary



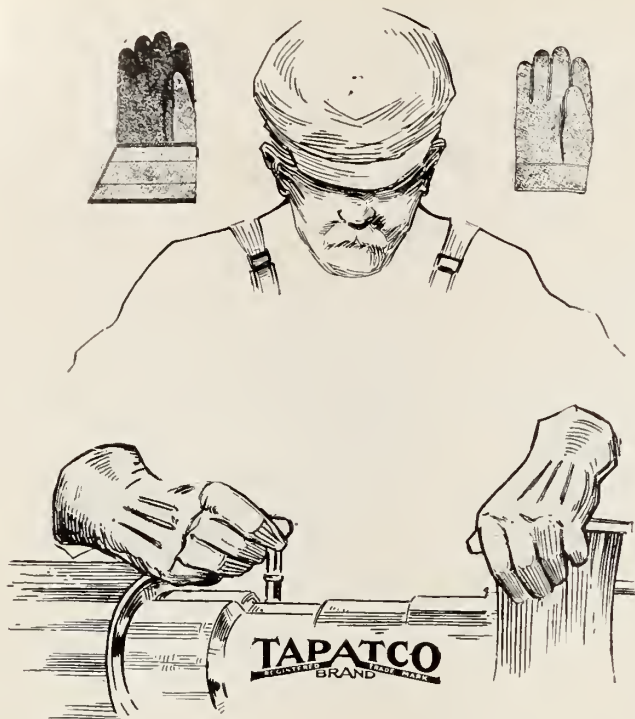
UNDERWEAR

You can depend upon these reliable lines of High-Grade Underwear to satisfy the requirements of your most particular customer.

There's comfort, fit and long wear in every suit of Maple Leaf Brand and Dr. Neff's Sanitary Underwear. Try these lines when ordering your new stock.

Thos. Waterhouse & Co., Limited
INGERSOLL, ONTARIO

WOODS & HOWARD, Coristine Bldg., MONTREAL
Selling Agents for Quebec and Maritime Provinces



Every workman in your town is a prospective customer when you stock the "TAPATCO" Glove line

More soft hands are tackling rough jobs now than ever before. They need protection that will not interfere with the efficiency of their work.

"TAPATCO" Gloves are always a good selling line and the greater activities in farm and factory just now will speed up the dealer's sales of working gloves, particularly if he's well stocked with the "TAPATCO" line.

Made in Gauntlet, Knit Wrist or Band Top Styles in Heavy, Medium or Light Weights. Leather-tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts, in Tan, Slate or Oxford. A "TAPATCO" for every job.

Insist that your jobber furnishes "TAPATCO" Brand.

THE AMERICAN PAD and TEXTILE COMPANY

CHATHAM

--

ONTARIO

We Offer You the Best Suit Values on the Market



BANNOCKBURN TWEED SUITS

for men and boys, in all styles.

Because we specialize on these suits we can assure you a 20% saving by buying from us.

And we stand prepared to make prompt deliveries.

Write for sample suit. We prepay express charges.

The Bannockburn Clothing Co.

Wholesale Tailors

319 St. James St., Montreal

New Forms to Stimulate Your Clothing Business



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.

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 & Company
 99 ONTARIO STREET - TORONTO

*A Scarf
de Luxe
for Fall
and
Christmas*

Prices range
from
\$4.50 to \$21



ONE OF OUR EXCLUSIVE CHRISTMAS NUMBERS.
OUR FULL RANGE WILL ASTONISH YOU.

Niagara Neckwear Co., Limited
Niagara Falls, Canada



CHRISTMAS NECKWEAR

In Individual Boxes

We have our supply as a result of early ordering—the attractive boxes which boom the holiday business.

And the Neckwear in the Boxes!

Swiss Silks are said to be scarce. So they are, but as the result of early buying we have the widest range in years.

All our lines shown by Travellers we have in stock, and can make delivery, when desired, the day the order is received.

See our Christmas Specialties. Also our big line of Staples for Fall and Holiday Business. All these Ties have the Mitchell Slide-Easy feature—our Ties will slide.

MUFFLERS

You will be delighted with our line of American Tubular and of fringed-end Mufflers of Swiss Silks.

Niagara Neckwear Co., Limited
Niagara Falls, Canada

Wearbetter

"THE SUIT WITH THE GUARANTEE"

—the name of
real Boys' Clothes

Smart style is the dominating
feature of this Wearbetter line.
Know what real profits are in
your Boys' Department by
stocking up with these sellers.



"Westpoint"

One of
Our Snappy
Fall Models

Walter Blue & Co.

LIMITED
SHERBROOKE, QUE.

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



Boys Must Have New Clothes For School

Are You Prepared for
the Demand?

H. G. B. Nobby Suits will win
you a large share of this trade.

ALL FALL LINES NOW READY

This "House of Service" is ready now to meet your needs on goods for Fall with the following lines, popularly priced.

**Men's Suits Young Men's Suits Boys' Suits Little Fellows' Suits Separate
Long Pants Men's Overcoats Young Men's Overcoats Boys' Overcoats**

Fall and Winter Clothes for Men, Young Men and Boys.

Samples for
Spring 1918

Our Salesmen will be on the road in September with a full range of Spring, 1918. Models to show.

The H. G. B. line will please your customers and will make good profits for you.

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:
Hammond Block, Winnipeg, Man.

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

MILNE NECKWEAR NEWS



We still have all-over patterns in Swiss silks of extremely good quality—extensive new ranges have just arrived.

Note the samples here illustrated which show the predominating tissued figures. In bulk, \$5.50; in individual Christmas boxes, \$6.00.

CREPE FAILLE
MUFFLERS

They will be huge sellers

We illustrate a single-piece muffler of this material 12" x 42" with knotted fringed ends. This range at \$2.00. Fold it up and put it in your pocket. It will not wrinkle. Demonstrate this to your customers. It will make these crepe failles more than ever in demand.

New lines continually arriving. Always inspect the Milne offerings.

WILLIAM MILNE
50 York Street - Toronto

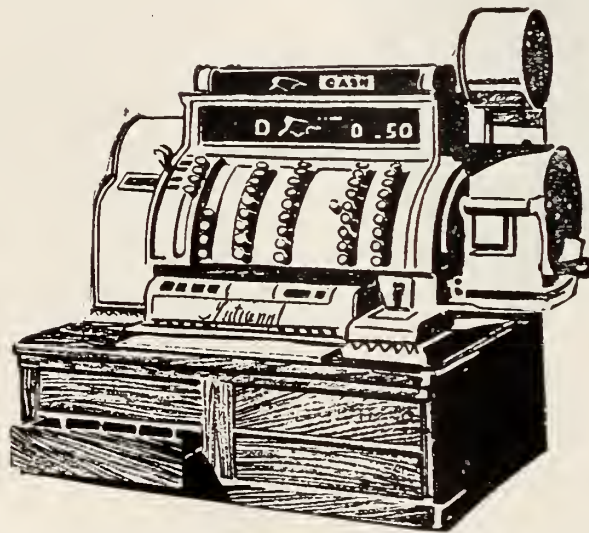
Better Business

In 1916 there were 1785 failures among retail merchants in Canada. Most of these failures were due directly to one cause—unsystematic business. Most of the merchants who failed were apparently doing a big business. But they did not know the details of their business. They had no system. They lost money through mistakes, through forgotten charges. They lost customers through disputes. A store with an annual turnover of \$40,000 should net at least \$4,000.00 profit, on a conservative estimate, yet that profit is easily eaten up by such losses.

A National Cash Register System insures against loss due to mistakes, forgotten charges, etc., and insures each retail merchant that he will get all his profit all the time—whether he is in the store or not.

The price of a National Cash Register is insignificant when the amount of information it gives is considered.

Write us to-day for full particulars which we will gladly furnish.



THE NATIONAL CASH REGISTER CO.
OF CANADA, LIMITED

350 CHRISTIE STREET

TORONTO, ONTARIO

Broadway

Clothes
for exacting men

SEPTEMBER, 1917

BIG BUSINESS



SMART WELL-MADE CLOTHES

The same tasty design and faultless fit which have distinguished Broadway lines in the past is built into every suit and overcoat in our range.

* * *

Look carefully over our samples soon to be taken to you, and let us prove that Broadway Clothes designers are masters of their craft. We are always ahead in style and big wearing value and certain that an examination will convince you of this fact.

You will want to see not only our Spring range, but our latest Overcoats for Winter. In Trench Coats and other models we have some beauties which we can deliver in time to stimulate your overcoat business.

Send us a card to-day and we'll arrange to have our representative call without delay.



Randall and Johnston

LIMITED

TORONTO



Christy Soft Hats Better Than Ever

For years the Christy trade-mark has stood for the very best in soft hats. Now our representatives are taking to you the same Christy quality made in the newest styles from the very best blocks.

But we need not enlarge on the merit of the Christy line. You know it from years of experience. So do your customers.

You and your customers know also Christy stiff hats.

Look for Our Representative



Examine not only his Christy Felt Hat samples, but also the showing of Straw Hats, Silk Hats and Tweed Caps.

**Ansley Dineen
Hat and Fur Company,
Limited**

52 Wellington St. W., Toronto

OUR TRAVELLERS WILL SOON
CALL UPON YOU

F. H. MAULSON—main line Western Ontario.

HERBERT GARRETT — Central Western Ontario.

WILLIAM BEWLEY—Northern Ontario.

HARRY BASTEDO—Western Provinces and British Columbia.

HAROLD CROUCH—Eastern Ontario.

I. B. BOND—Maritime Provinces.

FRED STANLEY—Territory Adjoining Toronto.

Spring and
Summer
1918

"Fashion-Craft"
CLOTHES

New models and samples
shortly ready for inspection and criticism.

We believe the range for the coming
season will thoroughly satisfy our customers
and also make selling easy in shops where
these goods are sold.

Made to retain a reputation
already established.



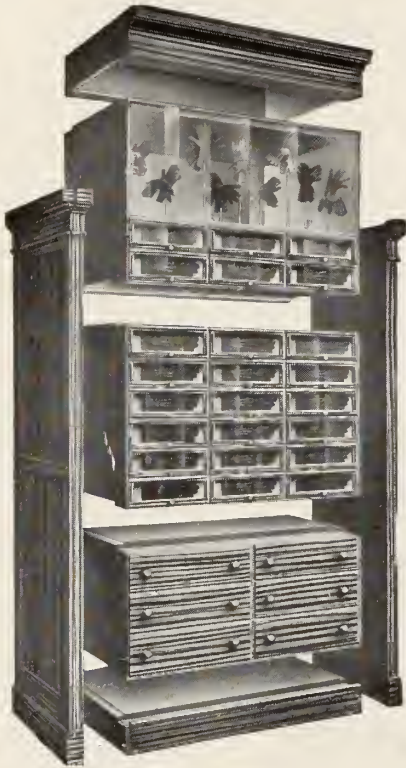
Vacancies for live-wire men as selling
agents in towns where we are not
already represented. If interested, write

PROMOTION DEPARTMENT.

Fashion Craft Mfrs. Limited
Montreal, Que.

J

The New Way System



Interchangeable Units

Units for Collars
 Units for Neckwear
 Units for Shirts
 Units for Gloves
 Units for Hosiery
 Units for Underwear
 Units for Hats
 Units for Furs
 Units for Clothing

When combined they form the most complete fixtures ever designed.

Buy as little as you like.
 Add to them as you like.

One of our representatives is in your neighborhood.
 Let him explain the system, A post
 card will bring him.

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.*



**Spring
1918
New Era
Quality
Clothing**

A complete line—
As great a variety as ever—
New models

Men, Young Men and Boys

Specializing in first long pants
School suits.

Popular Price—Splendid Value—
Latest Style.

We invite inspection.

The Freedman Co.

SOMMER BLDG.
41 Mayor Street
Montreal



Reap your
share of the
Overall demand
by stocking the
Carhartt line.



Because of the increased activities in every field of production the overall trade just now is worth extra consideration on the part of aggressive retailers.

When you're stocked with the well known CARHARTT OVERALLS AND GLOVES you'll be equipped to give every overall customer the maximum of big value and all round satisfaction. For CARHARTT OVERALLS AND GLOVES have stood the test of years, giving perfect service under the most trying conditions on farm and in factory.

Stock now. We are prepared to make quick deliveries.

SPECIALS

CARHARTT ALLOVERS

(Combination One-Piece) Khaki, Blue and Black Denim
\$28 and \$33 a dozen

WORKING PANTS

Cottonades, Khaki and Corduroys
\$16.50 to \$35.00 a dozen

Our \$16.50 line is a winner. Attractive dark hair-line stripes.

Gloves from \$8.00 to \$24.00. Get a sample shipment.

Terms: 2% 10 days; 1% 30 days; 60 days net.

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.



Cotton Goods Are Advancing

Order Early to Secure Present Prices

Purchases made now in ducks, both white and khaki, and all duck clothing, will mean money saved. Anticipating the heavy advances we have secured good stocks of material, and our prices are from 15 to 35 per cent. under present market values. But we suggest early covering of requirements as present stocks won't last long and manufacturing conditions grow worse daily.

See Our Light Weight Summer Suits Before Ordering

They were the biggest success in Canada last season, and we look for even better things for 1918. We have made original improvements which will mean for you *better garments than made anywhere in Canada—more careful than made in the States—garments which you can have delivered without the trouble, expense and delay of bringing goods across the line—and which meet every requirement of the most fastidious Canadian dressers.*

Your Military Department

will need attention if you are to get the bigger business which revived military activity will bring.

We have what you need. The famous

MILLER WALKING BREECHES

Puttees, Fatigue Uniforms—
the complete range of military
lines.

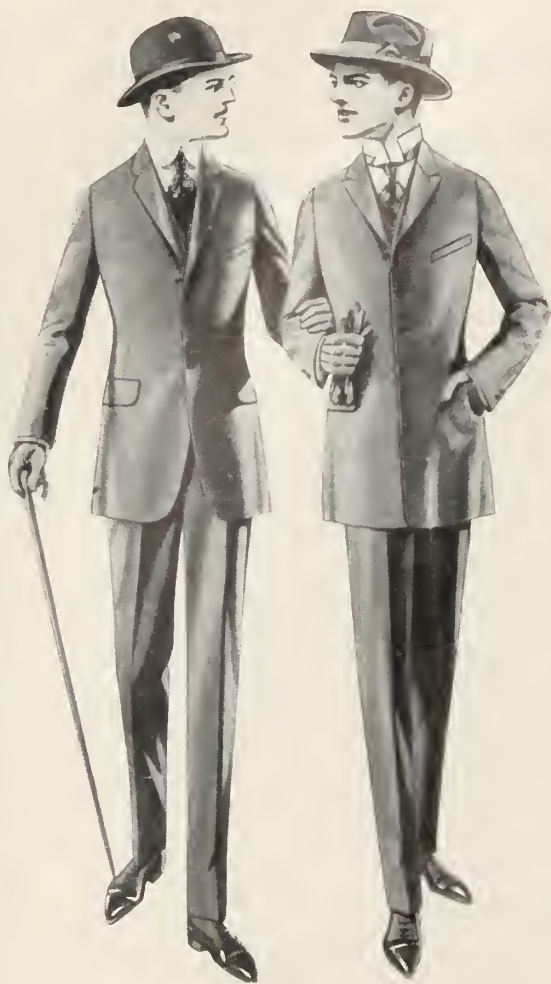
MILLER MFG. CO.
LIMITED

*Makers of the
Famous Miller Breeches*

44 YORK ST. TORONTO

Visit us at the Exhibition

Our booth in the Manufacturers Building will interest you. Make it your headquarters.



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



Connect Yourself with Fit-Reform

If we are not already represented in your town, write us about securing the exclusive agency for Fit-Reform Tailored Suits and Overcoats—or Fit-Reform Special Measure Service.

The Fit-Reform name and reputation are "liquid asset" to any ambitious, wide-awake firm.

Your personality and the Fit-Reform prestige will make a trade-winning combination for you.

On application, we will gladly arrange to show you our new models, if not represented in your city.



E. A. SMALL COMPANY, Limited

*—the first in Canada to manufacture Tailor-made
Garments for Men.*

8 BEAVER HALL HILL

MONTREAL

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



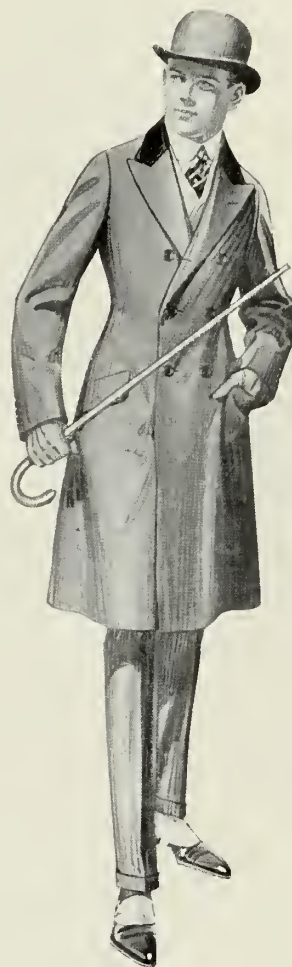
*This is the Label
that the good dressers
of Canada look for—
which is attached to the
pocket of every Fit-Reform
garment.*

Maintaining Standards is the Order of To-Day

Never in the history of the clothing business have Standard Fabrics meant so much to the retailer of men's and young men's clothing. To supply the same quality to-day is a problem for the mill, the manufacturer and the retailer alike.

The growth of this concern's business has been due to the strict adherence to the policy of producing clothing made of Standard Fabrics at prices made possible by quantity production and according to Fit-Reform high standard of tailoring.

Notwithstanding difficult conditions you will find our *Spring Range* surprisingly complete both as to quality and selection.



E. A. SMALL COMPANY, Limited

*—the first in Canada to manufacture Tailor-made
Garments for Men.*

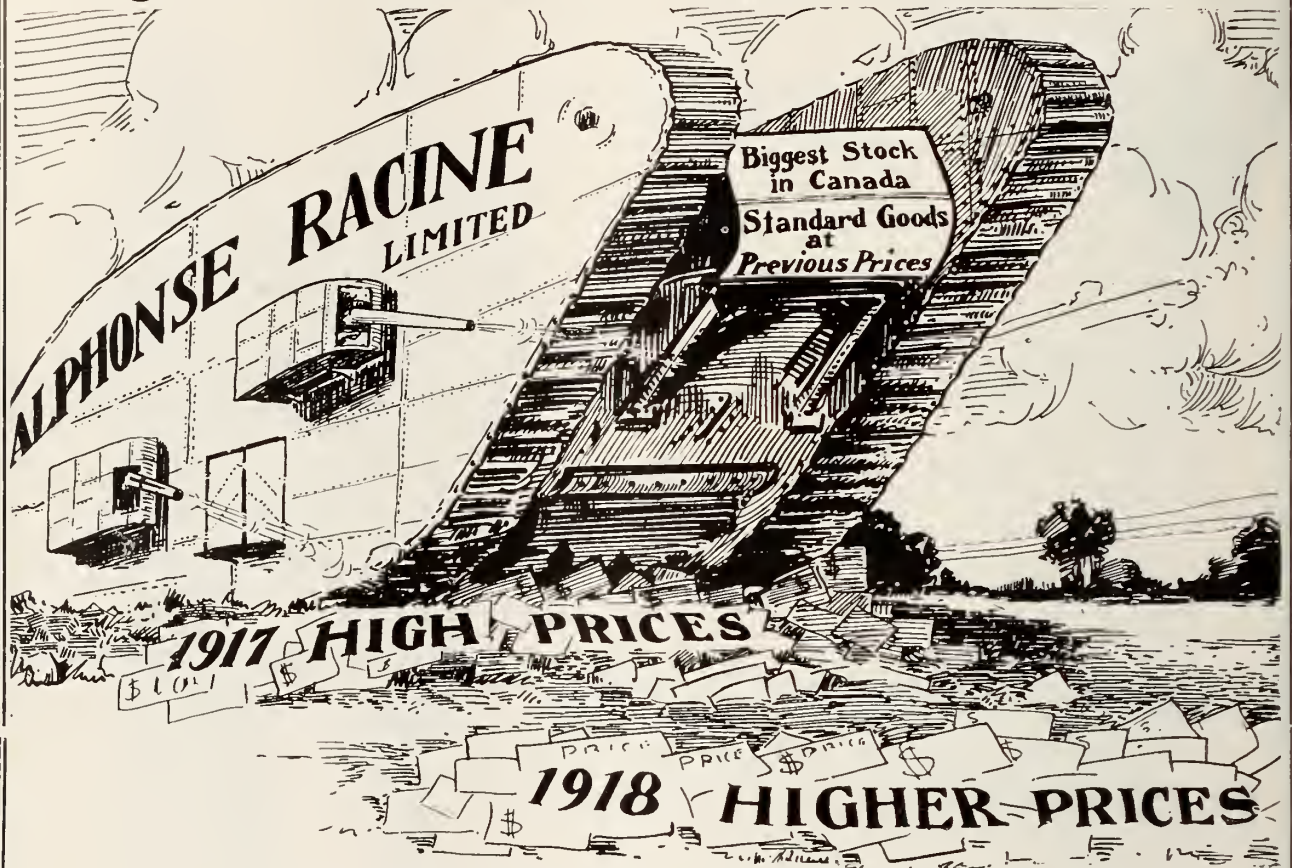
8 BEAVER HALL HILL

MONTREAL

OVERCOMING the ENEMY

High Prices, 1917

Higher Prices, 1918



Our Warehouses are well stocked.
Our 4 Factories are kept busy replenishing.

BUSINESS IS ACTIVE

You can Protect Yourself by Buying Early

"Racine" Work Shirts "Hero" Fine Shirts "Strand" (Chemise
de Luxe) Shirts "Maple Leaf" Overalls "Samson" Pants
"Record" Sox, and every other line of

Staple and Men's Fancy Furnishings

usually sold in a man's store
catering to

THE FINE TRADE

ALPHONSE RACINE, LIMITED

60-80 St. Paul Street West

MONTREAL, CANADA

Sample Rooms:—Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N. S.
Factories:—Beaubien St., Montreal, St. Denis, St. Croix, St. Hyacinthe.

We Make Pants— Nothing but Pants

From \$1.25 to \$4.50

IN ALL THE LATEST
SHADES AND DESIGNS.

Our travellers are now on the road for immediate and Spring, 1918. Should they overlook you we shall be pleased to submit samples upon request.

National Pants Company
299 Notre Dame St. West
Montreal, Que.



Lion
Brand
Bloomers
are quick sellers

Make that Boys' Department a real source of profit and customer satisfaction by stocking Lion Brand Bloomers.

Their Style, Fit and Durability make lasting friends.

The Jackson Mfg. Co.
CLINTON, ONTARIO
Factories at Clinton, Goderich, Exeter, Seaforth



*A trade-mark that has stood the
test of years.*

MONARCH HATS

A line that embraces the most reliable quality of Hats obtainable.

Felt Hats
Straw Hats

Our salesmen are now showing new samples for Spring, 1918. You will find it profitable to inspect our values.

L. Gnaedinger, Son & Co.
90, 92, 94 St. Peter Street - MONTREAL
Established 1852



“If They’re Brotherhood They Must Be Good”

Painstaking workmanship and the use of only the highest grade materials have caused both you and your customers to know this great truth of *Brotherhood Overalls*.

Larger Profits For Dealers

By our modern method of selling direct from maker to dealer you receive at least 10 per cent. more profit for your Overall Department. We employ no salesmen—we sell to no jobbers.

Brotherhood Line, Always Complete

Overalls, Smocks, Aprons, Brownies (for the kiddies), Munion Coats, Auto Suits.

In All Styles and
Sizes

Opportunity
is knocking!

Write, phone or wire

In stripes, in khaki, and
blues.

Are you prepared for the
big Brotherhood Season?

your requirements now. Make
more money out of overalls. Give
more complete satisfaction to your
customers.

We will prepay freight on your first order, of five dozen or over.

*Or if you would rather see
samples just say “Send samples
rush,” on a post card. Do it now.*

THE H. S. PETERS, LIMITED

WELLAND

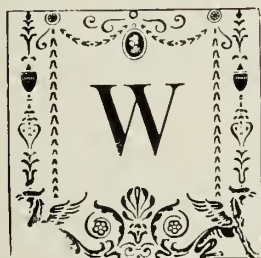


ONTARIO





Shirts for Spring



WE cannot avoid an increase in price on account of the increased price of cloth, but *we can and do maintain the standard of quality.*

We are showing for Spring, 1918, a most extensive range of shirts in all the newest designs.

The demand is for bright, attractive colors, and *we have them in plenty* in a variety of patterns and Novelty cloths.

Our representative will submit
our range to you.

The Williams, Greene & Rome Co.
LIMITED

Kitchener, Canada

"The Excellence of the Product has Established the Brand"



TRADE
W. G. & R.
MARK

Order Now For Spring Delivery

We are offering "rock-bottom" values in W. G. & R. underwear for 1918 spring delivery.

In addition to a wide range of novelty cloths, such as corded dimity, sylkeen, madras and silks in various qualities, we have the staple cloths which we always carry.

All sizes from boys' 26 inch to extra large men's 54 inch.

W. G. & R. is the big seller. It has the famous patented "Closed Crotch" and the "Reinforced Webbing Insertion."

Be sure and make provision for handling this well advertised and popular underwear next season.

The Williams, Greene & Rome Co., Limited

KITCHENER, CANADA

"The excellence of the product has established the brand"



TRADE
W. G. & R.
 MARK

*Real Quality
 In Every One*

Smart, boyish patterns and durable materials; stylish cut and neat fit. Each blouse has a patent adjusting draw string—a feature that mothers and boys will both appreciate.

A line of big sellers—and each blouse worthy to carry the quality-famous W. G. & R. label. Place your orders early and insure good delivery.

The Williams, Greene & Rome Company, Limited

Makers of Fine Shirts and Collars.

KITCHENER, CANADA



“VIMY”

A new W. G. & R. collar with style, fit and comfort, characteristic of the brand.

VIMY will be as popular as Somme.

It has all the essential points of good collar-making peculiar to W. G. & R. collars.

“Tie space for comfort.”

The untearable “Slip-on” buttonhole for wear.

Lock Front for fit.

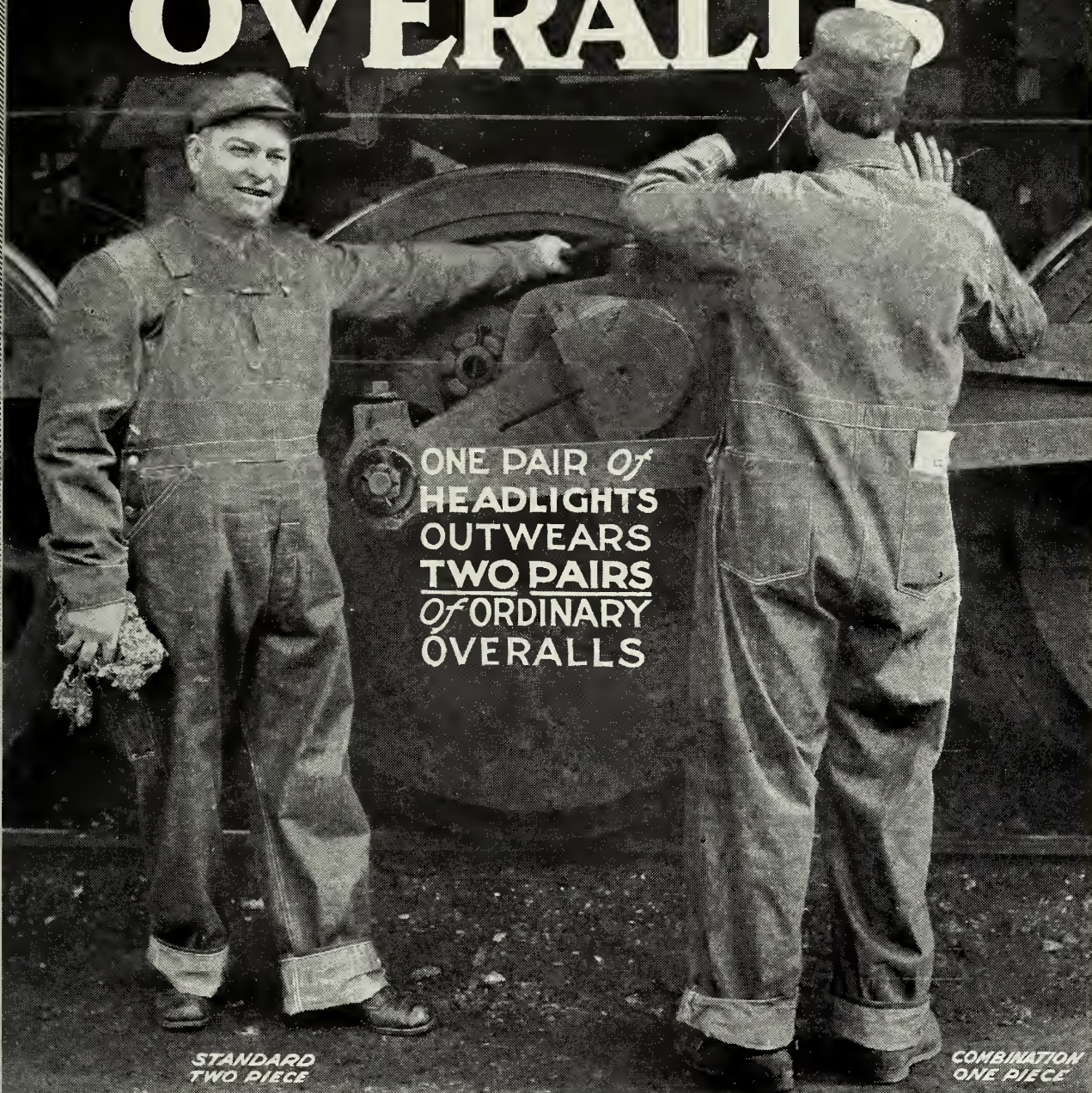
All sizes from 13 to 17. We can ship promptly. Order now.



The Williams, Greene & Rome Company, Limited
KITCHENER, CANADA

“The excellence of the product has established the brand”

HEADLIGHT UNION MADE OVERALLS



ONE PAIR *of*
HEADLIGHTS
OUTWEARS
TWO PAIRS
of ORDINARY
OVERALLS

STANDARD
TWO PIECE

COMBINATION
ONE PIECE

Lot 200 Reg. U.S. Pat. Off.
Price 40
 MEDIUM



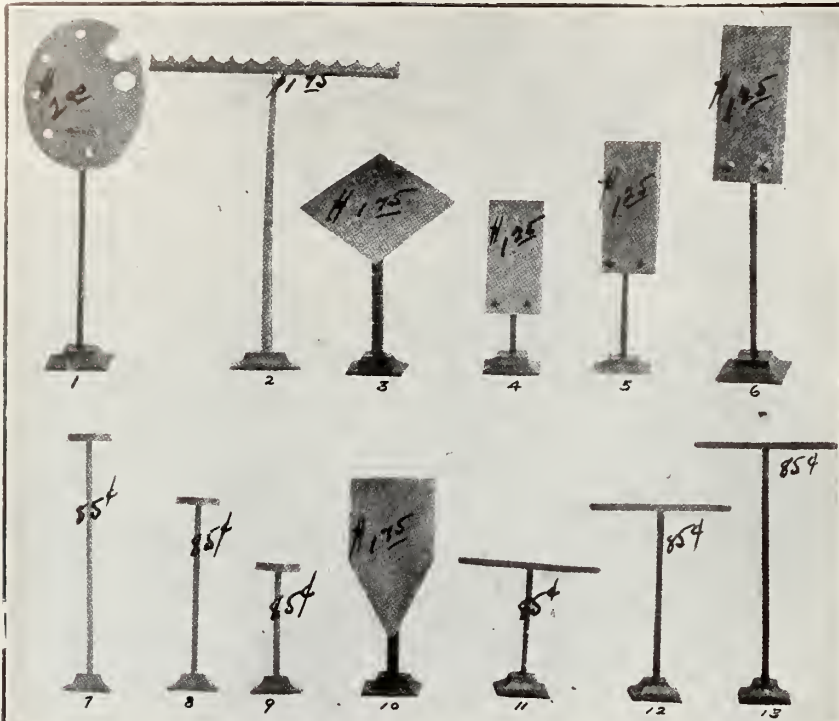
LARNED, CARTER & Co., SARNIA, ONTARIO

World's Greatest Overall Makers

— FIVE FACTORIES —

DETROIT — ST. LOUIS — SAN FRANCISCO
PORT HURON, MICH. — Canadian Factory, SARNIA, ONT. (25)

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



The Wearbest Brand is a guarantee of better clothes selling

Nobby fabrics and long wearability are two characteristics of Wearbest garments which popularize them with particular people.

THE NEW SUITS and SPRING OVERCOATS

which our salesmen will shortly be showing constitute a line of unusual value that will put "Pep" into any dealer's clothes sales.

Our silk-lined suits and overcoats are the embodiment of tasty style and big money value.

Let us arrange a call. In our new and larger premises we are in a still better position to take care of your orders than heretofore.



The Wearbest Clothing Manufacturing Co.

Manufacturers of Stylish Clothes for Younger Men.

149 Notre Dame Street West,

Montreal



BALLANTYNE'S



**LAMBKIN
HOSIERY**

Fine $\frac{1}{1}$ Rib Cashmere. Sizes 4 to
7. Black and White only.

—an excellent line of
Children's Hosiery

A stock of Ballantyne's Lambkin Hosiery will bring brisker sales and bigger profits to your hosiery counter.

And every sale will satisfy, for Lambkin Hosiery is made to stand the stress and strain of healthy boyhood. Every pair is made of beautiful soft Cashmere yarn with the quality appearance that keeps them moving.

You cannot appreciate the big values in this line until you examine it personally. So send for samples and prices.

Orders receive prompt attention.

Ask for Lambkin Hosiery.

R. M. BALLANTYNE, Limited
STRATFORD, CANADA

Don't Angle at Random for HAT Profits!



2776



2769



2748

Wolthausen

are the hats that sell

With a constant, ever-increasing demand, we have found it necessary to instal much of the newest and most modern machinery that will greatly increase our output, but it is to our mutual interest that you place your orders early. Our travellers will shortly be showing the new range, that for style and "sellability," will take some beating—it includes

WOL-DU-LUXE

Our new high-grade hat

The Wolthausen Hat Corporation, Ltd.

BROCKVILLE, CANADA

MONTREAL

Mappin & Webb Building

TORONTO

28 Wellington Street West

Avenue Brand Clothes for Boys and Youths



Are the class by every test of style, appearance, fitting and wearing qualities. Avenue Brand is the last word in boys' and youths' clothing and the merchants who carry this line never have any regrets when the season is over.

Our representatives are now out for spring placing and a card to us will bring a reply when the one covering your district will call upon you. The new spring line will comprise all the latest styles, boys' and youths' belters, pinch-backs and pleated effects. Juvenile models in a strong array of Eton, Oliver Twist, fancy Junior Norfolks, etc.

A new and specially strong feature of the line will be

Boys' First Longs

in selected patterns and materials suitable for this important branch of the big boys' wardrobe.

Make that Boys' Department of yours a source of real big business and profit — by featuring

**Avenue Brand Clothes
for Boys and Youths.**

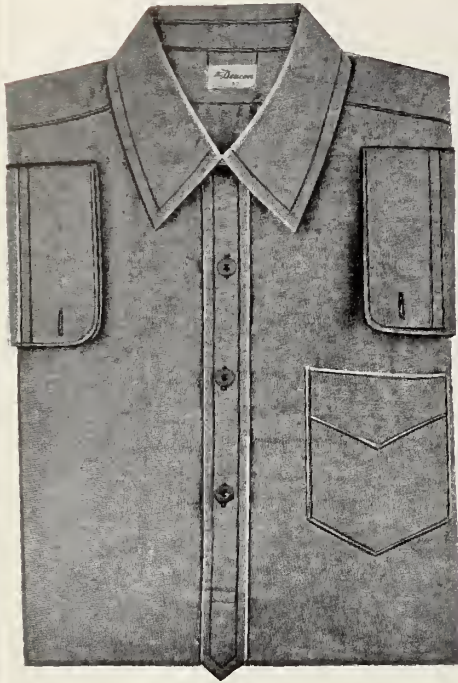
The
W. J. Keens Co., Limited

107 FRONT STREET EAST, TORONTO

Successors to

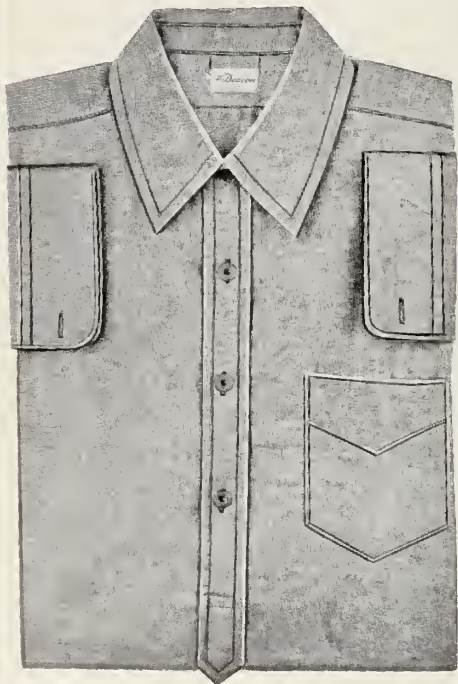
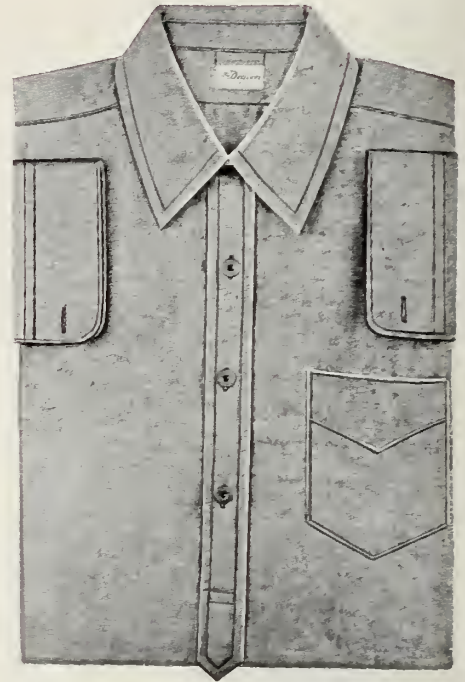
C. M. GILCHRIST & CO., 107 Front St. East, Toronto

Get these shirt values working for you



The demand for these four specials is bound to be big—such values will never become dust collectors on your shelves.

Present prices were made possible only through judicious buying of big stocks of materials at prices which obtained some months ago. And though our stocks just now are ample to meet a big demand, we cannot guarantee to fill belated orders, so would advise prompt action.



These shirts are just the thing for hard, knock-about wear—the service they give will more than satisfy the wearer, and every sale gives you a respectable profit.

Cover your requirements now and be prepared for big selling in this line.



Deacon Shirt Company

Belleville, Ontario

Show him a suit of Atlantic Underwear

The more particular he is, the more "taken" he will be with the unmistakable superiority of this high-grade underwear.

Men of good judgment prefer ATLANTIC UNDERWEAR to any other. They like the

Elastic Collar, the Flexible Cuffs, the Cover Seamed Seams and the fact that Atlantic garments are absolutely unshrinkable is a guarantee of lasting comfort and good fit.

Make your underwear department a real, live profit-maker. Show Atlantic Underwear to your customers and watch how well it sells.



Atlantic Underwear
Limited

Moncton, N.B.

Read this before deciding on your Spring, 1918, Clothing Stock

You can guarantee yourself better results by connecting with the unequalled offerings in high grade Men's and Young Men's Clothes which we now offer you.

If exclusive design, perfect fit and big wearing value appeal to your trade, you cannot afford to miss seeing our new season's assortment.

Every suit leaving our workshops is under the direct supervision of MR. GEO. A. BEECKEL, who was for years chief designer and superintendent of B. Gardner & Co.

This fact in itself is a guarantee of correct designing and perfect tailoring.

But we are content to let the tailored evidence convince you that our values constitute a selling combination with limitless big business possibilities.

Our salesmen will shortly be on their respective territories with a full assortment for immediate and a complete range for Spring, 1918.



Union Clothing Co., Limited

285 Notre Dame Street West

MONTREAL

New Fall and Christmas Neckwear



LIBERTY SATIN STRIPES
America's Latest Creation

EXQUISITE STYLES

Our \$5.50 Range
is a Strong Feature

Others \$4.25, \$6.50, \$7.50,
\$9.00, \$10.50, \$12.00

*Salesmen now out showing
full line for Holiday Delivery*



Crescent Manufacturing Co., Limited
Montreal

Sample Rooms: Toronto Winnipeg Vancouver Calgary Quebec St. John, N.B. Halifax

MAYHEW HATS, LIMITED

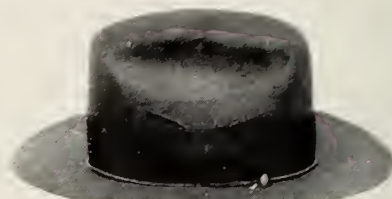
Niagara Falls, Canada



Style 1465
Block 103
Depth 5 5-7
Width 2 5/8



Style 1477
Block 535
Depth 5 3/4
Width 2 5/8



Style 1454
Block 606
Depth 5 5/8
Width 2 3/4

Our travellers are now on the road with our up-to-date samples for sorting and placing business for Spring 1918.

Any orders mailed to the factory direct shall receive prompt and careful attention.

LOOK FOR OUR TRAVELLERS

H. E. BUTTREY - - WESTERN CANADA
ART. RENNIE - - WESTERN ONTARIO
L. C. SMITH - - EASTERN ONTARIO
W. C. H. HORTON - MONTREAL & QUEBEC
H. SAMUELS - - - - TORONTO

A. T. MATTHEWS - OTTAWA VALLEY
V. S. RICE - MARITIME PROVINCES AND
NEW BRUNSWICK
H. R. VOYER - - SOUTHERN QUEBEC

We can supply you with the following seasonable sellers:

"AERTEX" CELLULAR UNDERWEAR—UNITED GARMENTS AND DRAWERS.

Cashmere finish socks, khaki\$2.75 doz.
Cashmere finish socks, black 2.25 "
Heather mixture ribbed wool, \$3.50 doz. and 6.50 "
Tress & Co.'s English Caps and Helmets for Service and Sports.

Rosslyn 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

A FULL RANGE OF MILITARY LINES.

Fox's Puttees, Leggings, Spurs, "Soldier's Friend" Polish, Khaki Wool Socks, \$4.25 and \$4.50; dark and mid-grey, \$3.75.

Aviation Caps, Vests and Goggles.

FOR YOUR FALL DISPLAYS.

Young & Rochester's Shirts, Neckwear, Dressing Gowns, etc.

Tress & Co.'s Hats best value on market. Latest shapes. The "Tress" Cap sets the style. Straw samples for 1918.

"Emcodine" and "Aquatite" Raincoats.

Wreyford & Co.

Wholesale Men's Furnishers and Mfrs.' Agents
85 King Street West Toronto, Canada



The Glove Shortage is the greatest in the history of the trade.

DENT'S

Representatives are showing samples for sorting.

COVER YOUR NEEDS NOW.

Dent, Allcroft & Co.
MONTREAL



A Dependable Line

We are particularly fortunate, considering the *increasing* difficulties in obtaining merchandise, in being able to offer the trade in our *Spring, 1918, Range* an absolutely dependable line of *Waterproof Coats for Men*.

This consists of garments manufactured only from *Double Textile Fabrics* of highest quality, goods which will give real satisfaction to both dealer and wearer.

Our connection with the *Premier Waterproof and Rubber Co., Limited*, of Manchester, England, the largest exclusive waterproof house in Great Britain, gives us unexcelled advantages both as regards *materials and deliveries*.

To assure a depend-
able waterproof
coat

True-Fit Brand Garments are made in *latest styles*, *best English materials*, and of high-class workmanship, whilst liberal stocks on hand in our Montreal warehouse enable us to *Guarantee Deliveries* of all orders received in reasonable time.

Our Salesmen are now showing this attractive Range. Be sure and see it.

We are sole agents for
Canada for the

AQUATITE BRAND

Gentlemen's Yarn-
proof Coats and are also
in a position to book
orders for import or
immediate delivery
from stock.

**Samuel Wener and Co.,
Limited**

Sommer Bldg. · Montreal

look for this
trade mark

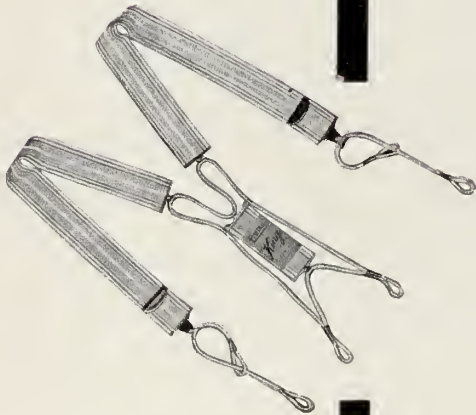




new **2** ones

The King-EMPIRE SUSPENDER
The King Security SUSPENDER

BOTH SELL FOR **50¢**



YOU need big, extra value 50c suspenders!

Here they are—*two of them*—with the old-time profits you've been longing for.

!! There is no excessive royalty to pay on this !!
 !! construction—that saving goes into your pocket! !!

Both the "King Empire" and "King Security" have easy-sliding, toughened, glazed cords and pulleys, as photo. Sure comfort for your customers. Superior elastic webbing—light or heavy—smartest patterns.

Heavily lacquered gilt metals.

—and in two of the niftiest half-dozen, high-colored boxes you've seen for many a day, with two-color show card enclosed.

AT TWO KING PRICES THAT WILL GIVE YOU A PLEASANT SHOCK.

We'll send sample box of each by mail if you say so—or make sure our sales-men place a trial order!

XMAS! Yes, sir! Both the "Empire" and "Security" may be had in nobby individual Xmas boxes at small extra cost. Ready now. PLACE EARLY!

THE KING SUSPENDER CO.

TORONTO

CANADA

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 7

TORONTO, SEPTEMBER, 1917

No. 9

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CHALLENGE

BRAND



“Collar” the travelling man



A nice-looking, clean collar is an indispensable part of every travelling man's "get-up." And because he has to get around in all kinds of weather the daily clean collar often becomes a bit of a problem.

The ARLINGTON WATERPROOF COLLAR solves the difficulty. No matter what the weather this clean, neat-appearing, "linen finished" collar always looks just right and dressy enough to please the most critical dresser.

Show Arlington Collars in your window trims and emphasize their splendid suitability for travellers and other outdoor folk. You'll find your profits growing.

*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

There is Nothing too Good for the Boys at the Front!



Every day deepens Canada's obligation to the gallant lads who for months and years have been fighting our battles in France. They certainly deserve everything we at home can do to add to their comforts.

Early in the war, men who had taken a Gillette Safety Razor with them to the Front endorsed its convenience and comfort so strongly that we decided to do everything in our power to make its use general among the Canadian troops. Since then our advertising and selling efforts have been concentrated on this aim, and with gratifying success.

Tens of thousands of Gillette Safety Razors are "doing their bit" in France. They make it easy for the men, wherever they may be stationed, to maintain their pre-war standards of personal appearance—and this makes smarter, better soldiers. The clean Gillette shave takes its place with the bath-houses and disinfecting plants in checking vermin and resultant disease. Moreover, it decidedly lessens the danger from infected face wounds.

Read this tribute from the trenches, by the author of *Englander Schwein*, which appeared in the "*Saturday Evening Post*" of July 14th last:

Somewhere in France.

My Dear Reid:—

Thanks for your letter and cigarettes. In reply to your question as to my needs—send me a Gillette Safety Razor. I've discarded my open blade. Time's too valuable, and besides, I want to get a clean shave whenever I want it.

At present I am using a Gillette belonging to one of the boys, but would like one of my own.

We've been going pretty hard during the last few weeks, but have not had any of the real stuff—just the usual casualties.

Regards to all,

G. E. PEARSON,

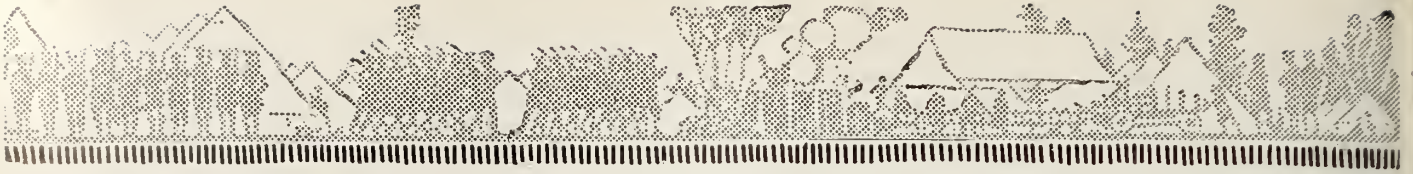
178 P. P. C. L. I.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory:

Gillette Building,

MONTREAL



Will Your Customers Favor a Gillette "Canadian Service" Set?

It now seems certain that many thousands of men will be added to the Canadian Expeditionary Forces within the next few months. Every man—and every relative and friend—will thereby become a likely purchaser of a Gillette Safety Razor.

With this in view, we are designing, as a finishing touch to our long series of military and naval advertisements, store cards and posters, a new and distinctive Gillette "Canadian Service" Set. The drawings show a Pocket Edition of the usual type, in a metal case embossed with the composite insignia of infantry, cavalry, artillery, medical corps, engineering and signal corps, and navy—a Dominion coat-of-arms—and a plate on which name and regimental number may be engraved. The inside of the lid is to contain a metal mirror, backed with the usual purple satin.

This "Canadian Service" Set will be a winner, and one of the handsomest of the whole Gillette family. Light and compact, plated with nickel instead of silver, it will stand anything. To the owner it will be much more than a serviceable comfort throughout the war—it will be a priceless, practical souvenir through the years of peace to follow.

What do YOU think of this "Canadian Service" Gillette idea? Give us the advantage of your opinions and suggestions by an early mail, so that we may be in a position to embody them in the new set, which we plan to have ready as soon as possible.

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, SEPTEMBER, 1917

NO. 9

FROM "TAILOR-MADE" TO "SPECIAL ORDER"

Reasons for the Change Given by A. Bristol Company of Picton — Labor Troubles Over Now—Entire Satisfaction Being Given — "Special Order"
Particularly Good for Smaller Places, Says Mr. Graydon.

WHEN a store that for a quarter of a century has featured the made-to-order clothing as one of its chief items of trade, after that length of time, and in the strength that years brings to such activities, suddenly discontinues this business for the special-measure goods of the large manufacturing towns, a line that represents a different activity, it is pretty certain that the proprietors believe that the course is for their own good, and must have some satisfactory reasons for the faith that is in them.

Such is the move made by the A. Bristol Company store, Picton. Mr. Graydon, who was chief cutter with the company at the time the clothing business was started, is now in charge of the new department. While it has not been in operation long enough to make a hard and fast conclusion, all their experience to date leads to the belief that the step was a wise and far-sighted one.

Mr. Graydon, when spoken to, made no secret of his belief that the bulk of the arguments were on the side of the policy that they had adopted. It was merely, he believed, a forestalling of something that must surely come in the near future. In response to certain enquiries, he explained the reasons behind the change about as follows:—

Get Better Results

"The reason that we have given up this old-established system," said Mr. Graydon, "is that we can get better results another way. And we can get better results another way, because the trend of the times is setting against the custom tailor-shop, at least in the smaller centres. More than that, the special order idea lets you out of a lot of difficulties. There is one item that is not to be scoffed at, and that is, that before your goods are purchased, they are sold. If that isn't a satisfactory system of merchandizing, it would be

hard to find one. No heavy stock, no trouble, only an order first and the goods afterward. Of course, if the goods are a misfit, we have to stand the loss, but that is a mighty small chance after all. Moreover, it is a chance that is taken just as much in the custom tailoring business, with the added item of a heavy outlay for stock.

"Then there is another item that is materially simplified by the special order system. The contention over prices is a thing of the past. Now this is the way it works out, especially in these days of changing prices. We make a standard suit at a standard price. I suppose all tailors do this. Our customers get to know the type of suits and the style of goods. When we showed them the goods, we could tell them the maker. The clerk shows them a well-known brand. Well and good. That built us up a nice business, and was all smooth sailing, until conditions got so that we had to boost prices. Perhaps customers in smaller centres take these increases harder than in big centres, but anyway it seemed to get to be a personal matter. For instance, Bill and Tom would meet at a tea meeting or a garden party or a barn raising or something of the kind. 'That's a pretty smooth suit, Bill,' Jack would say. 'Where did you get it?' 'Why over at Bristols.' 'What did it set you back?' 'Thirty dollars.' 'Thirty dollars! Why the pirates charged me Thirty-five only a week ago. Was it a blue serge?' 'Just like yours.' 'Mine was a line he called Champion.' 'Holy Mackerel, that's exactly what he told me.'

"Now there you are," continued Mr. Graydon. "There you have one of the sorrows of the custom tailor in these days. Bill and Tom are all piled up to the eyes with information on the increase in bacon, but they hate like sin to associate this idea with a suit of clothes

that they have probably been buying for fifteen years at the same price.

"Now this isn't much of an argument, because, of course, you can get right to work and make your trade understand that increases are necessary. That's true enough. But it's a long sight more simple to hand them out a book of samples. Here's a suit at \$18 and \$20 and \$22, and \$30 and \$38. You can just let him wade around in that and discover for himself that the \$38 suit looks better than the \$18. You aren't tied down to a comparison with your other suits and your other prices. It's an individual sale. Each sale stands on its own feet, and isn't tied up, as it is in the tailoring business, to a long series of other suits stretching back into the dust of memory to be brought out and compared with the present suit.

A Situation Changed by Labor Conditions

"Well, that's one little reason why we like the special-order business. But that's not the main reason. The reason why it's coming in every place, except the larger centres—and it will come there perhaps for other reasons—is because of the difficulty of getting and keeping skilled labor in the smaller places.

"That's the situation that is the serious one. Why, in every small place, this tailoring business is mainly being done by elderly maiden ladies. Some of them may get married, and anyway none of them are getting any younger, and some day, no matter how much the town needs expert tailors, they're just going to drop off, and there isn't anyone to take their place. It's just plain empty that's all, and there is precious little chance of getting anyone to fill it. We've had a good deal of sorrowful experience in that line.

"Now one time we had a fellow named George, I've mislaid his last name, but

anyway it doesn't matter. He was a good man, and moreover things were brisk, and he was pulling down his \$30 and \$35 a week as regularly as clock-work. Then one day, he decided to leave. I tried to argue him out of it as best I could, but there was nothing to it.

Couldn't Stand the Loneliness

"It's this way," he said. "I like you folks all right. Like the store. You've treated me white, and I'm making good money. But when I'm through work, all I can do is just stroll up and down the main street, where I don't know a soul. I'm just plain lonely, that's the truth. I'm living better here than I could in the city, and I'm making more money, and I like you folks, and I hate to leave, but I'm going."

"Well, the bulk of the tailors are foreigners, and that makes it all the worse. You can get them some times, and they'll go shuffling round the store looking as sorrowful as a bereaved calf, just doing his work. Can't speak to anyone, even if he wanted to. We don't know Russian or Hebrew, and wouldn't learn it on a bet. Then the clerks around the store start coaching this unhappy chap in English, more for a lark than anything else, and the first thing you know, you can get an idea of what he means. Then the next thing you see of him, he's running a little mending and pressing business somewhere in the city. He moves easily and swiftly, so would you, if your equipment was a thimble and a needle. Yes, he's off, off to North Bay, or some other place where his brother

Russians or Poles have decided to settle. Now I don't blame him a bit. If I were a Pole, why wherever the Poles and Polettes were gathered together, that would be the place for me. That's the reason I say that the custom tailoring in the smaller places is dead and done for. You can't get home-grown talent, and that's the only way. If you want a tailor to stick to a town, you've got to bring him up in that town. So that it's home to him, so that a look down Main Street at night looks pretty good to him. But they aren't being trained, these home-grown chaps; and so you have got to depend on the foreign labor, and what with the way they are getting killed off at present in Europe, and their disinclination to stay by the smaller place, why we just saw trouble written all over the clothing business. That's the reason why we hitched up to the special order proposition. It is the natural outcome of the conditions we have been speaking of. It's just the centralization of a business where the labor conditions are the easiest. And when you want tailors, you have to go to the cities.

As to the Measuring

"How has it worked out with us? Couldn't be better as far as our experience goes. You know the class that wouldn't buy anything but a custom tailored suit are dying out. And they're dying out because the special measure suit comes pretty close to the same thing. They are built on a certain type figure. You may not be the dead living image of this type, but the chances are

that you come pretty close to it. Bill Smith comes in for a suit. He fits into one of these types, except that his legs are a trifle out of the picture, because his mother let him walk too soon, and probably he has one hip bone nearer the stars than the other.

"Well, you send along your order with Bill's little peculiarities carefully noted. Down at the shop they look over the measurements. Suit for Bill Smith, of Picton, they say, type such and such. The cutter has a type such and such all ready to cut. Hold on there; Bill's got an elevated hip. All right, says the cutter; we'll elevate it for him. Hold on again, Bill's a 'bandy' build. All right, we'll bandy them for him. And so Bill's suit comes back, a perfect type figure, except that the type has been bowed in the legs and hitched at the hips. But Bill doesn't mind that, for thus do they best clothe the framework with which he is endowed.

"Tom sees the suit and wants one just like it. Now it's no use giving an order like that to a custom tailor, because he will never cut a suit quite the same twice in succession. But with the special measure, Tom's suit will be the twin brother of Bill's, barring, of course, where Tom's skeleton plan varies from Bill's, because they are both cut on a standard model. That way, you see, if you want to duplicate a suit it can be done, but at the same time each sale is a sale, and every sale is not tied up with every other sale.

(Continued on page 58.)

Regular Garden Growing in This Window



An almost sensational feature of this demonstration of overalls was that the seeds were planted and actually grew to plants right in the window—a continuous attraction almost. Conducted by Almy's Limited, Montreal.

Selling Goods While Exhibiting Prizes



Frequently MEN'S WEAR dealers are asked to display, in their windows, prizes offered for some sporting event. Such a request was recently made of Mr. Hawley Walker, Yonge Street, Toronto. Being a lover of bowling, Mr. Walker, of course, acceded to the request. But while displaying the trophy offered he learned a thing or two which will be worth passing on.

The trophy, as first displayed, attracted a great deal of attention—but did not draw customers into the store. Naturally this state of affairs was unsatisfactory. So Mr. Walker decided to show with the prizes some suitable lines of men's wear. He put in, as a background, sports coats, white ducks, white socks, straw hats, sports shirts and white cloth hats. The result—? Well, the huge trophy still attracted the attention of bowling enthusiasts, and while examining this many saw articles of sporting apparel which they would like to possess. They entered. They examined. They purchased.

This prize window—after it was revised—was, in Mr. Walker's opinion, one of the best he ever had.

WINDOW OF WORKING LINES DRAWS NEW TRADE

Brantford Dealer Finds Such a Display Very Helpful—Direct Sales Result Not Only in Working Lines But in Clothing.

A MERCHANT who was recently unfortunate enough to be burned out, conducted a large sale in Toronto. In summing up results of this sale he gave it as his opinion that the most valuable feature was the making of new business friends. It was an exceedingly high class store in which the fire occurred. Many people had thought that they could only get very expensive goods there and had stayed away. The fire sale, however, drew them. They then became familiar with the store, and now that the repairs have been completed they are continuing to come, realizing that goods within their means are to be secured there as well as the more high priced lines.

To bring a new class of trade to the store is unquestionably one of the great business considerations. Just how to accomplish this is a question which has worried many dealers. Mr. Leon Lazarus of Brantford has discovered a way—new to him at least, though doubtless one which other dealers have already employed.

Early in July Mr. Lazarus decided to feature in one of his splendid windows

workingmen's lines — overalls, working shirts, gloves, etc.

He did not expect very great results, but realizing that there are a tremendous number of men in Brantford who were earning large money working in the factories, he decided to make these men see that he was interested in them — was anxious to supply them with their daily needs, and would be glad to see them in the store.

As a result of the display of workingmen's lines Mr. Lazarus not only doubled the sales in this class of goods, but achieved the even greater result of drawing new customers to the store.

Many who come in to buy the overalls or shirts, would look over the clothing, the result being that both the ready-to-wear and the made-to-order clothing departments did very large business—the largest the store has done in any similar period.

Indeed it is hard to tell what the full benefit of this window will be. New customers bought suits. Taking it for granted that they were pleased with the suits they secured there is little reason to doubt that they will come back again so that the benefit from this window

which originally attracted their attention, will go on compounding.

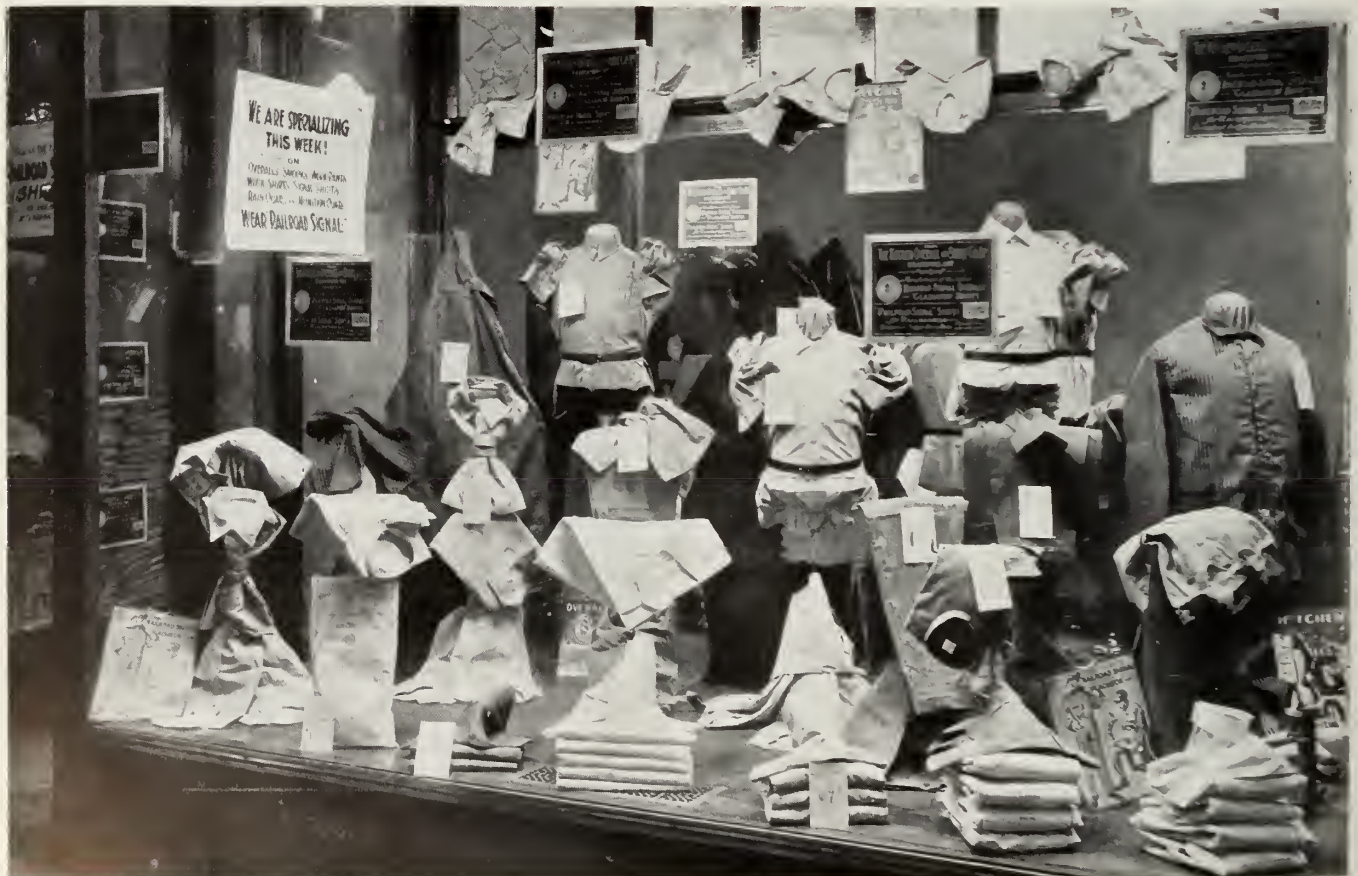
The trade of a satisfied new customer is like an added annuity, and therein lies the great value of an attractive window—especially one which attracts new customers.

SUPPLYING U. S. OFFICERS UNIFORMS

Some Canadian clothing manufacturers, who, during the past three years have become experts in the making of officers' uniforms, recently have secured a good deal of business from Uncle Sam's officers training camps. The customs officials have evidently been requested to permit clothing men from Canada to visit these camps with their samples. It seems the U.S. factories cannot meet all the needs of the embryo officers in the required time.

DISCONTINUED BUSINESS

Legge & Thompson, Ltd., men's furnishings dealers of Moose Jaw, Sask., have discontinued business.



A splendid selling window for working men's lines arranged in the store of Leon Lazarus, Brantford. Many of the shirts, it will be noted, are shown in transparent paper bags.



Store front, showing one entire side devoted to working men's lines, and the other to high-class clothing.

WHAT DEALERS THINK OF SUMMER WEIGHT SUITS

Opinions From All Over Canada Seem to Indicate a Continued Growth in Popularity
—The State of Affairs Hailed With Approval For Summer Weight
Lines Are "Found Business"

AFTER the season for any particular line has drawn to a close, it is often worth while to sum up the experiences of the season—to tabulate the results—so that nothing may be overlooked and so that the buying for the corresponding period of the ensuing year may be based upon definite data.

This summing up of observations in regard to the sales of summer clothing is particularly worth while. Not only is the season just drawing to a close, but this is a class of goods which only in the last few years has come to the front. Dealers are indeed now making for themselves the basis which will guide their future orders. Having these facts in mind, therefore, MEN'S WEAR REVIEW has endeavored to secure information from many parts of Canada which will tend to enable a wide view of the subject.

Local conditions, which may not occur again next year, may have affected the trade in certain localities. The merchant will require to pay due attention to these local conditions, but not to give them unjustified importance. The wider view outlined here will prevent any such mistake. It does, we believe, present a fair idea of the importance of this summer-weight clothing—gives a definite summary on which to estimate the demand which will come in 1918.

The Best Year Yet.

On briefly summing up the experience of men's wear dealers, it may be stated that 1917 has been the best year for summer weight clothing which Canadian dealers have yet experienced—this in spite of the untoward weather conditions—the cold weather of June, and the

rainy weather of late June and early July. As for the prospects, the consensus of opinion is that sales of this class of goods will grow steadily—that handling summer clothing will more and more prove important as the means of bringing splendid business for the clothing department in the formerly quiet months of June, July and August. There are of course, a few dissenting voices. In some localities business in this class of clothing has proved unprofitable. Usually these results have been due to unfavorable weather. The weather, the majority of our informants state, need not be expected to recur again. There are some localities, however, where merchants are of the opinion that the weather in June, July and August is so universally cool that this class of clothing is not desirable.

Getting Down to Cases.

It will be of interest, however, to give the opinion of some merchants:

A. M. Laidlaw, of Peterboro, is one who is enthusiastic about summer weight sales this year. "I might say," he states, "the sale of summer clothing this season has been immense. Particularly Palm Beach clothing. We featured one price of Palm Beach, same being \$12.00.

"This season we did not have half enough of these light weight suits, which is an indication that the trade is taking readily to this line of hot weather clothing, and the sale would be larger each season.

"This is decidedly additional business, and does not in any way interfere with the sale of regular Spring or Fall clothing.

"For instance when a customer selects his spring suit we introduce Palm Beach suits and sell the two suits instead of one.

Large Sizes Wanted

"It is of interest to note that the sale of large sizes was easily five to one over the smaller sizes."

R. G. Barker, Amherst, N.S., like Mr. Laidlaw reports that sales of summer suits were larger this year than formerly—suits which in his store were sold at from \$10.00 to \$25.00. The demand he thinks will grow steadily although not too rapidly. It is a demand which he intends to cultivate for he considers this extra business.

Iroquois Falls Merchandising Co., Ltd., Iroquois Falls, Ont., find the sale of summer suits—especially special measure variety—has increased. Their models they sold at from \$18.00 to \$25.00. They found these give general satisfaction and give their opinion that the sales will increase if the quality of the clothing is kept up. Any falling off there would cause a dropping off in trade which they state would be very unfortunate as this is so much extra business. There is here a complaint made that some suits received have shown inferior quality of workmanship.

As has been said this is comparatively a new line. A number of merchants have only been handling it for one or two seasons. G. T. O'Brien, Chatham, N.B., is perhaps one of these. He gives it as his opinion that the sale of this class of suits was larger this summer than formerly although the number of sales was still very limited, but he believes the demand will grow and does

not think at all that selling this class of clothing will interfere with sales of the other lines. Mr. O'Brien sold his summer weight lines at from \$12.00 to \$15.00.

Calls It "Found Business"

Geo. Robinson of Penetanguishene, Ont., describes summer clothing line as found business. It does not interfere in any way with the sales of the staple clothing. The orders were bigger this year than formerly, and seem sure, Mr. Robinson feels, to increase. He was selling this year largely at \$12.00 but evidently does not feel it necessary to limit the price. While Mr. Robinson does a good deal of business with summer visitors it was apparently not to these so much that he sold the summer clothing as to people from the town Penetanguishene.

In the large cities the sale of light summer clothing has been somewhat complicated. In Toronto for instance, the big department houses made a determined effort to shatter prices as soon as they found strong competition. It seems to be their policy to attempt in this way to drive out trade and get the field to themselves.

From Oak Hall of Toronto it is learned that the intention of the department house—if it was as has been indicated—did not achieve fulfilment. Oak Hall found the sale of these summer suits very much larger this year than formerly. Their best seller was a line at \$15.00, but they had suits at \$10.00, \$12.00, \$15.00 and \$18.00.

"Is the sale of this line to grow larger each Summer?" the Manager was asked.

Canadians Just Waking Up

"No doubt about it," he answered. "The Canadian man is just commencing to wake up."

This may be a little hard on some of us Canadians, but there is certainly something in it. We have gone on sweltering in the Summer more perhaps because we did not want to wear a class of clothing that our fathers had not worn, than because we did not want to spend the money necessary to secure this kind of suit.

However, according to Oak Hall, this state of affairs is changing. At this store the expectation is that sales in 1918 will be very much larger than in 1917. There is general rejoicing at this, for here, as in many other stores, it has been found that sales of summer weight lines in no way upset sales of the heavier clothing.

Once in a while there comes an opinion from a member of the opposition which even the Cabinet benches recognize is worthy of consideration. Such an opinion would seem to be that of Wm. Story, of Story & Story, Winnipeg, Man. He says:

Speaks of Slaughter Sales

"Can't say much about these goods as we have not handled them. I presume you refer particularly to Palm Beach stuff.

"Personally I do not think much of them as a suit, and have never handled them for that reason. Nevertheless, they are being worn more than heretofore, and I believe will be even more popular next year.

"Certainly men seem to be looking for lighter weight clothes during the warm weather, and I think will be educated by advertising, to take up these feather weight fabrics.

"The sale of this class of goods depends entirely on the weather, as they are strictly a dog-day garment. Speaking from my own observations this season, would say that apparently we did not have the weather in this city to create a big sale for this article. I noticed those houses that handled this line cutting prices and making frantic efforts to get rid of the stock quite early, which would lead me to believe that the sale of these suits did not come up to expectations."

Ostrander & Co., Timmins, Ont., after stating that they have sold more of these suits this past summer than ever, at prices from \$12.50 to \$20.00, state that the growth is a sensible one and will enable mankind to be cool and well dressed in hot weather. This new business they say does not any more conflict with the regular spring and fall business than does the purchase of a dress suit.

The Farmers Buy Them

Meagher's of Belleville, Ont., state that while this was their first year in business in Belleville, they found the sale of light weight summer suits very good. This is an interesting fact particularly because Meagher's get a good deal of their business from the farmers. It begins to be more and more evident that men on the farm as well as in the cities and the town are ready to buy this class of clothing. The farmer seems to have revolted from those days when his Sundays were made miserable with the "biled" shirt.

M. S. Goss of Dunnville, Ont., is another new dealer in the field who had good success in his first year with summer suits which he sold from \$10.00 to \$15.00. His short experience leads him to feel that people see the extra comfort they get from wearing this class of suit and that they will take to it more and more.

Some Contrary Voices

But as has been said some dealers are not quite certain about this line. K. M. Stephens of Grimsby, Ont., sold this past year about as many as formerly, but states that the season for this class of clothing is comparatively short, and for this reason he is not certain if carrying a big stock is wise.

Pratt Ltd. of Sault Ste. Marie, Ont., feel that the hot season is so short in their section that it is not wise to sell what might be termed hot weather clothing for men. "We have found," they state, "in the past, that the left-overs more than took our profit from the line.

Good all the year suits for us," they conclude.

Much the same opinion is given by A. Sweet & Co., Winchester, Ont. Says Mr. Upton of this firm, "We have not found the sales of summer suits profitable. The season is short. Our trade is mostly with the farming community and we have found too large a proportion of our stock on hand at the end of the season. In a large place it might work out differently."

John Carruthers, Orillia, Ont., states that they do not carry as many of these suits as their trade is largely in staples. He does not look with favor upon the line, stating that if men are wearing these suits they are saving their others and it means extra stock for the merchant, who will need to get more business if he is to make it a profitable line.

This is, of course, exactly the point. The merchant must get more business and the question for each man to decide is whether this class of clothing will enable that result or not.

W. H. Roach & Co., of Windsor, N.S., states that there is no very warm weather down there and that their trade is for medium weight goods in medium dark colors, blue is always strong.

It must be borne in mind however that merchants in the same province are finding the line a good one. The class of trade served may have a good deal to do with the advisability of handling this line in these provinces where there is no intensely hot weather over a long period of time. There are certain men who are quite willing to spend \$20.00 for a suit which they will wear only three or four weeks in the summer,—men who will be glad to put on a suit for the day time of light weight and be ready to change into one of heavier weight for the cool evenings.

Brown's Limited of Portage La Prairie are convinced that the demand for summer weight suits did not hurt their other business in the clothing department. They have not noticed a great development in this business as yet however.

What is the Conclusion

So it goes. In one town the demand has been very good. In another it has not been as good. But taking it over the whole country there has unquestionably been a big gain in the popularity of this class of clothing—this in face of the remarkable backward and cold summer. With the Canadian conservatism broken down as it evidently has been, and with the seasonable weather of former years, it would seem that business in summer weight lines in 1918 will take a big upward bound.

Prices Likely Higher

There seems every reason to expect that prices in this summer weight clothing will be higher than formerly. One cloth manufacturer, for instance, has advanced prices so that a popular line is now at \$1.37½ per yard. It takes

Attractive General Clothing Trim



WITH September will come a call for suits, for Fall overcoats—for Winter overcoats too, on the part of the fore-handed customer.

You will want to play up clothing strongly in advertising and in window trims. Now a good clothing trim isn't the easiest thing in the world to arrange, so herewith we show one, which we believe, many dealers could use as a model.

Some may prefer to get an easier, freer appearance, by throwing a coat over a chair, or some such wrinkle. Very good. But the trim shown gets results. It displays to advantage a good many models, with prices. It is not so crowded as to be unattractive. It requires only such display fixtures as the majority of clothiers have, or should have.

This trim can be improved, we hope, by many; but we submit it at this season as a good working model.

about 3¼ yards to make a suit so that there would be \$6.50 value in the cloth alone,—that is counting in duty. Making the coat comes very near the \$2.00 mark and for the pants something approaching \$1.00 has to be paid. Then there is cost of lining and trimmings which would take another 35c. When selling cost is added to this it will be seen that such a suit could not be sold to the trade at much less than \$12.50 or \$13.50. But even if prices do advance

shortly—and after all it will probably be found that cheaper suits than this will be on the market—there seems reason to believe that buyers of this class of suit are willing to pay a fair price.

The fact which Mr. Laidlaw notes—that the large sizes are in particular demand is of importance. These men who wear the large sized clothes are often the men of large resources to whom an extra dollar or two means little compared with comfort.

ness tax of 20 per cent., it is claimed, is levied on the premises occupied, and it is, therefore, apparent that the retail merchants are paying a great deal higher tax while not securing a fraction of the business of the T. Eaton Company.

Business Not Much Affected

To date, the town merchants generally report that the new plan has affected them little more than under the mail order system, but the possibilities involved in the plan are unlimited.

T. Eaton Co. Is "Mum"

Seeking confirmation of the new delivery plan and its relation to the rumored purchase of the Queen's Hotel at Brampton, a representative of MEN'S WEAR REVIEW interviewed Second Vice-President Magee, of the T. Eaton Company, and while nothing definite was forthcoming concerning the matter, the elusive replies and failure to deny the matter were evidence that the giving of information along this line was not relished by the Eaton authority, who preferred to keep safely in the dark anything which has been done in the matter.

FROM TAILOR-MADE BUSINESS TO "SPECIAL MEASURE"

(Continued from page 52.)

Keep After Customers

"Of course, we aren't letting our old customers go. We have a record of them back for twenty-five years, and we've got a proposition for them that we believe is sound. There are still some who think a tailored-to-order suit is the hallmark of the gentleman, but they are gradually decreasing. Mind you, this made-to-order business is a nice business—the very nicest—where you have a good steady trade, and are in a centre where the labor difficulties do not catch you. But for the smaller centres—well, we believe that the special order is the best proposition, and our experience so far has only given strength to our belief."

STOP EXPORT OF U.S. COTTON TO NEUTRALS.

A report has been prepared for the approval of President Wilson recommending that cotton, of which the South produces a tremendous crop, shall be placed under the restrictions of the Exports Council along with a number of other articles. Figures recently published showed the tremendous increase in the exports of cotton to neutral countries accused of supplying Germany.

BUSINESS CHANGES

Riverhurst, Sask.—A. J. Mathieu, dealer in men's furnishings, has commenced business.

Lethbridge, Alta.—W. B. Kester & Co., dealer in men's furnishings, boots and shoes, has commenced business.

EATON'S ADOPT NEW SYSTEM

Big Mail Order House Introduces New Scheme For Handling Out-of-Town Trade—Better Delivery and Advertising Facilities Offered.

IN the past the mail order catalog has been an unwelcome visitor to the communities surrounding the city of Toronto and with high hopes of securing still further trade from such centres, the T. Eaton Company have adopted a new plan, the outstanding features of which are, more rapid delivery, better advertising facilities, and the advantage of "personal contact," and overcoming the disadvantages of mail order.

Plan Adopted in Three Ontario Towns

The plan which was introduced in Brampton, Ont., just five weeks ago, following its working out in the towns of Aurora and Newmarket, consists of the appointment of a local man to operate a motor truck supplied by the T. Eaton Company, and to deliver their parcels at a certain rate per parcel. In Brampton an office has been opened, and a girl is employed to take orders and payment. It is also her duty to telephone in the orders to the Toronto store, after which the parcels for the town are all collected in one shipment and forwarded by express. On reaching the town representative, the parcels are placed in the truck and delivered. In this manner, orders placed in the morning are delivered the same afternoon, and orders placed in the afternoon are delivered the following morning. Delivery is restricted to the town itself, so that farmers in the outlying districts have to call for their parcels at the local office. Under the mail order system, parcels at first were delivered on the rural routes, but the abolishment of this practice some time ago made it necessary for some new plan to be adopted, hence the new departure as outlined, though the inconvenience of having to call in town for parcels has still to be faced. Such inconvenience has been minimized to a great extent by the practice of farmers coming to town for the day, to place their orders early and return with their parcels on leaving town the same afternoon or evening.

New System Has Many Advantages

The advantages of this system are quite apparent, for it offers delivery facilities almost equal to those offered by the town merchants themselves, and

the advertising effect of having an Eaton man call in an Eaton truck is of untold value.

In the case of Brampton, the local express agent, Mr. Lowry, is acting for the T. Eaton Company, and is kept busy delivering parcels, which represent a weekly business approximating in value \$2,000, according to the estimate of local residents. No extra charge is added to purchasers for the express charges, for the parcels are sent in large trunks, on which such charges are reduced to a minimum, and, in addition, it must be taken into account that a large weekly postage bill under the mail order system is hereby eliminated.

Hotel as Sample House

There have been unending rumors about plans for further development in the case of Brampton, but nothing definite has been done as yet, and no confirmation is forthcoming. The Queen's Hotel in the town has been for sale for some time, though it is at present rented, and at the time the T. Eaton Company inaugurated the plan outlined there were rumors that the hotel property was to be purchased and turned into a sample house, where prospective purchasers could examine the actual goods before placing their orders. This rumor was started as result of some enquiries about the property, though similar rumors were connected with other Toronto firms as well. The owners of the property deny the sale of the hotel and very non-committal have been the replies of the T. Eaton Company to enquiries of local real estate agents concerning the property.

It is possible that the introduction of the new plan may be followed by still further developments, and the opening of such a sample house might be considered as a logical procedure, but as yet there is no confirmation of the matter. At the present time the T. Eaton Company representative is located in his own office in the Canadian Express building. No extensive equipment is required for the work done, and herein lies one of the chief factors which is considered unfair by the town merchants. The town busi-

INTERCEPTING ORDERS INTENDED FOR M.O. HOUSES

Browns, Limited, of Medicine Hat, Have Retrieved, in 5 months, \$22,000 From the M.O.H.'s—Plan is to Get Opportunity of Figuring on Orders—Usually the M.O.H. Prices Can be Beaten From One to Five Per Cent.

WITH the mail order houses reaching out more and more graspingly for business, it becomes more and more a problem of the retailer to devise means whereby trade may be held. Brown's Limited of Medicine Hat have, in their fight to hold trade in their city, undertaken some novel schemes. They border on the sensational—there can be no doubt of that. But a sensation very often is good advertising, and, while the full results of Brown's effort to offset the incursions of the M. O. H. into their community can not be told yet, it is abundantly evident that great interest has been aroused in the store, certainly the business held—the business saved from the retailers "slough of despond" the M. O. H.—has been very gratifying.

Admit the Danger

But what is this method, adopted by this aggressive western firm, of fighting the mail order houses? Well, they "carry the war into Africa." They don't, Ostrich-like, hide their head in the sands of pretending "there ain't no such animal" as the M. O. H. They admit there is, and frankly speak about it to their customers. Brown's Limited, indeed, rely greatly on being frank with their customers.

While the firm did not know the exact amount of business going from their district to the big Winnipeg mail order houses, they did realize this must be large. They figured there was just one reason for this business going—that the people believed they got better value from the mail order houses.

Thinking this over Brown's Limited came to the conclusion that the people were wrong—that the people could not get better value, on the whole, from the M. O. H.'s—couldn't get better value in dollars and cents, and certainly couldn't get as good value in service.

Prepare Our Mailing List

Having reached this conclusion a mailing list of 5,000 names was prepared. Letters were then sent out asking that the orders intended for the Winnipeg mail order houses be first sent to Brown's Limited. The promise was given that Brown's Limited would figure upon the order. If they could give a better price they would so advise, otherwise they would send in the order to that mail order house or the firm of which the order came in. Of course the price to be paid—according to the M. O. H. catalogue—was to be placed opposite each article ordered.

Stood To Gain Only

This proposition proved very appealing. The customer stood to gain something, and at worst to lose nothing. No wonder they sent in the orders to Brown's Limited.

Don't Question the Staff: they don't know him! Who? — "BROWNS' MAIL ORDER MAN"

SOME OF THE QUESTIONS ASKED: Is he tall? Is he thin? Is he fat? What color is his hair? What color are his eyes? What kind of necktie does he wear? Where is he stopping? Do you know him? I don't know. The clerks don't know. They have never seen him.



HOW YOU WILL KNOW HIM—Say to everyone you meet "You are Browns' Mail Order Man!" Show him the receipt slip and prove to him that you are a subscriber to the News. He then will introduce himself and take you to the Big Cash Store, where they sell at mail order prices.

DRESSES—New Ones—They are beautiful, and when we say that they are prettier than anything which we have shown this season, we are saying a great deal. They are made up to the minute in style and color, with all the season's latest trimmings. Coming in Chiffon Tailfets, Georgette Crepes, Crepe de Chine, Satins, Mousselines and Taffetas and Voile combinations. These dresses just arrived by express, and are now on display in our ready-to-wear department, on the second floor. Prices **\$20.00 TO \$43.50**

SUITS—Another Shipment Placed into Stock—Accurate expressions of the most advanced fashion. There are many new ideas shown in the latest shipment. Just the styles that you have been longing and wishing to see and wear. They are beautifully tailored in all the new cloths for spring suits, coming in the season's most favored shades. We extend an invitation to all the ladies of the city to make a personal inspection of this stock. Prices **\$13.50 TO \$43.00**

COATS—An Excellent Assortment to Pick From—Coats tailored of French Serges, Wool Poplin and French Oubardines, in very fine weaves, in all the latest and most up-to-date styles and shades. Coats of Poplin, Taffeta, Khamsing, Jersey Cloth, Silk, Valour, Fancy Tweeds, Shepherd's Checks. See them for yourself. Prices **\$13.50 TO \$43.50**

DON'T FORGET TO LOOK OVER OUR STOCK OF MIDDIES—Very smart Middy Blouses—Again this year novelty joins hands with comfort in the unique effects revealed in Middy Blouses, whose lines are not only decidedly smart but also certain to yield pleasantness to the wearer—a woman will have to admit that this is true when she looks at these entirely exclusive and new samples which are very distinctive. In them is the charm that arouses enthusiasm and around them clings the atmosphere of the outdoor days of summer. There is a wide range for choice for the **\$1.00 TO \$2.50** girl in her "seems" as well as for the woman of more mature years. Made of best quality of jean. Prices **\$1.00 TO \$2.50**



SPECIAL IN MIDDIES—Six dozen only, bought to sell at \$1.00. Come in belief with three-quarter sleeves and cord piped. Special, each **79c**

NEW GLOVES—The final touch of refined elegance to a smart costume. Many a season has come and gone since we have seen glove styles so thoroughly charming. Soft kid and fine silks, with heavily stitched and embroidered backs are offered here in all the desired shades, including the white with black stitching, and the prices are very reasonable. DENT'S OR PERRIN'S, per pair **\$1.00, \$1.75, \$1.90, \$2.00** SILKS, per pair **60c, 70c, \$1.00, \$1.25**

NEW NECKWEAR—A hit of white, not always white, however, for sport styles in a "riot" of colors is favored for this season, greatly accentuating the charm of a tailored suit or frock. And here are all the most popular styles and the most interesting showing at equally interesting prices. We have Crepe de Chine, Georgette Crepe, Fine Swiss Lawn, Flannels, Broadcloths—in fact any material that one would wish to wear. The prices range from **25c TO \$3.00** each

FOR MEN: "Every Item a Topliner"

They light the way to true economy and make every dollar shine brilliantly by increasing its buying power.

MEN'S SUITS—We have a special line of Men's Tweed and Worsted Suits, in stripes, checks and fancy mixtures, made up in the latest style for men, suitable for businessmen, clerks, etc. These suits are sold everywhere for \$23.50 and \$24.00. Our special price, each **\$18.75**

We are the Medicine Hat agents for Leshman's Hand-tailored Suits for particular men. Come in and look over our samples and be fitted as you should be by competent men.

MEN'S NAVY SERGE AND TWEED SUITS—520 suits to select from; made in all the latest styles. Cloth—Tweeds, Serges, Worsted, etc., in mixtures, stripes, checks, invaluable plaids, etc. **\$12.50** AND UP. Buy your suit where you can always save \$5.00 to \$8.00. Prices

WHEN IT COMES RIGHT DOWN TO SELLING NEW NECKWEAR, we're certainly right there with the goods. We carry all the newest and most up-to-date neckwear specialties to be had, all colors and styles. Prices **25c, 30c, 40c, 50c, 60c, 70c, \$1.00 and \$1.25** each

THE CORRECT STRAW HATS FOR MEN—Men careful of their appearance, appreciate the importance of individual fitness in a straw hat. It is more necessary to have a correct shaped straw than any other kind of hat. It's more conspicuous. We show so many styles and proportions of straw hats that every man can be exactly suited. In Panama Hats we are showing the best values to be had in Canada at each **\$4.00 to \$7.50** Sailors at **\$1.50 to \$3.75** each

SO YOU WANT A PAIR OF MEN'S OXFORDS? The stock is here. Tweeds, Serges, \$1.50 UP. Worsted, etc., in plums, checks, stripes, and fancy mixtures. Each **\$1.85**



Boot and Shoe Department

Here's a shoe that will stop you: Rich dark tan, with Goodyear welt soles. It's made on one of the snappiest English lasts you have ever seen. Price **\$6.00** You simply can't beat it for real smart, up-to-the-minute footwear. Make it a point to come in and we will show you how well they look on your feet. **WE FIT THE FEET AT UNDERPRICES**

IT PAYS TO PAY CASH at



Where They Sell at Mail Order Prices!

One of the Advertisements run by this aggressive firm

Many, moreover, expressed themselves as preferring to buy in their own district, other things being equal. Under this scheme other things were more than equal. The price was better. The opportunity of exchange was given, as it could not be by the M. O. H. Then there was the question of personal guarantee given by Brown's Limited. The opportunity to get a rebate, or a new article, if the one originally purchased proved defective.

What Was Discovered

What this Medicine Hat store found, as a result of studying many orders intercepted on their way to the mail order houses, is of very great interest. "Usually" Mr. Brown states "we can arrive at a total for a whole order from one to five per cent. less than the price the mail order house quotes. Some items the M. O. H. furnishes a dollar or two dollars cheaper than can Brown's Limited, but

SOMETHING PECULIAR ABOUT GOVERNMENT ORDERS

The manner in which tenders are called for and orders given by the Military Stores Department at Ottawa has frequently been criticised by manufacturers. As the matter is of importance not only to manufacturer but to the trade as a whole, we relate the following facts, withholding certain names for obvious reasons—

An Ontario manufacturer of suspenders received a request to tender for a certain number of braces—this was the department's term—by a certain date.

Having tendered several times unsuccessfully—once having named absolutely cost figures without counting in any overhead, to see if the tender was procurable at figures even which did not appear reasonable—the manufacturer decided he did not want to tender this time. So, in place of sending in a tender there went to the department a letter having that an established manufacturer in this line didn't seem to have much chance of receiving an order, hinting that the order is not always to the one who makes the best goods at the best price.

No reply came to this letter, but in the course of a few days there did come from the Stores Department a notification expressing regret that this firm's tender had not been found acceptable, and advising that the order had gone elsewhere—exact place not specified.

So this manufacturer is in a quandary.

He had not tendered, yet he was advised that his tender had not been accepted.

He had written a caustic letter instead of tendering, to which he had received no reply.

What had happened?

Had his letter of criticism been taken for a tender? If so, were the tenders opened at all, or was the matter cut and dried before the tenders were called for? Or was the department's system bad—advice of the orders placing elsewhere merely being sent to all who had been asked to tender?

It is a question.

this is levelled by other items which we are able to sell cheaper.

Another interesting point. Brown's Limited have found that the orders going to the M. O. H.'s are chiefly for men's wear, dry goods and ladies ready to wear—very little, as far as they have found, goes in their district for groceries.

Save \$22,000 Business

But what have been the results, so far apparent, of this front trench warfare with the mail order houses? Again Mr. Brown, of the men's wear department is quoted in effect as follows: "From October, 1916, to February, 1917 we have redeemed sales going to Eatons totalling \$22,000."

Whether Eatons is here used as a sort of generic term for mail order house, or whether it stands for the orders going to the one firm we do not certainly know. Of course Eatons is the leading mail order house of the West, but not the only one by any means. Simpson's are now in Regina. Christie-Grant in Winnipeg are doing a large, and apparently growing business, and there are several other houses.

But in five months at least \$22,000 was redeemed for this store. The margin of profit on this turn-over was doubtless small, but the payment, remember, was cash. The gaining of friends for the store must also have been very important.

Value of Making Friends

This question of making friends is one never lost sight of. Making friends, indeed, is the one thing these brothers, who

just a year ago came to Medicine Hat from Prince Edward Island, believe has most helped them in doubling the turn-over of the business they bought.

The two Browns spend much of their time walking about the store, speaking to the out of town customers, and making them feel at home. Frequently, at night, they go about in the country. There they talk crops with the farmers they meet—show a general interest in the farm life. Very little is said about the store. Usually the Browns have some oranges along for the children. These little trips to the country have helped build trade. The farmers, especially those of foreign extraction who feel it a particular disadvantage now—and there are many such in this district—like to deal at a store where they are known, where the proprietors have shown themselves their friends.

This store believes in advertising—flashy advertising sometimes. Brown's Limited has been offering \$75.00 for the capture of a person they call their mail order man, who each evening tells in the papers of his narrow escapes. But the store's work of especial note is its fight to hold the business which has been going to the mail order houses.

Barnes Knitting Corporation of Canada, Ltd., has been incorporated at Hamilton, Ont., with a capital stock of \$10,000, to manufacture and deal in clothing and wearing apparel of all kinds.

U. S. A. AFTER BLANKETS IN CANADA

A good many orders from the United States for blankets have found their way to Canada, the military authorities across the line badly needing such supplies.

One Stratford manufacturer was tendered a big offer for his wool supply—the request being that he turn this over to a blanket manufacturer. The offer, of course, was not accepted.

"Where," asks the manufacturer, "would I get enough more wool to enable filling the orders I have booked? And if I didn't fill those, to the best of my ability, where would I be after the war?"

Where, indeed? A friend made in time of need will prove a friend indeed a little later on.

INCORPORATION

American Panama Hat Company, Ltd., has been incorporated at Montreal with a capital of \$25,000 to manufacture and deal in ladies' and gentlemen's hats and caps of all kinds, both wholesale and retail.

R. Duguay & Company men's furnishings, Montreal, Que., have sold out.

Abbey, Sask.—Ketcheson & McLung, dealers in men's furnishings, have commenced business.

Saskatoon, Sask.—Mitchner-Buchanan, Ltd., dealers in men's furnishings, have changed name to Mitchner Ltd.

Tracing Further Style Developments



The illustrations in connection with MEN'S WEAR REVIEW'S Confederation Section in July caused a great deal of interested comment. We therefore are reproducing a few more of these old styles. Some—such as the double-breasted business suit of 1885—does not look so very strange; yet the pictures make it clear that each decade had its peculiarities—more evident in retrospect, doubtless, than they were at the time.

SPECIAL APPEAL FOR RAILROADMAN'S BUSINESS

G. A. Hunter, of Dauphin, Man., Goes After This Business in a Way Which Catches the Attention of the Class He Wants to Reach.

POINTS TO NOTE.

Mr. Hunter attended the dance in which railroad men were greatly interested.

Not only did he thus make more friends, but he got the idea which made his sale of working men's and other lines, possible.

The results of his novel advertising were direct, and indirect benefit also accrued from making the railroad men feel that their business was particularly appreciated.

Mr. Hunter, is a close reader of trade papers. From these he gets many ideas.

IN these days, when the trade of the mechanic is so worth while—not only for what his large purchases of working clothes mean in profit, but also for the benefit to be received from selling him the finer men's lines which he is anxious to buy for off-hour wear—a scheme to attract mechanics is worthy of the consideration of all except those few merchants who specialize in business in fine lines. The outlining of a scheme to attract the attention, and the trade of railroad men, therefore, will be of value to many of our readers.

Perhaps the same kind of a sale, with the same class of advertising, could be carried on to advantage in other railroad centres. Perhaps, in this history, will be the germ of an idea which will enable the planning of sales to attract the trade of shipbuilders, munition workers, farmers—sales to attract the varied classes of workers who so frequently live in the same neighborhood, so that one store has a large share of its patronage from a certain class of mechanics.

Railroad Men's Trade Important

G. A. Hunter, of Dauphin, Manitoba, is particularly interested in railroad men. Dauphin is a town of about 3,000 inhabitants, and many heads of families are railroad men. Dauphin, indeed, is a junction point on the C. N. R. branches going to Winnipeg, to Le Pas, to Prince Albert.

While Mr. Hunter does not limit his efforts to getting the trade of the railroad men he is continually bearing them in mind. Many of them are his friends. He tries to think their thoughts.

Here is a big point. It was because Mr. Hunter attended a railway men's dance, some weeks ago, that he got the idea for an advertising scheme which proved a winner, both by way of attracting immediate business, and by way of increasing the esteem in which the store is held.

Copied the Train Order

As all, who have moved with railroad

FORM
31

Hunter's Railway-Men's Store

TRAIN ORDER No.

191

To _____ At _____

X _____ Opr; _____

(TIME)

You will run as light shopping extra to Hunter's and not pass there until you have full tonnage in overalls, gauntlets, shirts, boots, underwear, and anything else which is first out on store track.

A discount of ten per cent. will be allowed on your tonnage. Do not pass up this discount and take all the tonnage you can in Men's wearing apparel.

Our store track is blocked with all kinds of Men's wear and we must get them out; so don't forget the ten per cent. discount. When ready to pull out with sufficient tonnage, slow up at Mileage 444 and have your cheque cashed.

E-X-T-R-A

C.N.R. cheques cashed after 12.00-K noon.

G. A. Hunter.

CONDUCTOR AND ENGINEER MUST EACH HAVE A COPY OF THIS ORDER

REPEATED AT

(TIME)

| CONDUCTOR | TRAIN | MADE | TIME | OPERATOR |
|---------------|-------|----------|---------|----------------|
| B. A. Overall | Extra | Complete | 12.00-k | C. A. Gauntlet |

The circular which caused so much comment and did its part to draw the valuable railroadman's trade.

men know "train orders" are issued as every crew goes out. These, naturally, are carefully read. They are printed in a certain class of paper in a certain way so as to be immediately distinguishable. They have the right-of-way in a railroadman's attention.

Now at the dance of the railway men the invitation and the programme both were printed in the form of a "train order." They made a hit, and then the idea of using the same scheme to advertise his store occurred to Mr. Hunter. He let some time elapse, enough to cause the scheme to be absolutely fresh, then he arranged for his 10 per cent. discount sale, and prepared the advertisement in the form of a train order.

Almost a Duplicate

Note how closely the advertisement, which is reproduced here, followed the regular train order which Dauphin train

men are accustomed to receive, and to note—to memorize almost—from beginning to end.

The advertisement reads: "You will run a light shopping extra." The railroad form might read: "You will run a light extra train to Swan River, etc."

But read the whole advertisement. Its strong points are very evident.

Appeal to Human Nature

Mr. Hunter advised a MEN'S WEAR REVIEW representative, at present touring the West, that this "train order" circular is one of the best things he has ever put out to attract attention. It brought direct results. Railroadmen would enter the store in the best of humor and mention the "train order" they had received. The idea of the special attention given them—the special appeal made for their business—doubtless tickled their vanity.

Continued on page 77

MEN'S WEAR REVIEW



VOL. 7. SEPTEMBER, 1917 No. 9

CREDIT, it is well to remember, is still king.

* * *

GOODS in the cellar are valuable, but considering the business as a going concern, money in the bank is more valuable.

* * *

MONEY in the bank means ability to take discounts. For merchants who have the money laying in stock, wisely, is undoubtedly profitable, but laying in stock by merchants who thus cripple their credit is turning a sod for a business grave.

* * *

FOR years the effort will be to speed up production, to the end that taxes may be paid and reduced. For years, therefore, the mechanic will be a man of great importance—a man of great collective buying power. His business will be worth planning for.

Too many men's wear dealers have overlooked the mechanic—at least have overlooked him when he was in his mechanics' clothes. Business in this class of goods has been driven, often, to a poor class of shop run by a poor class of merchant.

It is time for a change. There will, of course, be some stores which specialize in the so-called high-class goods. Properly so. But the majority should find their best interests served by catering to the high class clothing needs of all classes—including the mechanic—and to the need for working clothes felt by the mechanic, and by others.

THE PREVENTION OF PILFERING

HAVE you had any trouble with your express packages?

One Ontario manufacturer—who like so many others has this year been called upon to rush many orders by express—advises MEN'S WEAR REVIEW that he has received letter after letter from the trade saying that shipments were short. Naturally he investigated and has proved to his own satisfaction that these short packages were opened after being shipped and before they reached the dealer to whom consigned.

Such pilfering is very hard to stop. Human nature being what it is, there need be no great sur-

prise that the express companies have employees who will steal on occasion. Neither need there be surprise that a man will show talent in opening a parcel, which, if otherwise applied would take him well up the ladder. Indeed the only sentiment which need be aroused is one of determination to stop this amoying, this profit-eating practice.

The shipper in question is now stamping on each package—using open-face type which permits the printing being done right over the address, so that any opening of the parcel in transit is impossible—a suggestion that the recipient immediately check up the contents—in the presence of the express man if possible—and ascertain if all is as it should be.

This seems a good idea. Delay in opening packages undoubtedly prevents the responsibility being fixed. Express packages, after all, are small. They can be opened in the presence of the express company's representative. Then, if anything is wrong, steps can be immediately taken to detect the guilty party, or to determine if the shortage is the result of a mistake.

This immediate opening of express parcels would get the express men themselves working to detect any dishonest co-worker. It is safe to estimate that the great percentage of express employes are scrupulously honest. If mistakes—pilfering—was directly brought to their attention the guilty would quickly be apprehended.

WHO CAN SELL?

"I'M awfully busy, Jim. Can you give me a hand with that neckwear?"

The speaker was a large retailer, the one addressed a partner in a neckwear firm—one of those twentieth century partners who go out after business when opportunity arises.

The neckwear man fairly jumped to give the help asked. He sold, in half an hour, a good many ties—all of high quality and high price. Then came his reward.

"I thought you said, John," he remarked, "that these high priced ties couldn't be sold to many customers."

"Oh," replied the merchant, "You can sell them, and I can sell them. We appreciate the value and can make others appreciate it, but these fellows," indicating his clerks, "can't."

It was a hard charge. We believe untrue as regards many clerks. If we were a clerk, however, we would see that such a charge could not be made against us personally. We would try to sell the high class lines—the lines which give the greatest value.

There is fun in turning people from a good cheap article, to a better more expensive article. It can be done, and general satisfaction results.

LETTER FROM A MEN'S WEAR DEALER TO HIS SON

Somewhere in France is a boy, whom we know, who somehow finds time to write almost weekly to his father, and almost every letter contains somewhere, this sentence: "Tell me something about the business, dad."

Letters such as go to him would perhaps be of interest to us all, for they tell the remarkable daily story of the present remarkable business life.

—THE EDITOR.

MY DEAR SON:—

When you get back, and are again helping me pursue the elusive and diminishing dollar, you'll be mightily surprised at some of the things you see in this old store—and most of all you'll be surprised at the change in some of our customers. I've seen this change come about, yet when I stop to think, which I still find time to do occasionally, I'm fairly amazed.

You know young "Fatty" Jenkins. I think you gouged \$7.00 out of that kid once for a suit. Well "Fatty" was in here to-day and bought a suit for \$12.00. Never turned a hair about it either, though I tell you frankly it wasn't any better than the \$7.00 togs you sold him.

Where did "Fatty" get the \$12.00 in one lump?

Oh don't you worry. He had it. All the kids have. "Fatty" is delivering parcels for Smith after four and on Saturdays. He gets \$6.00 for that every week, and now that school is closed he is working at the smelter. Must be pretty hard for the kid, but to do him justice he's sticking like a good one. Perhaps it is for the \$1.75 a day which he gets, but you know, son, I believe the example you chaps are setting is having an influence on us all. Perhaps that's part of the work you're doing.

"Fatty" will lose the reason for his name if he doesn't watch out. There's certainly no fat about his character now. He's getting quite a man. He'll need to be too, for there's going to be lots of work for these kids to do from now on. Because I can see that change coming I've given a great deal more space to our boys' department. It will surprise you when you see it.

And you'll be surprised in young Coulter. But you may see him before you get back. He'll be 18 next year, and when I saw his father at the bank yesterday he told me Jim is going to enlist when he passes 18. He's a big boy now—and while a year or two ago I wouldn't have thought there was soldier stuff in him I've changed my mind now.

Do you remember how poor Bill Hodgins told you he longed to lick that kid when he would come out from under the sofa on which Bill was courting Helen. I thought young Jim was a sneak, then. Perhaps he was, but he's handling 85 lb. shells now—getting 32c an hour as inspector, no less, up at

Wright's. Wright tells me the kid is as good as he wants.

That job keeps Jim pretty busy, but he drops in for working gloves and overalls every now and then, and he still thinks any shirt with less than three vivid colors is too quiet for his use.

Speaking of overalls, do you realize they are selling for \$2.00 now—yes, we're getting it, and getting it easily enough too. The stunt, until recently, was to get the overalls. Now I have a good supply tucked away and I didn't pay \$19.50 for them either. But they're going higher, I'm sure of that, and I'm buying more as I go. Uncle Sam, our new Ally, is buying huge quantities of cotton, you see, and that, and the smaller crop seems certain to drive prices still higher.

Where will it end? Huh! Nobody knows.

By the way there's an effort on foot to turn the smelter into a shipbuilding plant—don't know the details, but I do know shipbuilding is going to be a big industry in Canada for years, and I hope our town can get in on the business. It will mean a lot for us. The yards in Collingwood are working almost continuously, I hear, and have enough orders now booked to keep them busy for four years. You know what those fellows earn, and what good spenders they are. A bunch like that here will make our old shop pretty busy. Oh there'll be a fine business here for both of us, and some day it will be all yours, my boy. If it weren't for thinking of that I don't know that I'd take such pleasure in the daily grind.

Tom Bryce, of the Hunt Neckwear, was asking about you the other day. Tom had the nerve to show me some ties at \$10.50—old \$8.50 stuff. Had quite a song and dance about war insurance and one thing and another making that price necessary. Guess he was right too. I've read something along those lines. Anyway I bought some ranges. Am selling them at \$1.25—yes, and am getting it. The people, son, want the best now, and they are able to pay for it.

Big Jack Aylward was in yesterday, perspiring all over his collar as usual. The sight reminded me of a scheme I had read, and I suggested to Jack that he buy a waterproof collar. He thought it would be cheap looking, but when I showed him some of the

(Continued on page 85.)

TALK OF CONSERVATION, BUT ONLY TALK

Rather Than Saving Cloth, New York Seems to be Going to the Other Extreme—
Talk of Abolishing the Patch Pocket and at Same Time Feature the
Bellows Pocket.



IF it were not for the fear of appearing to appropriate one of the phrases of the newspapers it might be opportune to remark that the war is still very much "among those present." This war is still the most pronounced thing not only in the Borough of Manhattan but everywhere in this good country of ours, and this after several months in which we have had the opportunity to get acquainted with it. Well, considering this fact, perhaps it will not be necessary for me to lay any extra stress on the fact that it is a matter that has gotten well beneath the epidermis of the American citizen of whatever nationality. Really deep down, underneath, after the painful and ultra-familiar manner of the Florida Red Bug.

This being so, and as there are no guttural voices, as was at one time expected, playing a particular hob with the chorus, why we will consider it unanimous.

SOME WORDS ABOUT CONSERVATION

The reason for trumming thus lengthily on this one string, is that like every other activity, the things that men adorn themselves with are being most unmistakably influenced by these conditions. You can't go anywhere without bumping your ivory top against the idea, say of conservation. Now that's an idea as foreign to the true born American, as are the latest arrivals at Ellis Island. Why we have built up a whole literature with us as the chubby-faced hero casting away the golden doubloons. We liked the idea. We never saved anything. All the waste went to the making of the picture.

Well that idea died peacefully some months ago, and we are going along our erstwhile way, planning how to make two suits of clothes blossom out of material only enough for a single doublet in the good old days.

This little idea has been responsible for a very considerable number of suggested innovations. Some of these suggestions might get beyond the suggestion stage. For instance, the innocent appearing cuff on the foot of the trousers, has turned out to be an enemy in disguise and is using up material that might be more usefully employed in making more strategic parts of similar garments. Well there seems to be no good and sufficient reason why anyone whose development does not stop at the collar should greatly worry over this. Legend has it that the style was instituted by an expatriated Briton, who loyally wore his trousers turned up because it was probably raining in London.

THERE IS NO BETTER REASON KNOWN

Patch pockets are also under the suspicion. As any other sort are just as useful there is no need for any hysterical sorrow on this ground. The omission of starch from the snowy bosomed shirt will not even give us a pang of regret should it be so decreed. The suggestion of kilts instead of trousers is a matter dependent entirely on the calves of the individual.

Well, these are after all, only possibilities. In these early days we are rather inclined to feel that merely making ourselves uncomfortable is patriotic. These suggested changes, have as yet not come over the rim of the horizon, and may never come, and so until there is some actual move to remove the cuffs from our trousers or to forcibly insert us into knee breeches, let us cast dull care aside and consider the bright spots that do actually prevail in the New York world of clothes.

SOME BRIGHT SPOTS IN A DRAB WORLD

When we speak of *bright* spots we do so only after having ferreted out the full meaning of that descriptive little word and we use it advisedly.

I have been drifting in and out at some evening entertainments at various places during the course of these past torrid days, and used as I am to the young man's vagrant fancy regarding clothes, some of the little spots of brightness that represented the scions of our best families, I confess have left me feeling somewhat dazzled.

THE BRILLIANT DINNER COAT

The full flaming glory of this color scheme is best seen in the informal evening clothes. For instance, there was one that I noted. I jotted down the particulars at the time lest waking from my dreamless sleep next morn-



BRIGHT COLORS DO NOT FRIGHTEN NEW YORKERS

But Perhaps it is Only the Would-be Bohemians Who Wear These Flashy Combinations—But No! The Bohemians Follow the Trail of Simplicity. Innovations That Are Being Adopted.

ing I should think my memory was a phantom gleaned in that bourne outside the bone dry area. The example in question was technically known as a smoking jacket. Not one of those comfortable and gay creations that you wear in the privacy of your own quarters, but an adaptation of the Tuxedo, and adapted so closely that there was no need for a new name, were it not for the fear that Old Man Tuxedo, or whoever it was who gave his name to that creation, would arise and smite. But to hark back again. Quoting from the notations on my last night's cuffs. Coat deep green, faced with black satin, pale green silk band waistcoat. Mark you, friends, this was a dinner coat, not a carnival costume. Since then, my senses have been somewhat dulled and I no longer shy at bright colors. I have seen similar attires in deep blues, purples and gray. But the other evening at a gathering at a country house my eye fell upon a color scheme that I had never expected to see. It was a dinner suit of white silk with lapels of pale blue, and though my masculine heart took umbrage, at one of the sterner sex garbed in the regalia of the Flapper, I had to concede that the jauntily garbed youth had a cool and comfortable appearance, that we sober-minded ones lacked.

DRESS SUITS DON'T FOLLOW THE PICTURE

Another rather interesting innovation in the realm of dinner clothes is an extremely hollowed lapel, with a high double-breasted waistcoat, satin cuffs. And pocket lapels are also quite considerably in evidence. In this torrid weather you don't see much of the stately dress suit. The few examples that I have noted, worn by particular dressers, do not bear out the illustrations in many of our fashion papers. The wide lapel, and waistcoat cut high are most decidedly in evidence.

THE UNOBTUSIVE COLLAR AND THE COY TIE

Before we stray away from the realm of dinners, let us say a word about collars. The low-cut collar has come to its own. Everyone is wearing them. What would have been an unforgivable sin a few short months ago is now a fact. The semi-disappearing collar is now among the elect, not only for ordinary wear, but in conjunction with the dinner coat, and in conjunction with it the bow tie, equally unobtrusive with the bow ends hiding behind the collar, as though it were trying to deceive folks into thinking it was just a knot.

So much for the garb of festivity. Now for a word or so about what you may see at almost any time and in almost any place where well-bred folks foregather. Here, too, you note the color contrasts. Perhaps a rough outline of the garb of two or three will suffice to make this point clear. There is a gentleman, for instance, garbed in a blue suit with double-breasted grey waistcoat, a shirt of contrasting grey and white, deep blue tie and black boots. Or another in a Glen Urquhart plaid, deep rose-colored silk shirt, white linen collar, rose-colored tie, pale grey linen double-breasted waistcoat, and black shoes.

Here, too, it might be noted the prevalence of the flannel silk for suits, among those who didn't choke over their silver spoon in youth but grew up to enjoy the contents thereof.

WHITE TROUSERS HAVE IT ON THE STRIPED VARIETY

There has been some discussion among dealers of late as to the prevalence of plain white or striped trousers for Summer wear, and the opinion has been voiced that the striped affairs have the advantage. This judgement will hardly be capable of proof. The familiar plain white trouser is still far in the lead and shows every indication of remaining so.

KEEPING YOUR INITIALS TO THE FORE

Another thing that might be noticed is the effect of military styles on civilian clothes. As I have a dim remembrance of having harped on this little strain at some length in days past I will not further trespass other than to point out the popularity of the bellows pocket, the outward and visible sign of a British officer. This style of pocket is becoming increasingly popular for all manner of sport clothes.



CO-OPERATION IN SELLING SPECIAL-MEASURE CLOTHING

Sauder and Lippert, of Kitchener, Twice a Year Receive Visit from Specialty Salesman of the Clothing House They Represent—How This Visit is Made Profitable Explained—Planning in Advance One Big Factor.

THERE'S a time for everything good, and we are now approaching the time when dealers may well make a drive for clothing sales. Therefore, as a means of helping those dealers who go in largely for the special measure clothing service plan their drive, it will be very well worth while to outline the methods adopted with remarkable success by Sauder and Lippert, men's wear dealers of Kitchener, Ont.

The first thing to be noted is that this Kitchener firm does not attempt to

Sauder & Lippert ask the house whose clothing is carried to send up one of their salesmen. Sometimes unfavorable weather comes on when this specialty man is present. Then arrangements are made to have him come again. Nothing like inclement weather is permitted to interfere with the Spring and Fall drive for special measure clothing business.

The Ground is Prepared

The time when the manufacturers' specialty salesman will reach Kitchener,

are able to invite them to come in that evening if they have not the time at the moment.

"Sometimes, however, three, four, or even six young men will step in at once. One or two will leave an order, though perhaps there was no thought of this when they paused to inspect our window display.

Work Outside

"During the day all of us go out with the visiting expert salesman, taking turns, each calling on his own friends and business acquaintances.

We tell these friends all about the great campaign we are conducting. Say, perhaps, something about rising prices, about style, about fit. Then we invite them to come to the store to look over samples. We get a promise as to when the visit will be made, wherever real interest is shown. We keep tab on this promise, and if it is not kept we call the man on the telephone—reminding him of the campaign, and expressing the hope that he will be able to get in.

"So we get the cream of the trade to the store. It is then for the specialty salesman, and ourselves to secure the sale.

Use Telephone, Too

"But there are, of course, some whom we can not reach by personal call. We make it a point to speak with these—or as many as possible—over the telephone. They, too, are invited to come in during our big campaign, and many respond with a visit.

"So the interest is created, and the prospects brought to the store. But care is needed even after the order is secured to prevent things going astray. Unless the customer is known from years' of experience, a deposit is demanded. This we find necessary, for a good deal of business, during a drive like this, will be with strangers. When once we have a good deposit from these people we need not worry. They will come to examine their suit, and we aren't afraid of its not pleasing."

TRADE NOTES

Winnipeg, Man.—B. & P. Clothing store has registered partnership.

Drumheller, Alta.—Thos. MacDow has commenced the men's furnishings business.

Winnipeg, Man.—B. Barsky, men's furnishings, has been succeeded by B & P. Clothing Store.

St. Lawrence Cap and Hat Manufacturing Company of Montreal, Que., has dissolved.



Interior of Sauder & Lippert's Store, Kitchener. Clothing, it will be noted, is kept right to the front

"do it all" unaided. Neither, on the other hand, does it send out the Macedonian call for help and lie back waiting for that help to bring the desired results. No, the firm secures the assistance of experts, who can help close business—and it works with these experts. Work is done to pave the way for the expert. Work is done with the expert. Work is done after the expert leaves to make his efforts as fruitful as possible.

But this is generalizing. You want the cold facts. Well, here they are.

Specialize on One Line

Sauder and Lippert specialize on one line of special measure clothing. This means their orders to the manufacturers are sizable—worth while. Sauder & Lippert therefore are in a position to ask the co-operation of this manufacturer—it is to every one's interest that such co-operation should be given.

So, once a season, Spring and Fall,

for his three or four days' stay, is determined some three weeks in advance. And from then on the public generally is advised of his coming. Liners in the local papers are used for this purpose. Handbills also are distributed from house to house—also at all factories as the men leave for dinner or at the end of the day.

The firm tells of the further plans as follows:—

Value of the Window

"The day before the advertised time for the salesman's arrival we dress one entire window with models, suiting fashion plates, style booklets, etc. And we leave this window so dressed for the entire three days. This we find interests a lot of passers-by. Indeed it works wonders. We are open nights during this three-day sale, and when we speak to those who appear interested, as we do whenever it can nicely be done, we

ENLARGE TEXTILE INSTITUTE

Toronto Branch of Textile Institute
Formed to Co-operate With Technical Schools

AT A recent meeting of the textile interests of the city, held in Toronto, a local branch of the Canadian Textile Institute was formed with the following executive:

Chairman, Hugh Clayton (graduate of Philadelphia Textile School, now connected with the Toronto Carpet Co.);

first vice-chairman, A. Doherty, of James Simpson Sons, Ltd.; second vice-chairman, R. S. Keys, of the Standard Woollen Mills, Ltd.; third vice-chairman, W. A. Clarke, of the York Knitting Mills, Ltd.; secretary-treasurer, A. Burton, secretary Toronto Branch Society Chemical Institute; executive, W. K. Thomson, of the Thomson Knitting Company, Ltd.; H. C. Secord, F. T. Fitch, of the Toronto Textile Company; T. D. Wardlaw, of the T. D. Wardlaw Company, Ltd.; C. R. Peter-

kin, of the Dominion Wool Stock Company, Ltd.; John M. Lalor, of John M. Lalor Company.

GOLF NOVELTY

A novel pair of golf gloves is shown at Simpson's. They are of white buck with four large perforations over the knuckles. Black stitching, fasteners and piping are very smart.

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE—Before leaving for Russia in March, Mr. Hossack, consented to write an article for The MacLean Publishing Company's Trade Papers, upon his return to Canada, giving his experiences in Russia and describing conditions as he found them. Mr. Hossack found that the Russian business men had learned to know Canada through the work of Canada's troops at the front. He also found that the goods made by his firm were favorably known in many places. The trip was more successful than had been anticipated, and resulted in the establishment in Russia of a branch agency of the Company. The first instalment of the article appears in this issue. It will be followed next week by an article bearing more directly upon business conditions in Russia and the future outlook for Canadian firms. Mr. Hossack expects to return to Russia when conditions become more normal.

MY trip to Russia was planned long before there was any thought of a revolution in that autocracy-ridden country. Only the vaguest hints of internal troubles in the land of the Czar had reached the outside world. The reason for the trip was that our company felt there was a tremendous opportunity for trade with this new ally of the British Empire, a fact that many direct inquiries and orders from Russia confirmed. The unexpected outbreak of the revolution did not interfere with the plan, and on April 12 I sailed from Vancouver on the Empress of Russia.

We called at several points in Japan, and I had the opportunity of seeing Yokohama, Tokio and Kobe. My stay there was too brief to enable me to form any very accurate impressions of Japan, but I was very much struck with one feature—the strenuous activity of the shipyards. Japan has gone into shipbuilding with an energy that is amazing. That the control of the Pacific is within the grasp of Nippon is no rash prediction. Japanese shipping will dominate the trading in the Pacific if the way in which they are taking hold now is persisted in.

In other lines of manufacture I think that the advance of Japan has been over-estimated. The Japs are extremely clever in the production of goods which

entail fine hand work, but I am not convinced that they are likely to bid very strongly for world trade in other lines. However, as I say, my stay was too brief to enable me to form any very definite opinions, and I do not feel justified in

saying much about conditions in Japan.

Russia—And Anarchy!

We sailed from Tsuruga for Vladivostock. Ordinarily the trip would take 40 hours. We steered straight into the teeth of a typhoon, however, and had three days of pounding and tossing about. It was a terrible experience. Our boat was a small one of 1,800 tonnage, and it was tossed about on the wild seas like a cockle shell. I think most of the passengers were too frightened to be sick. At any rate, the first sight of land was welcomed by us with all the fervor that Columbus must have felt when he sighted America.

We landed at Vladivostock on May 1 and found ourselves plunged into what was nothing more nor less than anarchy. The city was literally turned upside down. It was, in the first place, crowded with soldiers, some of whom had come back all the way from the front. It was not so much that they were tired of fighting. It did not take long to discover that there was plenty of fight left in the Russian people. Rather they had come back to share in the division of spoils. When the electrifying news spread through Russia that the Czar had been deposed, and that with him all authority had been swept into the discard, the impression became general that the first tangible proof of freedom would be found in the division of the land among the liberated people. Every Russian has a hungry longing for land. It is his great ambition, because Russia is, above everything else, an agricultural country. This idea of a nation-wide division of land reached the trenches and, needless to state, the soldiers felt that they wanted to be "in" on any division of spoils. Three million or so moved out of the trenches and went back home for their share. As I have



Photo of Jas. A. Hossack, bearing certification of the Russian police. Note his name in Russian, "Cossackz."

said, large numbers had actually arrived back in Vladivostock when our vessel docked.

A City in Turmoil

Our first day in Russia was a remarkable one in many ways. A labor demonstration was on and everything else had been stopped. Everyone was in the streets, cheering, shouting, singing the "Marseillaise." The hotels were closed. We couldn't get a room or a bite to eat. We were jostled around by the crowds. Finally one of the passengers, who knew the Danish Consul, took me to that official's residence, and there we had a very satisfying meal.

It had not been my intention to stay in Vladivostock, but I had not reckoned with the authorities. In the first place, the Customs officers went over my effects very closely. I had packed my samples in a steamer trunk. After careful consideration, the officials decided that the samples, being of a purely commercial nature, could be brought in, but they were not positive that the trunk could not. It was bound with leather and sported brass clips and consequently it was a "luxury." They were quite emphatic about that.

"All right," I said, "I'll give you the trunk. All I'm interested in is the samples."

"But you don't understand," they explained, politely; the Russians are always polite, even the officials. "The contents and the trunk cannot be separated. If the trunk cannot come in, neither can the contents."

I argued the point with them, and found that their politeness persisted and was only exceeded by their obstinacy. Officials are the same, I think, the world over. You never know what stand they are going to take or what they are likely to do next. During the course of my trip I learned to respect the authority of officials, which they are likely to use unexpectedly.

However, I succeeded in getting the most important of my samples through.

In this I was very fortunate. Another commercial man who had come over on the same boat, and who had twenty-nine trunks of samples, was not allowed to bring in anything! He debated seriously the idea of turning right around and going back, but finally decided to go through to Petrograd anyway. He had eight or ten pieces of personal baggage, and these were finally allowed in.

Stranded in Vladivostock

My troubles were not over by any means, however. I had expected to take the first Trans-Siberian express, which leaves weekly. It was almost impossible to reach the station. I judged there were fully one thousand people waiting to get on that train, the maximum capacity of which could not have exceeded three hundred. I wedged in and made my way to where the railroad officials, under the supervision of an army officer, were weighing the baggage; for, of course, all baggage is paid for. When the trunk with my samples was put on the scales, the weight must have seemed unusual, for the officer stepped up to in-

vestigate. The trunk was opened and my samples revealed. The officer waved the trunk off. The samples could not go.

It was no use arguing with him. His authority was absolute and his decision irrevocable. The trunk could not go. Needless to state, I missed the train—and the next did not leave for a week!

My friend of the twenty-nine rejected trunks had also missed the train I found. We put in much of the intervening time together, and I decided to avail myself of his very extensive supply of personal effects. I discarded my sample trunk and packed the most important of my samples through my own personal belongings and also through his.

A Freight Dumping Ground

We were eleven days in Vladivostock, and it was like living in a huge freight yard. The city has become literally packed to the skies with freight that cannot be moved. More merchandize has been coming off the boats than the Trans-Siberian can carry, and the stuff

has spread all over the place. Every vacant lot is piled high with goods. The piles are like miniature pyramids. Some of the merchandise is covered with canvas, but the most of it is exposed freely to the elements. A great deal of this material is munitions, but the bulk I imagine must be commercial, for, of course, the war supplies get the right of way. One item in the tie-up was a train-load of condensed milk. There are 540,000 tons of freight cluttering up the streets and vacant spaces of Vladivostock.

We were told that, with the present facilities, it would take five years to overcome the congestion!

Across Siberia

We made the next train safely enough. In times of peace the Trans-Siberian is a very fine railroad indeed. It is a broad gauge road and the cars are large and comfortable, and the service adequate in every way. As it is a long trip across the continent, the trains are equipped with baths, barber shops, and all the necessities of civilization. The conditions created by the war have, however, cramped the service to some extent. We had no particular reason to complain on that score.

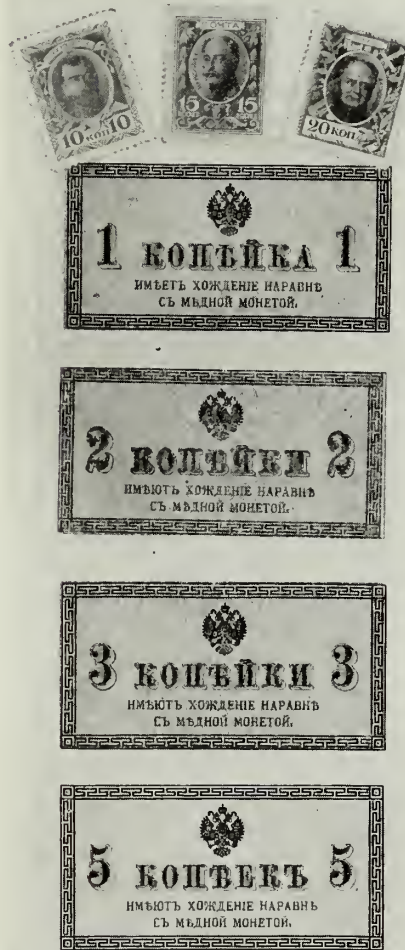
The train was terribly crowded. After the last possible passenger had been stowed away, soldiers started to come aboard. They were on their way back to the front. They had found that there was no division of land under way, and that no work or money seemed forthcoming, and consequently they were beginning to realize that the best thing they could do was to rejoin the colors. So they were going back.

They crowded on the train, of course, without ticket. At every stop more piled on. Before long they were in the aisles, on the platform, in the baggage cars. They rode on the bumpers. Some even climbed up on top of the cars. They were very orderly and patient, and polite. No attempts were made to interfere with the passengers or raid the food supplies. How they managed to subsist I never knew, although I supposed that they got food at the stations where the train stopped. They slept where they sat—in the aisles, on the platforms, anywhere. How the men on the roofs and the bumpers slept I have no idea.

Siberia—Land of Promise

I was astonished with what I saw of Siberia. The outside world has an entirely erroneous idea of this country. Siberia is not merely a snow-bound waste, fit only for exile camps. It is a country of tremendous possibilities, with absolutely unlimited resources. It reminded me very much of our own northwest.

The development of Siberia is following very closely along the lines of development in our own West. Towns of considerable size are springing up all along the railroad. Some of them have populations already of 25,000 to 30,000, and resemble Western Canadian towns in many ways. The one business of Siberia, so far as I could see, is wheat-growing. The towns are situated in the centres of the best wheat-growing



Three top illustrations are Russian postage stamps printed on heavy paper, without mucilage on the back. These are being used in Russia in place of silver coins.

The four lower illustrations are actual reproductions of 1-2-3-5 Kopeck bills, which are being used in place of copper coins. The originals measure 1 3/4 x 3 inches. At normal exchange the Kopeck is worth approximately 1/2 cent.

areas. The wheat raised is, I understand, high grade. The world will never go hungry with those huge Siberian stretches waiting to be tilled. There can be no doubt that the climate is severe in the extreme; but is it not a fact that the farther north we go in Canada the better is the quality of wheat produced?

And then figure what will happen when those endless forests are cut and the mineral stores are opened up for the uses of world industry! Mark this down: Siberia has a wonderful future.

It has one very great advantage. It is drained by enormous rivers, emptying into the Arctic Ocean. The Ob and the Yenski are long and navigable rivers that will be great factors some day in the opening up of this country.

Getting the Samples In

Now to go back a piece. I must tell how I managed to get my samples through. As I explained earlier, I took the most important of my samples and carefully distributed them through my own baggage and that of my travelling companion. I don't think he knew this was a rather dangeroust venture. I did.

The route of the Trans-Siberian cuts through the north-eastern corner of Manchuria. This meant that our baggage would be examined both when we entered China and then when we struck across

I had intended to visit all the more important cities of Russia—Moscow, Odesa, Niji-Novgorod. As it turned out, I was unable to visit any of them. Getting out of Petrograd was much harder than getting in.

Our First Day in Petrograd.

There are eighteen million soldiers in Russia—so I was told—and, as Petrograd is the centre of everything, you can well imagine that it is crammed to overflowing with them. And remember this: At the time I was in the Russian capital, there was no authority of any kind over the soldier. He did not have to obey his officers. He was FREE. He left the trenches when he liked and went back when it suited him. Imagine what Petrograd was like with several thousand soldiers around the streets enjoying this brand of freedom.

The first day we arrived, it was almost impossible to get quarters at any of the hotels. They were crowded to the roof-tops. Finally we got rooms in one of the smaller hotels and later we were able to get accommodation at the Hotel de l' Europe, one of the finest in Petrograd. The day we moved happened to be an unlucky one: The help had gone on strike. There wasn't an employee around the place. We had to make our own beds and rummage for

All the jails, courthouses and asylums had been torn down or burned by this time.

That freedom had developed into license, and then into anarchy was rather forcibly shown in the case of the cabmen. It seemed to me that half of the population of Petrograd are drivers of "droshkies." There used to be very rigid traffic rules and a set tariff. We found the drivers were charging whatever they felt like. If you did not make a bargain before getting in, they would probably demand one hundred roubles and you would have to pay. They disregarded traffic laws and seemed to take a great delight in driving hell-for-leather on the wrong side of the road. Why shouldn't they drive where they liked; weren't they free?

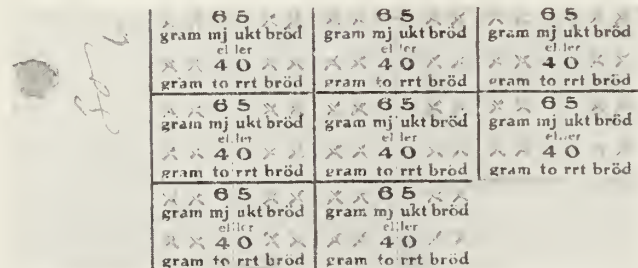
There was certainly plenty of freedom in the streets of Petrograd. Soldiers no longer saluted their officers.

There were riots every day, but no one paid much attention to them. They had become commonplace. You might be talking to a merchant when the conversation would be broken by a tremendous outbreak of rifle fire in a near-by street.

"Oh!" he would say, "I wonder who it is rioting to-day. Do you suppose, now, that it would be the Anarchists to-day?"

It probably was; but before it was finished with, other factions would join in. The anarchists, most of them from America, would take a hand, and, of course, the soldiers would step in.

(To be continued in next issue.)



Bread ticket from the Grand Hotel, Stockholm, Sweden.

the Manchurian border again into Siberia. There was a double chance of being caught.

Had the officials found the samples they would have confiscated the baggage. Our lot in that case would not have been a happy one.

I indulged in considerable speculation on the score of what might happen to us. I was frankly worried. My companion, luckily for him, knew nothing about it, and enjoyed the early stages of the trip much more than I did. Where ignorance is bliss, 'tis folly to be wise.

We passed over the Chinese border at night. I wakened up in the morning to find that we had safely negotiated that end of it. We passed the Manchurian border at night also, and once again the luck was with us. Our trunks were passed. When I told my companion how dangerous the experiment had been he was thunderstruck. In fact, for a time he was completely unnerved.

Our journey took eleven days in all, and on May 21 we arrived at Petrograd. Conditions there we found to be worse even than what we had found at Vladivostock.

our own food. For breakfast we went down to the kitchens and found them empty except for a decrepit old crone who offered to cook anything for us that we could secure. We finally got some eggs and she boiled them for us; for which we paid a fabulous sum. This hotel, remember, was perhaps twice as big as the King Edward at Toronto, and it was filled with guests. What the rest of the guests did for their meals I don't know.

This, we found, was a regular occurrence. The cost of living was going up so fast that every now and then the help at the hotels would have a strike in order to get enough money to live on.

A City Without Authority.

There was absolutely no authority in Petrograd, probably not in all Russia. The police had been wiped out as an organization. In their stead a sort of militia force had been instituted, consisting for the most part of young revolutionists. They were, I believe, mostly students. There were very few of them, however, and they were never in evidence.

A SELLING IDEA FOR NECKWEAR

PURELY and simply as a question in merchandising it will be interesting to note the success of a selling scheme just introduced by the King Neckwear Company.

The aim is to draw attention to the "stay-in-shape" patented features. To achieve the purpose a small tag is being attached to the flowing end of these ties. The seal itself, M. Mountain, the manager of the company, feels, will catch the customer's attention. It will probably be examined, and this will bring to view the working on the tag—"King Stay-in-Shape" bravats. Patented stitching on the back gives twice the wear." A natural desire to examine the back of the tie for the patented future is thus created. It then remains for the feature—plus the salesman and the pattern—to complete the sale.

The scheme is so new that it is as yet impossible to indicate its success. It certainly seems a splendid selling idea.

FIRE LOSS

Vancouver, B.C.—Master Craft Clothing Co., Ltd., has suffered small fire loss.

Dowers' Limited, men's furnishings, Edmonton, Alta., suffered recent loss by fire at branch store.

SHAW OF MOORETOWN BUILDS BUSINESS

The Methods He Employs—His Programme—Shaw's Envelope—Shaw Backs Up Manufacturers—Ideas Shaw Has Used—Shaw's Advertising.

By J. C. Kirkwood.

WHEN Shaw bought out the men's wear business of Ben Currie, he didn't get much for his money. Currie had gone to sleep on his job, had let his stock get old and lop-sided, and had neglected business so consistently that it was no surprise that he failed. Shaw wondered many times whether or not he had not paid too much for the stock and fixtures to the assignee; and whether or not he had not made a great mistake in buying a sort of second-hand business. Would it not have been much better to have started in brand new—with a brand new stock, in a new location and without the handicap of the Currie failure?

But whatever the right answers to these questions may be, the fact was

casual shoppers—those that rarely left the main street for their promenading. Shaw felt that success depended on his being able to get men to become customers—steady buyers. So he started out to build a business.

Something About Shaw

Shaw is neither young nor old. That is, he is in his thirties—late thirties; and he is fairly level-headed.

He did not go in for whirlwind methods; and so he didn't use page spaces in local newspapers to herald the fact of his coming to Mooretown. He had seen scores of men start off on many ventures with a great hurrah, at sprinting speed—only to slip back to third place, or farther back, when strength was spent. So Shaw didn't try to make any considerable dent in Mooretown during the first days of his career in his new place of abode and endeavor. On the other hand, he was content to make haste slowly, and to devote a good deal of his time to studying his field. At the same time he quite recognized the absolute necessity of selling something every day—at a profit—to pay his way.

Shaw's Programme

Shaw marked out for himself a regular programme of procedure:—

He had to establish the identity of his store.

He had to make his business distinctive.

He had to do business for cash.

He had to do business at a sufficient profit.

He had to know exactly, what amount of business he had to do monthly, half-yearly, and annually to cover all selling costs, and give him a net profit of so much money on top of everything.

He had to attract new customers, hold old ones and persuade all customers to spend more.

He had to advertise his business—make it known, carry it to men, and attract buyers who, but for his publicity, would never know of him, or visit his

store, or care whether his name was Shaw or Mud.

Shaw's Advertising

On the matter of advertising, Shaw was not ready or eager to do much splash work. His early purpose was to get the people of Mooretown to know that he was in business, and was on his job. Accordingly Shaw arranged with the local daily newspaper for a small advertisement—2 inches, single column—for three appearances a week. For this space he paid the small sum of 50 cents per insertion—\$1.50 a week—\$78 a year. He arranged with the publisher for a certain fixed position—"island" position, separated from other advertising. His aim was to make his very modest space

Shaw says:

A Silk Shirt is
the proper
thing.

15 Scott Street

Shaw says:

Soft Collars, with
silk corded stripes,
are smart

15 Scott Street

that Shaw owned the business, and it was up to him to make the best of things.

Shaw went to Mooretown as a stranger. The town looked good to him—a manufacturing town where hundreds of men were employed. The place looked prosperous, and was prosperous.

Shaw had lots of opposition; that is, men's wear stores were numerous enough, and some of them appeared to be very successful businesses. One place in particular looked to be a formidable competitor—a large men's wear store where a certain well-known brand of clothing was sold. Haberdashery was also sold. This store had a corner location in the heart of the town, and the man at the head of things was known to be a hustler.

Shaw's Location Only Fair

Of lesser stores there were several, having locations more or less good. The location that Shaw had was neither very bad nor very good. It was just off the main street—only a few doors, on a principal cross street—near enough the heart of things to encourage Shaw to think that he could make his location known.

The transient trade of Mooretown Shaw was not building on—the trade of

Shaw says:

Color, and lots
of it, is vogue.

15 Scott Street

stand out by itself and to occupy a constant position in the newspaper.

His advertisements were exceedingly brief—just pin-pricks. Their purpose, for the first year at any rate, was more to put Shaw on the map than to advertise goods; to advertise Shaw and his store and location, than to advertise merchandise. (Some of the particular advertisements Shaw used are shown on this page and the next.)

Shaw receives regularly MEN'S WEAR REVIEW. This paper helps him in many ways—with knowledge of styles, tendencies, prices, and so on. It is to him as food to a hungry man, Shaw sees clearly that in MEN'S WEAR REVIEW he has gathered up for him an immense amount of useful and valuable information procured at the cost of much time and money, by bright men; and that he is getting tremendous value for the dollar per year which it costs him. Every issue is thoroughly digested and its information, suggestions, hints, etc., greatly used. Shaw himself is a thinker, but he recognizes that it is economical and profitable to take advantage of the thinking and experience of others just as intense as himself and who probably are living in and moving about thing which has been done in the matter.

in a larger world than his own. So MEN'S WEAR REVIEW has become to Shaw a real friend.

Shaw Believes in Ideas

Shaw's advertising was by no means confined to his newspaper publicity. He used other methods of advertising—printed matter, competitions, stunts, ideas, letters and occasions.

Shaw found out that many of the manufacturers whose goods he sold were more than willing to provide him with printed matter—gratis—booklets, leaflets, cards, and so on—for local distribution, and that in numerous instances, these manufacturers would print his name on their printed matter.

Here is an idea which Shaw uses: He had an envelope prepared—good size, and on it he had printed boldly:—

"Shaw's Envelope."

Into these envelopes he places each month booklets, leaflets, cards, and other advertising matter supplied him by manufacturers, and sometimes printed matter of his own preparation.

On the printed matter supplied to him without his name and address, he affixes a small but neatly printed sticker on which is printed:—

SOLD IN MOORETOWN BY
SHAW The Men's
 Wear Man
 15 SCOTT STREET

The sticker is much better than a rubber stamp impression for many uses.

Shaw uses this sticker to put on boxes sent out by him, and other packages. For example, at Christmas time, when gloves, suspenders, neckwear and handkerchiefs are sent out attractively boxed, every box carries one of these stickers.

The Shaw Envelope is distributed monthly. The addresses of those to re-

ceive them are written on the envelopes, and they are distributed accordingly.

Customers are asked if they would like to receive each month an Envelope and most of them express a desire to have it. Shaw has a signature sheet which he asks customers to sign, giving at the same time their address. Shaw asks men to write their own names for psychological reasons: when a man himself writes down his name, it binds him more to maintain interest in these envelopes.

Shaw sends a copy of his Envelope to manufacturers, telling them of his idea and of the use made of the Envelope, and suggesting that they provide printed matter for enclosure in it. Not only this: Shaw has suggested to manufacturers certain kinds of printed matter which in his opinion will be valuable for distribution. Thus he got a shirt manufacture to prepare a modest booklet on "Things to Know about Shirts." This booklet has something to say about shirt cloths—how they are made, their characteristics, what constitutes a good cloth, what to avoid, improvements in shirt making and designing since the days of our grandfathers, style changes during the past 20 years, the right shirt for the right occasion; and so on. One would think that some shirt manufacturers would have wit enough himself to get out a booklet of this sort. Yet it was Shaw who started things.

Similarly Shaw suggested booklets of the same general character to other manufacturers—to the manufacturers of umbrellas, waterproof collars; to cloth waterproofing firm; a glove manufacturer; a muffler manufacturer; a neckwear manufacturer; a manufacturing jeweler; and so on. These firm's saw the point, and employed competent men to prepare booklets of the type Shaw suggested. Shaw gets the quantity he can use, and other men's wear dealers all over Canada have been supplied with quantities—this after they have expressed a readiness to give a useful distribution to the printed matter supplied.

Shaw's Customers are Pleased

Thus Shaw has been able to keep himself in constant touch with customers, and he learns frequently from his customers, that they appreciate his attention and his Envelope idea; and he knows that he is always doing more business as a consequence of the distribution of his Envelope with its contents.

Shaw Works from Centres

Shaw believes in starting things from a centre—ripple work. Thus he offered a prize to high school students—they were required to write an essay on Clothes. Thus Shaw made himself known in many homes—through the children; and developed a great interest in himself and his business. Every competitor received some reward—a coupon for 50c in Shaw store. And those that won the main prizes were given books.

Similarly Shaw offered a prize for the best sermon, open to ministers of all denominations in the county of which Mooretown is the county town. Shaw suggested as the text—

"And the second commandment is like unto it: thou shalt love thy neighbor as thyself."

Thus he made himself known to a small company, but a company of influence, and a class of men whom he desires as his customers.

Shaw Gets Free Advertising

In passing it may be said that the local newspaper was very glad to publish the prize essay and the prize sermon; and so Shaw became advertised in a very effective way at no cost to him.

Needless to say Shaw did not himself undertake to be the judge of the essays and sermons submitted.

* * *

"This record of what Shaw did and does to build up business will be continued in a forthcoming number of MEN'S WEAR REVIEW."

Remembering the Visitors



When away from home somehow one just naturally itches to buy something. It's human nature. It was knowledge of this, probably, which led Ashwell, Limited, of Chilliwack, B.C., to arrange the welcome window, illustrated above, during the visit of the Grand Lodge, Independent Order of Oddfellows.

Perhaps this store arranged the window simply as a courtesy to the 500 visitors. In any event the Oddfellows, their wives and friends, were highly appreciative—extra business resulted, and the store secured some more splendid advertising.

Taking advantage of conventions and large meetings in this way should prove profitable in many places. It indicates—to the residents as well as the visitors—a live store. And people love to deal in such a place.



SUITS & OVERCOATS



STYLES FOR SPRING 1918 SHOW ABUNDANT VARIETY

Belts Predominate—The Pinch-back Has Passed, But Its Influence Remains—The Military Suggestion Appears in Many Details—Pleats Come on Norfolk Lines—Prices Promise to be Higher.

STYLES in men's wear for Spring, 1918, and for Summer of the same year will not be less elaborate than has been indicated by recent tendencies, no matter what may be the extent of the wool shortage. This is the impression gathered by MEN'S WEAR REVIEW, after consultation with leading design-

ers and manufacturers, who have, on their part, fathomed the mind of Fashion as far as is humanly possible. There has been a hint of less elaborate styles, but the fancy lines of suits to be shown for the Spring will reveal, if anything, more originality and wider range of the devices of cloth-craft. There will be belts. Spring, 1918, is going to be quite noticeably a belt season. Many of the belts shown will be real belts, but there will be some which are merely suggested in the design of the coats, and do not detach, or even go all the way round.

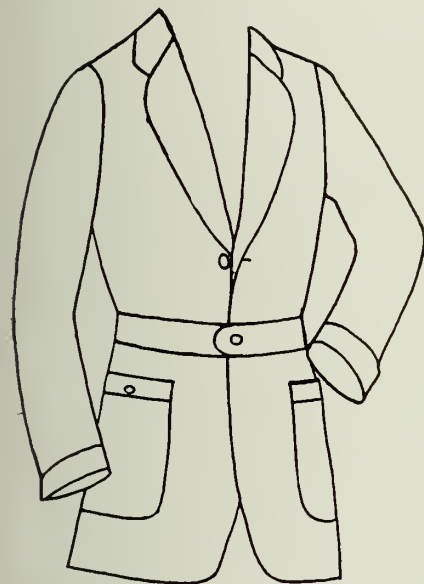
Spring, 1918, because the world is short of wool, may be set aside. Wherever the economy is to be exercised, it will not be apparent to the ordinary observer, and even the expert may have some difficulty in deciding whether there has been a saving or not in the fashioning of any particular line of men's wear shown in the Spring range now going forward. One thing is certain, however, and that is that, while there may be less saving of fabric than the ultra-patriotic might imagine necessary, there will be no waste. The wool shortage will take care of that. The matter of men's wear is exactly like any other economic concern of the world of commerce. War has shown the way to hitherto undreamt-of devices for reducing waste, while preserving efficiency and appearance. To the thinking observer, the styles of 1918 Spring and Summer will tell a story of surpassing skill on the part of designers and manufacturers in triumphing over the exigencies of the war situation.

Some Stylish Economies.

In narrower sleeves and trousers, or the close adherence to the English stand-

Styles that Eclipse Prices.

Because there are inevitable and considerable price advances to be faced, styles have been given their opportunity to perform more than ever their function of satisfying the customer with the qualities that make price worth paying. Never was there a time in the history of Canada when elegance and excellence went more hand in hand. Wool supplies are shorter. Suit prices are higher. The argument of extra substantiality because of extra price is taken away, but there remains the argument of extra smartness, and extra style. And every tendency of the times is towards the awakening and sharpening of the Canadian customer's appreciation of the value of style. Battles in Belgium and France have been won because British troops have a habit of being particular about their appearance. The far bigger battle by which the war will be won as a whole is being waged blow by blow with every factor that tends to keep up the great heart of Democracy. If there were no new brisk, bright, inspiring styles coming out in Spring to exhilarate the customer and fortify his mind against the



Single breasted two button Novelty Sac with all-round belt, patch pockets and cuffs on the sleeve.

ers and manufacturers, who have, on their part, fathomed the mind of Fashion as far as is humanly possible. There has been a hint of less elaborate styles, but the fancy lines of suits to be shown for the Spring will reveal, if anything, more originality and wider range of the devices of cloth-craft. There will be belts. Spring, 1918, is going to be quite noticeably a belt season. Many of the belts shown will be real belts, but there will be some which are merely suggested in the design of the coats, and do not detach, or even go all the way round.

Plenty of Fabric Used

Any idea that there is to be less material used in the suits and overcoats of



A double breasted model with some new features, shown by B. Gardner & Co., Montreal.

ards as to the latter garments will be found some of the ingenuity of designers toward the end of achieving economy of material without sacrificing one iota of attractiveness. Not that the famous "shoe-horn and pot of vaseline" style of pants is to be expected. There is a fine spirit of moderation in the making of styles for men's wear in these days, and the extreme is eliminated, or apparent only in a few lines of garments for the very exacting in matters of fashion. As regards trousers, the tendency is to shapely effects, the knee dimension being 18 inches, the bottom 14½ inches. A concession to the spirit of economy may be found in the absence of cuffs, but this is not an absolute decree, and plenty of pants with cuffs will be worn, if customers insist on them. There may be some shades of economy in the manufacture of pants through extra care in the length allowances for alteration to suit wearers' needs. The lengths of trousers sent out

for Spring, 1918. Here again may be found an indication of economy in material which comes without the slightest sacrifice of style, but even with an addition to stylishness. There will, in Spring, 1918, be a certain range of choice as to the extent of form-fitting developed in coats, and some conservative sack coats will be found almost imperceptibly form-fitting, but the style tendency is there. About 29½ in. is the recognized length of conservative sack coats for the season mentioned. They will have natural shoulders, and sleeves of 3-in. vent, with two buttons as a rule. Pockets in the conservative styles will be on regular lines, without any departures. In the young men's garments, more scope for ingenuity will be found, of course, and young men's 1918 sack coats are designed with two or three-button straight-front effects, the straight front being likely to have marked vogue. Soft and moderately wide lapels will be worn, and the coats of young men's suits will run about 29 in. in average length. The natural waist is sure to have vogue; sleeves will be narrow, and will have vent. The number of buttons on the sleeves is not very rigidly set, but the tendency is towards economy in buttons, and probably the four-button effect will not have the widest vogue. Narrow pockets, with slanting flaps in a great many cases, will find favour. Welt or piped pockets will also appear. In sports coats, there is a wealth of variety. The military influence is subtly permeating all men's wear at present, and while in the sports coats it comes out most markedly, even the most conservative of men's garments may show tiny touches of the most modified type, but none the less of military origin. It may be only in the fastening of a button, or the set of the sleeve, but the world-fashion will have its way.

Some Beli Sleeves.

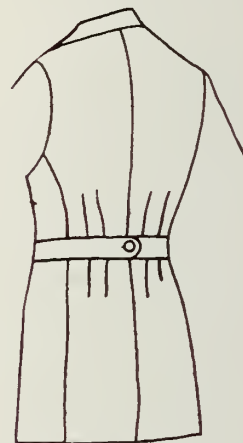
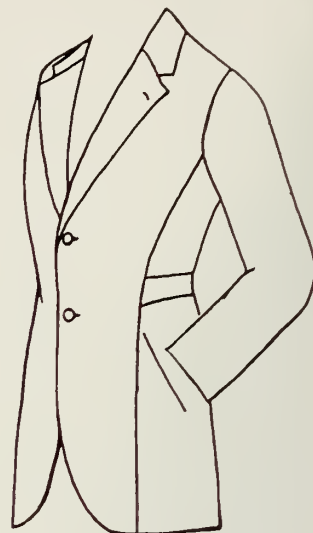
The bell sleeve has not been mentioned recently in these columns. It has appeared in one or two instances in advanced Fall styles, and may be found to some extent in the Spring styles. The amount of "bell" allowed is very slight, hardly noticeable in fact, and a fastening of the vent, after the manner of the French cuff, only with buttons, instead of links, has been noticed in connection with these sleeves. The fashioning of the vent, so that the sleeve can be more easily rolled up by the opening of the buttons is another little incident of vogue. Whether the rolled-up sleeve idea comes as a result of world-belligerence or not is not mentioned.

There will be two and three-button, double-breasted, sack coats in Spring, 1918, with body lines following the same style as those of the young men's sack coats of the single-breasted type. The soft-lapel style will be found here also.

Belts, Pleats, Pockets.

While it is the decided view of a number of designers that the pinch-back has reached the end of its vogue, this style will appear in some modified forms, and the excellence of which it could boast in its best types will be retained in some

of the form-fitting garments exhibited. The gradual development of the Norfolk idea which found its way forward by means of the pinch-back influence will be found to have produced several outstandingly neat and yet simple sack coats,



*Two-button Young Men's Novelty Sac—
Shown by John W. Peck & Co.*

with pleats. One in particular shown to MEN'S WEAR REVIEW by a Montreal designer of reputation possesses especial dignity. The pleats—there were just two of them—in almost true Norfolk style, ran up and around the shoulders from the top line of the belt. In the Norfolk proper, it will be recalled that the pleats run also below the belt to the coat skirt. These two pleats did not so finish, but came simply as far as the top line of the belt, which was detachable and ran through simple tabs of the material on the back and at the front seams of the coat. The pleats were not as in the Norfolk, sewn down on each side, but were sewn on one side only, the inside. The appearance achieved was very neat and attractive indeed, and the use of the pleat could hardly be considered extravagant of material, especially when it gave the whole character to the coat. It is in points such as these that the economic necessity of style in some form becomes apparent.

Waistcoats to be Five Button.

The five-button waistcoat is recognized



The Dartmoor, one of the Trench Coats being shown by B. Gardner, Montreal.

in the unfinished condition as to the bottoms have been generous, and a wastage has resulted. This may be found noticeably less without any risk of trouble with long-legged customers.

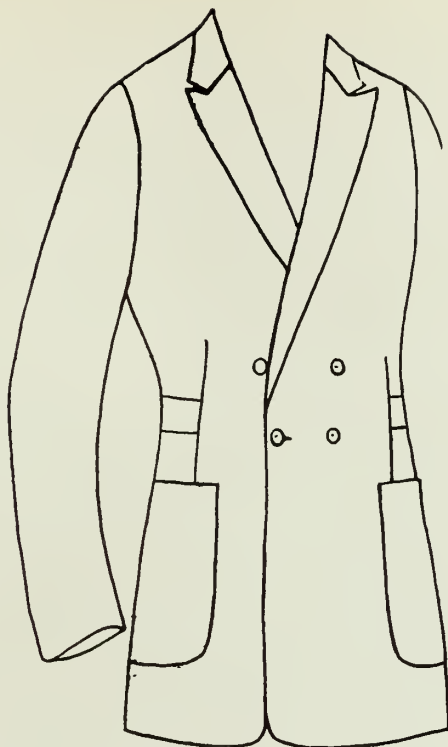
Coats, Conservative and Otherwise.

Form-fitting garments are undoubtedly having vogue, and will be in evidence

as one of the styles of Spring, 1918. Waistcoats will be single breasted and without collars—the collar idea in the waistcoat never having secured abundant support. Waistcoat pockets are likely to style very much after the manner of the coat pockets. Points will probably be found nearer together than formerly, and of medium length. A good deal of scope comes to the designer in waistcoats, and various touches, sometimes of military suggestion, are found. Pocket flaps, pleats and similar embellishments may appear in the more fancy styles. The form-fitting feature will be noticeable. High-waisted effects are the tendency.

Morning coats will be found in one and two-button styles, short waisted, and with natural-width shoulders. Moderately wide lapels are indicated, and skirts well cut away. Length of morning coats in conformity with latest style ideas will be 37 in. Extreme neatness of effect is promised in these.

Linings show the economical spirit, yet reveal the skill with which designers meet economy with attractiveness. Many styles will be found quarter lined, one-eighth lined, and skeleton lined. The perfection of finish is being given to linings, and though small in extent of material, they are usually in exceptionally attractive taste. Some gay colours in stripes are coming forward in the Spring showings.



Double breasted two button Young Men's Novelty Sac—Shown by John W. Peck & Co

Overcoats Single Breasted.

Spring overcoats are planned on the single-breasted idea, and are slightly form-fitting. Thirty-eight inches is the length considered correct. Small box coats will appear, and natural shoulders are found. There is a tendency to return to the Raglan shoulder, it is said, but this is not pronounced as yet. The Raglan shoulder, as will be recalled, was itself a development from war conditions, and came from the Crimea in the days of Florence Nightingale. It developed from a cape sleeve worn by the wounded, through the direct suggestion of Lord Raglan.

As regards prices for Spring, 1918, there is a great deal of foreboding on the part of manufacturers, on account of the shortage of wool, and some are talking of prices advanced by from twenty to twenty-five per cent. over last year's prices, or even more. One considerable manufacturer in Montreal reports having had to pay 300 per cent. more for a certain woolen material than he ever had to pay before. It is agreed that, whatever prices do, they will not be less than those of last year, and the probabilities are that they will be a very great deal higher. But there will still be clothes to sell at reasonable prices, though the qualities cannot hope to be maintained if the prices do not materially advance.

AMERICAN DESIGNERS AND THE ELIMINATION OF CLOTH-CONSUMING STYLES

What Has Been Done so Far in This Direction in the United States — What May be Done—What Should be Done to Make the Move at all Effective—The "Why" of Style's Existence—What the Effects of American Abandonment of Style Might be on Canada—The Customer Has the Last Word After All.

WHAT will the wool shortage do to styles in men's wear? This is a question which has been exercising far-seeing minds in the trade for some time. News that a desire has been expressed by designers of clothing in the United States to restrict style in so far as it necessitates extra consumption of material has been heard in Canada. With a realization that styles in the United States most certainly influence the men's wear of the Dominion, those concerned with the matter are interested in the extent to which style may be restricted across the border, if at all.

What Led Up to the Idea

To discover this it is necessary to note what led up to the idea. It developed directly from the entry of the United States into the World-War. The States entered the war without any remarkable surplus of wool on hand. In fact estimates have been made showing that there exists to-day in the United States a shortage of some 246,000,000 pounds of wool, or about thirty per cent. of requirements, while needs of the U. S.

army for clothes, and blankets are most pressing.

Out of this situation came the desire for economy, and there exists at Washington a Department specially designed to handle such matters as shortages of any commodity. The department is known as the Commercial Economy Board. Its chairman, A. W. Ward, communicated with Mr. Irving I. Frankel, president of the National Association of Clothing Designers just previous to the Fifteenth Annual Convention held this year at Chicago.

Suggested Style Economies

In his letter Mr. Ward said in part: "The Board has made careful enquiries among textile manufacturers, and garment manufacturers, and it has decided that economies can be effected by a modification of styles. This modification will eliminate the waste that is occasioned by an unnecessary large number of samples, by excessive stocks, and by heavy losses through depreciation. There will also be economy in the use of wool that is needed for the army. The Board

has therefore made the following recommendations:—That no textile mill producing woolen and worsted fabrics should manufacture samples of more fabrics than it is certain it can sell in commercial quantities, and that for the Spring season of 1918, each mill should confine its business to the more standard fabrics and designs.

That for the Spring season of 1918 garment manufacturers should reduce the number of samples of men's and women's garments, and simplify models so that only those will be produced that require the least practical quantity of cloth without unnecessary adornments which do not contribute to the physical comfort of the wearer. I consider it especially important that your Association co-operate with the Board in making these recommendations effective. Your Association can make a patriotic contribution of importance if the Association and its individual members will put these recommendations into effect."

General Standardization Suggested

In reference to this communication at

the Convention President Frankel said: "The Commercial Economy Board of the Council of National Defence recommends that in the styling of men's apparel for 1918 there be eliminated all features of decoration or style emulation in men's garments. It is not at all difficult to comply with this request if our employers and those not represented by membership in this Association will agree to a general standardization. Mammoth advantages can arise from standardization, but before real standardization can take place, the manufacturers' association, the retailers' association, and the woolen manufacturers must get together. Standardization once established will create an economic condition that will bear fruit many years after the termination of the war. Gentlemen, in your deliberations and consideration of styles for the American and Canadian gentlemen for 1918, give deep cognizance of the request of our Council of National Defence, and in your recommendation of accepted models concentrate on as few as possible."

The Designers' Reply

A special committee of the designers was appointed to consider the matter of a reply to the Council of National Defence, and the following resolution was drawn up:—

BE IT RESOLVED—That in the styling of male apparel for the Spring and Summer of 1918, and until such time as the wool situation will again become normal, we refrain from the use of embellishments that go to consume cloth, and which in no way add to the physical comfort of the wearer, and

BE IT FURTHER RESOLVED that in the full spirit of economy that must be practised we limit the number of models to be shown, and that we further recommend that the strictest economy be resorted to in the cutting of garments so as to conserve every inch of cloth.

This resolution was carried unanimously by the designers, and forwarded to the Chairman of the Commercial Board with the following important note in addition:—

"The National Association of Clothing Designers feel reasonably assured that the spirit of this resolution will be adhered to by most men engaged in the art of clothing designing, but there are some outside of the pale of its jurisdiction who may disregard the patriotic spirit so essential at this trying moment, and put upon the market garments in contradiction of the intent and purpose of the Council of National Defence. We therefore would be in hearty accord with the passage of a law making this mandatory so as to place no fair and liberal minded manufacturer at a disadvantage."

Crux of the Whole Matter

In that recommendation that the matter of elimination of cloth-consuming embellishments, styles, etc., be made mandatory is the strength and the weakness of the whole matter. There is no part patriotism possible about this. If one

considerable firm, or even if one quite small firm, gets out with the "something different" that means business, by ignoring the spirit of the bargain to dispense with cloth-consuming styles why the trouble is like a leak in the dykes of Holland, bound to spread. Only by making it absolutely illegal to develop cloth-consuming styles could the economy recommended by the Commercial Economy Board be effected, and there is no indication as yet that the law making the elimination of styles mandatory upon manufacturers has been passed in the United States.

So whatever be the benefits of standardization of men's styles in time of war or in time of peace after war the position in the United States at present is that nothing more definite has been done than was done patriotically enough by the National Association of Designers in the resolution recorded here which it should be remembered is not necessarily binding upon the craft much as the most patriotic amongst the members might wish it to be so.

Effects Upon Canada

There is no question that United States styles influence Canadian men's wear. As one manufacturer of high class clothing put it, "Canada is no longer to be regarded as a 'yokel' country where style and fashion are disregarded." This manufacturer was of opinion that in styles in men's wear Canada is up to the minute with the United States, at least as far as the great cities of Canada are concerned. Other manufacturers differed a little on that point, believing that some United States extreme styles never do reach Canada in the sense of being offered to Canadian customers and bought by them, but no one for a minute denies that what is worn by men in America will eventually be worn also in Canada if the style has any merits apart from mere novelty, while many styles which are merely novel come over to Canada and are purchased readily.

The effects then, of the abandonment of style in the United States would make a decided difference in Canada should style really be eliminated to any extent across the border. But it is to be distinctly remembered that so far style has not been eliminated to any great extent, and already the designs for Spring, 1918, are far advanced, far on the way to the sample stage, far beyond that in many instances. And it was undoubtedly one of the remarkable facts about the whole point as brought out at the Chicago convention that when the designers viewed the assemblage of their creations as exhibited and worn by living models, the immense preponderance of cloth-consuming styles in the shape of belts, patch pockets, pleats, cuffs, etc., was most conspicuous, in fact became the subject of good humored comment at the convention. The recommendation of the Commercial Economy Board really came a little late for the styles of Spring, 1918, in America and Canada.

A Peculiar Situation

"It is a most peculiar fact," remarked another leading men's wear manufacturer, "that the styles for Spring, 1918, of all years should be so very markedly distinguished by cloth-consuming embellishments when this economy suggestion as to styles should be going the rounds. There have seldom been years of greater variety in the use of style features involving the use of more material than would be absolutely necessary for the mere building of a suit."

There may be a subtle economic reason for this peculiarity for the wool shortage is a very real thing, and the need for economy in material has been realized by manufacturers for many a month since the war began.

As every men's wear dealer knows there is a good business reason for style. Style is not merely a matter of personal adornment to fascinate the fancy of the male. There is that about style which suggests value, worth, quality. This peculiar faculty that lurks about style in garments begins to exercise its power long before the customer in a retail way beholds the latest fashions in men's wear. To a certain extent the retailer is influenced by it, and along this line may be found the secret of the interesting cloth-consuming styles of 1918, the year of tremendous wool shortages.

Style Helps Sales

To offer the same lines of men's wear a second year in succession would be under present, and pre-war conditions, about as futile as to enter the market with second-hand tooth brushes. New styles are necessary to the sale of new goods in men's wear. It is a peculiar fact, but it is the truth, that people in the trade do not care to buy even staple lines of goods from manufacturers who cannot show them clever and attractive new styles as well. Even though the purchases of the novelty lines be small as compared to the purchases of other lines, the clever new lines must be carried and shown to convince the shrewd dealer that he is buying from a manufacturer who **knows**, and whose goods will not be found wanting when the educated taste of the consumer comes to the question of the new suit.

Further in this period of war stringencies, and of wool difficulties, there comes in the matter of advanced prices. Prices are higher. Every one knows they are higher—much higher. And men's wear is not more substantial in quality, worse luck. It is all the other way about. Suits that were formerly pretty good buys at \$25.00 are not nearly as lasting as they used to be at the price. Customers meet the high prices, and jibe at the bargain. What is to be done to complete sales under such conditions? The answer is style, novelty, fashion. Only by showing the customer something new and more attractive at the higher price can the pang of the higher price be alleviated. Styles unvaried from those of last year, but offered at advanced prices with no per-

ceptible difference to the good in the quality of the material used would arouse the suspicion in the minds of customers that they were being held up. But a little touch of style, a little snappiness, difference, smartness makes it much easier for the dealer to sell men's wear even under conditions such as prevail to-day, and will probably be intensified by Spring, 1918.

Customers Are Sharp For Style

There is also to be remembered in this connection the fact that customers all over Canada are really much more alert to matters of style than ever they were

in former days, even in quite recent former days. Illustrated advertisements by the great men's wear houses of the United States, snappy pictures of men wearing the right clothes right, beside girls who know when a man is well dressed, stylishly dressed, and looks good to her, the effect on the feminine mind and imagination of smart uniforms and the comparison inevitable though unsuspected that takes place in the feminine mind when ordinary civilian raiment returns to her vision—these and kindred suggestions have had their inevitable effect. Civilians are calling for more

rather than less stylish clothes. Manufacturers are striving in the face of wool shortage, and other difficulties to meet the demand.

There is of course left to the trade the appeal to the young man to do his bit by wearing plainer clothes if he cannot wear khaki, and this may be the fashionable appeal should style actually go by the board owing to war's worst exigencies. But for Spring, 1918, in Canada there will certainly still be styles, and plenty of them, and probably for Fall, 1918, also, though beyond that there is a doubt in the minds of designers.

THE SERIOUSNESS OF THE WOOL SITUATION

Letter Sent from Major Wm. Thorburn, Managing Director of Lowe, Donald & Co., Peebles, Scotland—A Recognized Authority—Makes Case Clear — Letter Sent to a United States Friend, but it Applies in Some Ways to Canada, and to the World as Far as Prediction of Shortage Goes.

Craigerne,
28th April, 1917.

My dear Jim:—

This is Saturday afternoon, so I thought I would write you a few lines on the general situation so far as regards the woollen trade in this country at the present time. All wool is now in the hands of the government, and no manufacturer can get a pound except through permit of the Government. At present the Government is refusing to give any wool except for the manufacture of army clothing. All classes of Crossbred or Cheviot wools are more especially held up, as they are needed for Khaki for the armies. The consequence is that scarcely a manufacturer can take on a single piece, beyond what we originally put down when giving out our winter orders. This means, that all our orders have to be executed from stock, or from what are still to be delivered. If I had not taken my courage in both hands, and put down as many pieces as possible, we would have been in an awful hole. As it is, we will have a very arduous time in executing our orders without substituting, for it is utterly impossible to foresee which patterns or ranges will sell best. For example, we may have put down four pieces or eight pieces to each number of a range, and the result may be, that we have plenty of some numbers, while others are sold out. In pre-war times, that would have been avoided by beginning with one piece or two pieces to each and repeating as required, but that is now utterly impossible, as we must put down all we think that we are likely to require, even before we receive the card samples.

People over here and in other foreign countries quite recognize the situation, and are pleased to get good substitutes, but with you they seem incapable of

understanding the seriousness of the condition of things, and expect everything to go on just as if the greatest war in the history of the world was not now raging.

You must face the facts of the situation and impress all your travellers with the necessity of thoroughly explaining to their clients that they no longer can expect things to be conducted as they used to be, and to solicit their cordial co-operation in coping with an unprecedented situation.

After all, what does it matter if there are a few substitutes in an order for a large number of suit lengths? We would on no account ever send an inferior substitute.

Your cable in reply to ours with the numbers of those you are likely to want has come to hand and had my attention. I saw, that unless you adopted some such plan you would be landed in a desperate situation. I have gone into the matter myself very carefully, and I can assure you that you are extremely lucky that we have been able to do so well for you. I hope that you will fully realize what a sacrifice it is to the firm here, in giving up such a large number of pieces at a trifling profit when orders are pouring in from all parts at prices 20 to 25 per cent more. We never had such large orders, many of them from £5,000 to £6,000 and quite a large number from £3,000 downwards. You can therefore understand what we have to face when we cannot repeat from the manufacturers. One client alone ordered one hundred pieces of a Blue Serge 21 ozs. at 13/- per yard.

The fact is, there is going to be a famine for all woollens if the war lasts. Your American clients may be slow to find that out, but it will come home to them, and then there will be a rush for goods. The fact is that our winter

collection is being sold in most cases at prices which are less than we can buy them for.

SPECIAL APPEAL FOR RAILROAD-MAN'S BUSINESS

Continued from page 62

How often it does. We all like to think people value our company, our efforts, our patronage. It's human nature, and the man who remembers human nature most in business—other things being equal—profits most.

Mr. Hunter, by-the-way, is a great believer in trade papers. Says he can't get too many to read. It is from such men that striking merchandizing ideas usually come.

ADVERTISING SPECIAL SALE.

W. S. Charlton & Company, of Vancouver, B.C., recently carried on a Mid-Summer Stock Reducing Sale of men's furnishing lines and used some effective advertising under the heading "You may not be able to buy at these prices again for two years."

Continuing, the ad. says, "the statement we make is drawn from a careful review of actual market conditions. Latest market reports indicate an increase of from 25 per cent. to 50 per cent. in the cost of men's wearing apparel for next season. Meanwhile our reductions on broken lines remain effective, and they present a buying opportunity which may not be equalled again for at least two years. The secret of intelligent economy is a simple business principle—buy when prices are low."

A new front is shortly to further improve "Tokey's" men's wear store, James Street, Hamilton.

The Men Who Stay at Home

AS THE days roll by the feeling with regard to Conscription becomes less heated, less hesitant. There is evidenced on almost every hand a faith that all will come out right—that business will not suffer unduly as a result of whatever measure may be enacted to guarantee reinforcements to the men at the front.

It was said in MEN'S WEAR REVIEW, when word of Conscription first came, and when wonder as to its effect was leading some — a few — to cancel orders, that no class would be called out before September. It now seems that none will actually be called until even later.

When the call does come—if it comes, as we believe it should—unmarried men between the ages of 20 and 35 will be taken. Not all of them by any means, but 100,000 of them—the 100,000 who can best be spared.

At the commencement of the war the unmarried men between 20 and 35 were the back bone of the men's wear trade. They mean much to it now, but not so much.

From the men of that age who remain—and of course many more will remain than will be taken, since according to the very axioms of the army it takes 7 men at home to support one at the front—splendid trade will be secured.

They must not be overlooked.

Yet it will behoove all men's wear dealers to figure quietly. The problem of making up for the losses in customers which will come. The problem of maintaining business on its present splendid basis.

We believe the losses will be less than many imagine.

One source of making good the losses will be by selling different goods to the men lost as buyers of civilian clothing. Another will be to reach out more eagerly for the men who remain, the older men, the married men, the boy and the mechanic. These men who remain will have money with which to buy. The very fact of the added pressure under which they will have to work will add to their needs.

In these men who stay at home—in satisfying their growing needs—lies the chance of keeping the men's wear business growing.

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

LESSON NO. 1.

CARDWRITERS, like the rest of the world must be always on the alert for something new in order that their work may not become stale.

New ideas come to you naturally because one idea brings another and the more you consider them the greater becomes your capacity for evolving new ones.

The cardwriting profession has a very wide scope for producing novelties. There are so many different branches of the work to go into and each branch has an unlimited number of surprises in store for even the experienced cardwriter. It is for this reason—to bring out original ideas—that this new series of cardwriting articles is being conducted.

This is lesson No. 6, and each lesson has revealed a new form of show card lettering. You will have noticed all along how practical these lessons are. We may all be able to sit down and work out something new if we are willing to spend sufficient time on it but all these types can be made very rapidly being all on the brush stroke principle, which means each part of the letter is completed with one stroke of the chisel pointed brush. That is where the speed comes in. This is the principle that nine-tenths of the present day cardwriters are working on. You get the effect, and the clean cut letters with the speed which modern competition demands.

Of course new types do not necessitate the changing of show card principles set out in any previous lesson. On the contrary the lessons contained in previous articles will facilitate the making of new types and will enable you to appreciate the simplicity of a principle which serves the same purpose no matter what form of letter you are making.

We are endeavoring to give you as wide a range of lettering as possible so this month's lesson deals with poster lettering and design.

From poster lettering you may at first get the idea that it is just used for making posters or large temporary signs, but this is not the case. It can be used on cards for the most exclusive showing or it can be used on ordinary sale cards with equally good results, though it is of course, derived from poster work. It is of that class of lettering that is of free and easy formation; in fact, it is so free and easy that once you have mastered the rudiments you can make changes in it to suit yourself. But of course these changes must be consistent with the rest of the alphabet.

While that shown in the chart is a good one, it is no better than dozens of other poster types which are used or can be invented.

The alphabet we are now showing when formed into words makes a very readable card and should therefore be studied carefully before you turn your attention to other forms. When you are able to make this successfully you may

find new ideas for lettering on theatre posters, headlines and advertisements in good magazines and other examples of work done by the best artists, and you cannot do better than model your lettering and designs on these.

Now to return to the chart. The lettering, as stated before, is made with the one stroke principle which means every stroke of the letter is completed with one swing of the brush, a second stroke being unnecessary.

One of the features of this type is that there are no absolutely straight line strokes in it. It is entirely composed of curved lines, some are more curved than others but all must be gracefully made.

Upper Case

"A" is a three stroke letter. Note the broken spaces between lines 2 and 3 and that of line 1.

"B" is a four stroke letter. This letter will need more than ordinary practice in order to make it in the proper proportion.

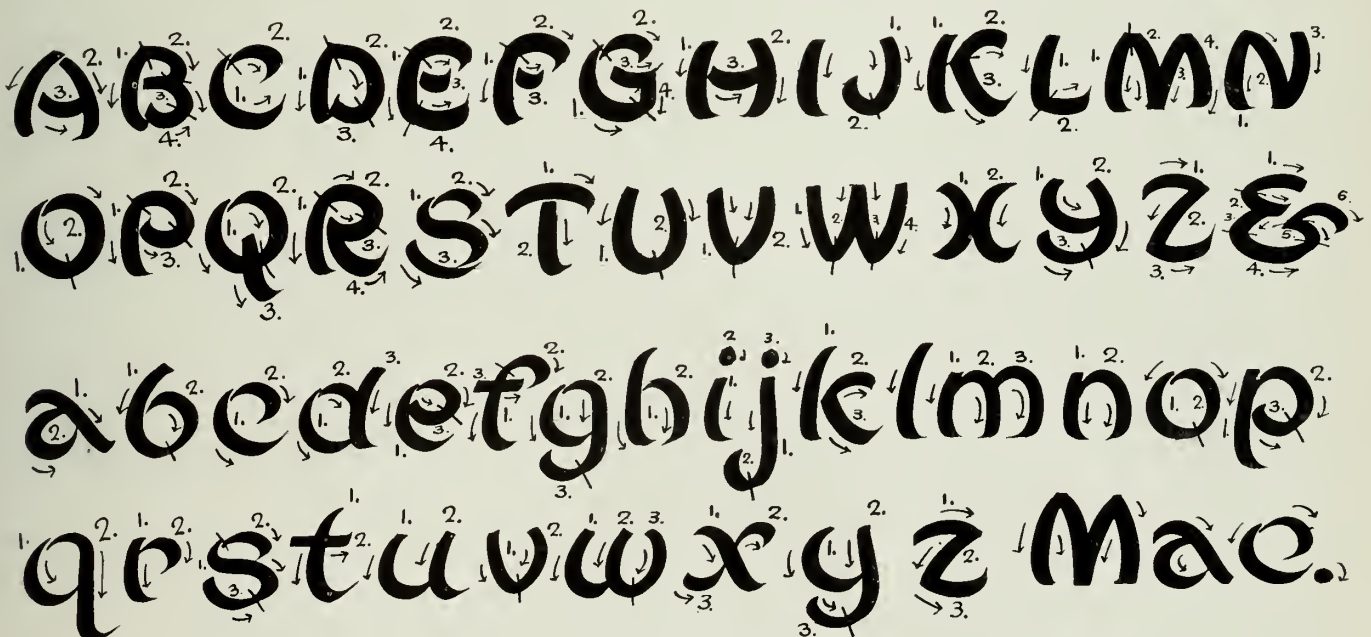
"C" is a quickly formed letter; note the break where the two strokes meet.

"D" like the "B" needs much practice. Stroke 2 is the most difficult, practise often.

"E" shows a formation which differs from any other. Strokes 2 and 4 are the same only curved the opposite way.

"G" is made with four strokes. The practising of "C" will aid you in this letter.

"H." This letter is the same as the



Poster Type.

"A," with strokes 1 and 2 spread apart.

Note the break between strokes 1 and 3. Practise many times "I." This stroke appears often throughout the alphabet.

"J." Stroke 1 of "J" is similar to stroke 2 of "H."

"K." This is a three stroke letter. Note the relation strokes 2 and 3 have with that of stroke 1. Much practice is needed.

"L" is composed of two strokes. Care should be taken to get these strokes at the proper angle.

"M" is a four stroke letter. Stroke 1 and 3 are the same and 2 and 4 are the same. Both sides of this letter should be alike.

"N" is composed of three strokes. All these strokes have appeared in other letters. Practise many times.

"O" is made with two strokes. Note the broken space where strokes 1 and 2 commence. "P" shows a very graceful formation. This letter takes a great deal of practice in order to get it properly balanced. Three brush strokes form this letter.

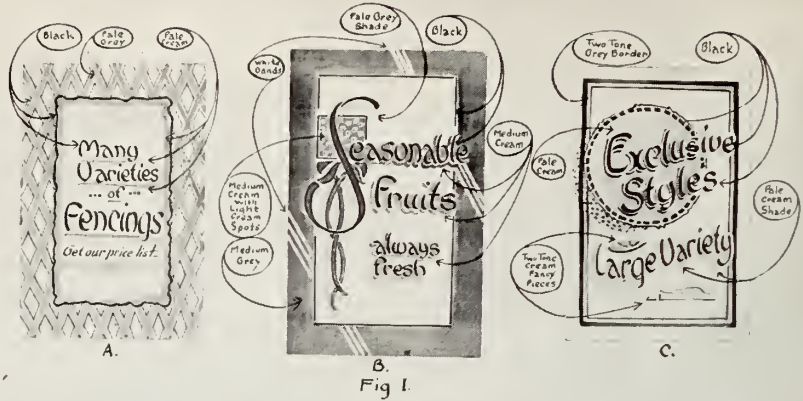
"Q" is the same form as "O" with stroke 3 added. "P" also is the same form as P with stroke 4 added. This letter needs much practice.

"S" is made with three strokes. Each stroke is separated. Note that the lower section of this letter is wider than the top. It should be practised often.

"T." Stroke 1 of this letter is the only one of its kind in the whole alphabet. Note the even curve on this stroke.

"U" is made of only two strokes. Note how each stroke curves in at the top. Practise often.

"V" is similar to "U", the only difference being that the two strokes come to more of a point at the bottom.



"W" is the same as two "U"s joined. You will need a great deal of practice with this letter.

"X" is made with two brush strokes, one opposite to the other. Much practice is needed here.

"Y" is a nice formation and a good one to practise. Note the relation strokes 1 and 3 have to stroke 2.

"Z" has three curved strokes. This letter is similar to the "N" on its side.

The sign "&" shows good food for practice.

Lower Case

In the lower case alphabet there is a lot of similarity of stroke formation. Here you will notice the few strokes used to form each letter and as you know this spells speed. All unnecessary frills have been cut out.

Take the "a" for instance. Stroke 1 is used where usually two are used.

The curve on the bottom of stroke 1 does away with the third stroke. "G's" second stroke takes the place of two strokes. "H's" second stroke also takes the place of two strokes.

Strokes 2 and 3 of "M" each take the place of two strokes, making it a three stroke letter which is ordinarily made with five strokes. "M" also is usually a three stroke letter, but this is cut down by make the entire right of the letter with one stroke.

"Q" also gives a demonstration of this. These strokes are made into one with stroke 2.

Stroke 1 of "U" is usually made with two strokes. "W" is usually made with four strokes but we have only used three here.

We save one stroke in our formation of the "Y".

Poster Design

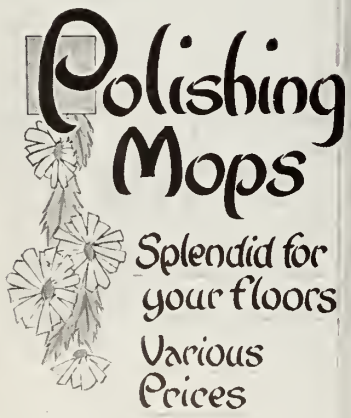
With poster lettering we are showing a few ideas in poster designs as they go very nicely together and are both of the free and easy styles. These ideas are obtained in much the same way as the lettering. Whenever you run across any save them for future reference.

You must remember that these ideas do not appear on the cards illustrated here; they are just mere suggestions and you have to work cards up from them.

Your attention is called to Fig. 1. Here is a reproduction of three miniature cards with diagrams to show you what colors or shades make good combinations, though many others can be used.

A shows a diamond shaped background effect. This gives a suggestion of a lattice work fence and is quite in keeping with the wording. First mark out the white centre panel, then the background in pencil. Apply the black uneven border around the panel first then after that is dry rule the pale grey diagonal stripes. Then draw the pale gray border inside the black one. To complete the design draw thin pen lines on the inside of each diamond as shown. It is then all ready to letter.

B shows a very striking card. It has a two inch border all around it of a medium shade of gray with a black pen



BUYING A SHIRT IN GERMANY

Some of the Difficulties Experienced in the Purchase of Clothing in Germany To-day

SOME conception of what "kultur" in war times means under Teutonic administration, with particular reference to men's furnishings, is contained in the following interesting experience of one man who tried to buy a shirt. Some of us in Canada are much inclined to kick even against comparatively few ills that have so far attended the war in its effect upon Canada, but they should be compared to the following record of a tragedy in every-day life in Germany, which has no amusing side to it in the least:—

"Last January, while in Berlin, I wanted to buy a shirt, and I went into one of the big departmental stores to purchase one. When I told the assistant what I wanted, she said, 'Have you a bezugschein?' I asked her to explain. She said it was now impossible for anyone to buy a shirt without a special card from the city magistrate, and it would be useless for her to show me the shirts for sale until I had this card.

"Because I lived in Wumersdorf, a suburb of Berlin, I had to go to the city hall of that suburb. Arriving there, I was told that the card office was on the fourth floor of another building. Arriving there, I found a long line of men, women and children awaiting tickets for clothing. Finally, when I reached the desk where tickets for men's clothing were issued, I was asked for my registration slip, which the police issue to all foreigners in Berlin.

"This slip I did not have. So I was informed that I could not have a card for a shirt until I brought my police registration card with me. I went home, obtained this card, and returned to the magistrate's ticket office to find that it was only open from 9 o'clock until 1. This was one means of discouraging people from doing any but the most necessary buying.

"The next morning at 9 o'clock, I was standing in line. In due course, I was ushered into the little room where tickets were being issued. When I again informed the woman that I desired to buy a shirt, she asked me whether I had purchased any other clothing recently. After my reply in the negative, she handed me a card to fill out with my name, address, age, religion, business, wife's name, the number of my family and my nationality. I returned this card. She marked on the back: 'Ticket for one dress shirt, given January 4, 1917,' and handed me a card entitling me to one shirt.

"This is the process one must follow in all German cities to-day if one wishes to buy clothing of any sort. At one time, no one could buy more than two pairs of stockings, or two handkerchiefs, or three towels, or one shirt or two collars. Raw materials in Germany are so scarce that the government is compelled to limit the sale of clothing."

MEN'S DRESS REFORM

(From the Indianapolis News)

To men unacquainted with Scotland, the hold of kilts upon the Scots remains a great mystery, but there is no speculation about the fact. Scots regiments clad in abbreviated skirts are reported to have made a great impression in France, not only among the French, but also among the British enlisted men, who are said to have ridiculed the kilt until Scots went into action, whereupon they began to admire them. This is the extreme of men's dress reform as now discussed in England. The compromise between trousers and kilts which conservative persons are proposing, is a return to the breeches of pre-Victorian days.

It is argued that British and American soldiers are dressed in breeches for the very good reason that they are more comfortable. Men who, as soldiers, are wearing them for the first time, are beginning to ask why sensible men have been going around all this time with their calves encased in flapping trousers. With the 5,000,000 or 6,000,000 British soldiers converted, the dress reformers believe the battle is half won. And while men are praising the comfort afforded by breeches, women are helping the reform along quite materially by contending that in breeches men are much better looking, an argument which must appeal strongly to young men who have as yet not joined some branch of the fighting force in which breeches are worn.

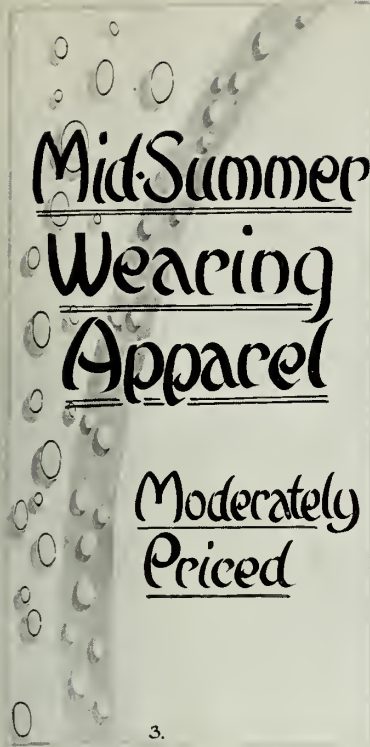
As another effort at war economy and comfort, unstarched linen is being advocated, the stiff linen collar coming in for ridicule. Britons have been getting away from the stiff collar for some time, and in late years young Americans have shown some preference for soft collars, especially for summer wear. The virtue of the stiff collar, according to its defenders, is that it imparts a trim appearance to the face, but they have little to say about its origin among court dandies, who were willing to make large concessions to discomfort, if not actual distress, in order to appear well. Whether these reforms are coming, cannot now be predicted, but it is significant that some change in men's dress usually follows a great war.

PERSONALS

Mr. G. B. Cohen, of Wilson & Cohen, leaves the first week in October on a three months' trip to Japan.

Mr. J. H. Wildfong, who for thirteen years was sales manager for Gordon, Mackay & Co., Limited, is now manufacturing the Melbaphone talking machine in Toronto.

Legge & Thompson, men's furnishings dealers of Moose Jaw, Sask., have discontinued business.



border inside of that again. It is advisable to lay all cards out with pencil first. Then do the black lettering because this is the most important thing on it. All the shadings, etc., come in turn after this is done.

C shows a striking design. The round is of a pale shade of cream with a black broken border around it. The shadow behind it is of two tones of grey with white dots on it. The border used here makes a very effective card without any other fancy design. It is of two tone grey.

The larger cards show other distinct ideas of poster types and poster designs—put them into use. Card 1 shows an idea worked up from a postcard. The flowers are pink with a yellow centre and the leaves are two-tone green. The panel behind the "P" is of pale blue. The shading and border are of pale grey.

Card 2 shows a centre panel of two tone cream with the shadow on the letter of a darker cream. The border is of pale grey and the lettering black.

Card 3 gives a bizarre effect. This idea was gotten from the illustrated section of one of our weekly papers. The heavy band is of pale cream and the narrow band is of pale grey. The spots on the band are pale cream with a darker cream shade. The spots on the left hand side are pale pink outlined with black with a pale shade of grey shadow.

The novel type used in the three cards whose lettering stands out in bold relief will be described in the next lesson which begins a new phase of cardwriting and describes the many uses of the air brush with instructions how to use it.



MARKET REPORTS



THE MARKETS AT A GLANCE

PRICES in men's wear lines held firm during the month with a disposition to look for upward changes in a number of lines as soon as travelers start on the road to make their Fall rounds. Underwear shows an advancing tendency and some manufacturers are making sales only after they confirm prices submitted by their representatives. Hosiery prices are expected to be announced by September 1, and generally higher levels are expected by the trade. Manufacturers of clothing intimate that advances can be expected in certain lines of suits when their Fall prices are named, due in large measure to the higher costs of cloth and linings. New shirt styles and prices had not been arranged at the time of writing, but were expected to be ready for exhibition during the last week in August. Prices on hats when announced for Spring, 1918, lines are expected to show a generally higher tendency. Panama straw hats on the other hand give evidence of easier market conditions. There is more competition for this trade as a number of concerns are now manufacturing in Canada.

Neckwear is in firm market, due to the steadily upward trend of the raw silk market. Some lines of white duck trousers and khaki Summer goods have been advanced. One manufacturer of shoes has been making efforts to develop the canvas shoe trade for next year. Now that the Summer holiday season is over trade is expected to show an improvement.

UNDERWEAR UP

Strong Probability Prices Will Be Revised to Higher Levels on Additional Business Taken

UNDERWEAR.—Mills which last month again withdrew their prices on underwear have been taking additional orders during the month but somewhat sparingly. All orders seeking placement through their agents must be submitted to them for confirmation before being accepted. There is a strong situation in the market and some of those closely in touch with the situation anticipate there may be a general revision upward of from 5 to 10 per cent. in the near future. This will be in addition to the opening prices announced during the latter part of June.

As intimated in these columns last month there was a strong probability that higher prices might prevail before the season progresses far. A survey of the situation after a month has elapsed would seem to indicate that that time is measurably nearer. One of the large Canadian manufacturers that announced their prices on underwear has continued to take orders without restriction. The situation with respect to cotton yarns and woollen yarns does not show any improvement. Cotton continues to hold at a high price and costs to the Canadian manufacturer in the neighborhood of 29c to 30c per pound carded. In

the primary market in New York it has held uniformly high around 26c per pound for spot middling uplands. Supplies of wool from Australia and New Zealand are reported to have arrived recently at Vancouver, the volume being in the neighborhood of 2,000 bales. This will help the manufacturers of woollen yarns. They will be able to supply their needs for some time and will need all that comes forward as the British source for yarns has been shut off entirely. There is every indication that there will be a steadily firm market in all classes of underwear.

HOSIERY PRICES SOON

Mills Quite Generally Have Not Named Their Prices for 1918 Delivery—Large Canadian Manufacturer Booking But Is Restricting Orders

HOSIERY.—The majority of Canadian mills have not yet announced their prices on hosiery for 1918 Spring delivery but it is anticipated they will be given out about September 1. One of the well-known manufacturers has been in the market for some weeks past with prices but does not show an inclination to take unlimited orders. At the time of their opening prices an advance of 10 to 25 per cent. was recorded. From

a reliable source the opinion is expressed that the prices to be announced by mills that have not yet named their quotations will probably be from 25 to 50 per cent. Some of the Canadian mills are working on orders on account of the United States Government and this is giving additional business. Restriction of orders by those concerns who have named prices is an indication of the timidity that exists with respect to the future situation. It is a most uncertain time and manufacturers do not care to commit themselves far into the future. Wholesalers and retailers have given evidence of a similar disposition to play safe so far as they can. The times are unprecedented and those who would venture a positive opinion as to how things are going to turn would be bold indeed.

In the United States there has been the same hesitancy about announcing open prices for Spring of 1918. In that market the opinion is quite generally expressed by large jobbers that prices are headed toward still higher levels and that present prices will look cheap in comparison with those that will prevail in the future. New prices are expected to be announced in that market about September 1. In both Canada and the United States date for announcement of prices is about three months' late.

HIGHER SUITS

Higher Prices Will be Made Effective When Travelers Start on Road About September 1 With New Spring Lines for 1918

CLOTHING.—Travelers for wholesale clothing manufacturers will in most instances start on the road about September 1 with their new lines and styles for Spring 1918 delivery. One large manufacturer stated that one of their popular priced suits selling at \$24 for recent booking will have to be increased to \$29 per suit. The increase is attributed in large measure to the higher cost of the cloth, but the extra cost of linings and labor have also contributed in large measure. This is stated to be a fairly representative increase that may become effective on lines of suits that have been manufactured out of stock that has been purchased at higher prices. There has been a steadily upward trend to the market for cloth during the month, each new quotation from England being higher than the previous one. Marine insurance and war risk has greatly increased within recent weeks and this has added still further to the cost of the raw materials. Interest was centered around a dispatch from Manchester on August 13 to the effect that an order had been issued by the Control Board with the approval of the Board of Trade, providing for the stoppage of 40 per cent. of spindles and looms for three months from September 1. Firms desiring to run more than 60 per cent. of their machinery will be permitted to do so by paving levies and the fund thus raised will provide relief for the operators that are thrown out of work by reason of the order of the Control Board. It was also announced in the same dispatch that the application for a wage advance has been suspended. A strong effort is being made by the Shipping Controller to increase the tonnage available for cotton.

Local cloth men had not been advised as to the exact significance of this order but one closely connected with the London cloth trade ventured the opinion that it referred only to Manchester cotton goods. The assumption was also made that the Government is not getting sufficient raw cotton to meet its requirements for munitions when the domestic mills are allowed to consume large quantities. Reduction of the number of spindles and looms by 40 per cent. would give an additional large amount for war purposes.

NEW SHIRT LINES

Manufacturers Will Have Surplus for Spring Delivery in Hand About Last Week in August—Prices Expected to be Firm

SHIRTS, COLLARS.—At the time of writing manufacturers had not yet announced their new prices on goods for Spring 1918 delivery, but they were expected to be issued in the very near

future. The new range of samples were expected to be in readiness for showing at the same time. It is certain there will be higher prices on some lines as manufacturers assert they will reach dearer materials in a number of the lines. Some manufacturers have been sold up and have not been able to look after any sorting business that may have come their way for the past couple of months. Interest in the trade naturally centres around the announcement of new prices and lines to be shown to the trade.

WOOL HATS NOW

Scarcity of Fur Has Caused Manufacturers to Develop New Line of Wool and Fur Stiff Hats—Prices Lower

HATS AND CAPS.—Owing to the high cost of all-fur stiff hats, which have become almost prohibitive, the English manufacturers this year are making a drive for the development of trade on the wool and fur mixture hat. This hat was shown last year but will be in the market in larger numbers this year as the result of their initial reception. This line of wool and fur hats sells approximately 25 per cent. cheaper than the all-fur hats. A few of the samples of hats have arrived from England during the month, but the main line has not yet put in an appearance. They are on the way, however, and are expected to reach local wholesalers in the near future. Goods are expected to be in the market in time so that the travelers of the various concerns will be able to start on the road by September 1. Indications point to higher prices for felts and straws for 1918 delivery. Fur for the making of felt hats is reported to be scarce and the silk trimmings are very much higher than they were a year ago on account of the upward trend in the raw silk market. Canadian makers have not yet issued their samples for the new line but are expected to have them ready in the near future. It is generally expected prices will be in advance of recent quotations. In some quarters it is expected an increase of 75c to \$1 per dozen will probably be made, while in other quarters it is anticipated the advance may be as much as \$3 per dozen. Representatives of one manufacturer was of the opinion that their lowest line would be \$24 per dozen, as compared with \$21 recently.

Cap Samples In

Samples of the new caps for the Fall trade have been received by some representatives of manufacturers. Prices on these lines range from \$8 to \$16 per dozen and in some cases for special lines even higher. The most interesting feature in the hat market at the present time is the rapid development of the panama hat manufacturing trade in Canada. There are no less than three concerns manufacturing the hats and other concerns in the United States have recently entered the Canadian market

through the appointment of representatives. This development has probably been encouraged by the fact that boater straw hats are almost as dear as the Panama hats and when people can obtain the Panama they prefer it on account of its lightness and wearing qualities. There has been a steadily downward tendency in the price of Panama hats. One manufacturer last year carried the cheapest line at \$27. For the present year the same line was \$24 and now the intimation is made that this same line may be \$21 for next year. Some grades of Panama hats by another concern is being placed on the market for next year's delivery at \$1 per dozen. This is known as the Japanese fibre hat.

NECKWEAR FIRM

Travelers Now on Road With New Spring and Fall Lines—Raw Silk Goes Steadily Higher—Swiss Silks Steady

NECKWEAR.—There is a firm situation in neckwear prices due to the steadily upward trend of the raw silk market. There has been a further advance of 50c per pound during the past month in the raw silk making the quotation on Japanese silk at the time of writing in the neighborhood of \$7.20 per pound. In normal times the prevailing price for raw silk is \$4.50 per pound. In the Japanese market reports have generally indicated a heavier yield this year than last year. Within recent weeks, however, reports have been circulated that as the crops may not be as large as at one time anticipated. The bulk of the demand is falling on the Japanese raw silk these days because of the impossible price of Italian raw silk. The representative of one of the largest silk manufacturers of Zurich, Switzerland, was advised recently that the price being asked for Italian silk was 210 Italian lire, equivalent to \$42 per pound in normal times. The Italian lira at the present time is much below par, but on the present basis of the Swiss franc the amount being asked is 160 francs or \$32 per pound. Italian silk raisers are reported to have let the industry largely go by the board this year on account of the possibility of invasion by Austrian enemy hordes. An advance of a few miles on the Italian frontier by the enemy in certain parts would mean the capture of the most fertile silk areas.

Swiss silk has held steady in price during the month but the manufacturers are in a quandary to know what to do in the face of the exorbitant prices that must be paid for the Italian raw silk. In the past the Italian raw silk was largely used as the warp or basis of the manufactured silk. Shipments of Swiss neckwear silk have been coming forward during the month and Swiss mills continue to operate, the prohibition of 50 per cent. of exports into Great Britain apparently having made no difference in their operations. It was anticipated by some closely identified with the trade that this prohibitory measure might

have the effect of reducing prices of Swiss silk but it has made no difference in this respect whatever. Prices are all in a very firm position.

New Lines Out

Manufacturers are now showing their new lines for spring and fall delivery of next year. Bookings are reported fairly good with the bulk of orders running to the better grades. One larger manufacturer stated that so far approximately 75 per cent. of their orders for Spring are for \$5.50 neckwear and higher, while for Fall delivery the percentage of the same qualities runs about 33 1-3 per cent. Brocade satins, heavy silks and warp prints are having a good reception as new lines that are being shown this season.

RAINCOATS STEADY

Summer Weather With Lack of Rain Has Caused Quietness in Demand—
Prices Remained Unchanged

WATERPROOFS.—There was a steadiness in the market for waterproofs during the month due to the continued good weather. When rain makes itself scarce trade is bound to lag in waterproofs. However, wholesalers are not complaining as they had an excellent business during the Spring months when so much wet weather was the vogue. Prices held steady without change, there being little disposition to look for higher prices immediately.

LEATHER SCARCE

Manufacturers Busy Getting Fall Samples Together — Travellers Will Start on Road During September—
Narrowed Range

GLOVES.—There is every indication of a narrowed range in glove lines when travelers start on the road with their

samples during September. Difficulty has been experienced in getting sufficient supplies of leather for both the fine and working gloves. There is a shortage and manufacturers have been driven to substitutes in certain parts of working gloves and mitts. In one line of mitts the backs are being made of oilcloth as a substitute for leather while in another line a corduroy back has been substituted for leather, the palm being the only part that is still of leather. There is a very noticeable shortage of sheepskin for the finer gloves and in some instances horsehide has been used. There is a generally advancing tendency on all lines of gloves and when the new samples are shown to the trade this Fall it is expected they will show material increases. Stocks of gloves in wholesalers hands are light and a stringency in the market is expected to continue as long as the present tight situation in leather continues. That condition will probably be synonymous with the war.

WHITE DUCKS UP

Prices of Workmen's Overalls Hold Steady But Summer Ducks Show Upward Tendency—Booking Orders Now

OVERALLS.—There has been an upward tendency during the month in white ducks and khaki ducks for Summer wear. One manufacturer advanced his line from \$10.50 to \$14 per dozen on whites and from \$12 to \$15 on one line of khaki and from \$18 to \$21 on another line of khaki. Another manufacturer advanced these lines on August 1 when the general advance of \$1 per dozen was announced on all lines of overalls. Prices on overalls held steady during the month at the advance recorded in last issue. The range of prices run \$21, \$19 and \$7.50 per dozen. One manufacturer reports they have suffi-

cient orders booked already to keep their plant running for the balance of the year. Booking is now being made on the basis of the recent advance by one large concern. The heavy demand for denims and drills for equipment of the United States troops and outfitting of the army has caused a big drain on supplies of cotton yarn and put firmness into all cotton fabrics, including over-all materials.

NEW SHOE LINES

Manufacturers Making Drive on Canvas Shoes in Effort to Relieve Drain on Leather Goods—Leather Shoes May Be Higher

BOOTS AND SHOES.—One of the large Canadian manufacturers has had their travelers on the road during the past month making a consistent drive for sales on a complete line of canvas shoes. This is by way of utilizing some time that would otherwise not be fruitful and also, too, in an endeavor to relieve the insistent drain on leather goods. There seems small possibility of lower-priced leather shoes as long as the war keeps up. Sorting orders on shoes have been fairly good during the past month. Travelers will start on the road with their 1918 line during the first part of September and it is anticipated prices will show a generally firmer tendency. The manager of one concern anticipated the advance in their line would be from 5 to 10 per cent.

During the past month leather has been somewhat easier in tone, but this was not due to any improvement in the existing stocks. Manufacturers of shoes were fairly well stocked up with high-priced materials and they were not in the market for additional supplies. Tanners were inclined to make slight inducements by way of lower prices to induce further buying.

SUGGEST DISCONTINUING TWO BLOOMER SUIT

Manufacturer Gives Opinion That This is Only Way to Make Boys' Suit Prices Sound Somewhat Similar to Old Figures—Causes of Advance—
Further Uses to Come.

THE boys' clothing situation is perhaps even more distressing than that with regard to men's clothing. Prices are very high—are going higher. One manufacturer suggests that retailers, for the time being, forget about the two bloomer suit. Perhaps this would be wise.

No Cheap Lines

But the whole opinion of this large maker of a high grade boy's line will be of great interest.

"A cheap line of boys' clothing," he says, "is a thing of the past and those merchants who have been in the habit of buying boys' suits at from \$3.75 to \$5

will have to begin to realize that there are no such lines on the market to-day, and will therefore have to be prepared to pay very much higher prices. Of course, some manufacturers may turn towards straight cotton goods, but these lines we do not think will be very popular with the trade in general.

"Boys' suits with two pairs of bloomer pants have of course been very popular in Canada during the past three or four years and we were one of the first firms to introduce boys' clothing made in this way. One cannot imagine, unless he is in the manufacturing business, just how much extra the extra pair of bloomers brings up the cost of the suit;

it must be remembered that you cannot only figure on the cloth, trimmings and workmanship on this extra pair of pants, but you must bear in mind that it has got to carry its share of the manufacturing, selling and administrative expenses of any organization. In order to make boys' suits appear more reasonable in price to the consumers, we are advocating to our larger accounts, this season, that they take up the suits with one pair of bloomers only, doing this until conditions are more normal.

Rises in Materials

"Before the outbreak of war we were able to purchase a fairly good fabric in

quite attractive patterns at from 60 to 65c per yard; this same cloth, to-day, cannot be purchased at less than \$1.25 per yard. Of course, the merchants do not only want to figure on extra cost of raw material—wages have also advanced tremendously and the trimmings, and to-day a wool "Beatrice" lining which we used to be able to buy at about 40c a yard, is now selling at \$1.00 a yard. Now, this same advance applies to everything which goes into the making-up of a boy's garment.

"Let us assure you that it is a very

difficult proposition, not only for the manufacturers but for the retailers and while prices are extremely high, if this war continues for another six months those lines which look high in price to-day, we can assure you will look very cheap.

Another maker gives a brief opinion of value:—

Expects Turning Toward Cotton

"The situation in reference to boys' clothing is not very promising for next season. Goods that we used to buy for

one and four pence are now up to four shillings per yard and at this high price are practically prohibitory for boys' wear. It looks as if cottons will be in big demand for next season's trade."

But the Boys Have Buying Power

The bright side of the situation is the purchasing power of the boy. More boys are working, either whole or part time, than ever before in Canada. They are getting bigger pay than at any other time. They will therefore be in a position to pay the price which has to be asked for boys' clothing.

MWR **HATS and CAPS** MWR

SPRING SAMPLES SHOW LITTLE CHANGE

Spring, 1918, Samples Late, but Indicate Little Change in Style—Old Samples to be Used—Price Increase May Reach 20 Per Cent.—Big Panama Season Predicted—Fur Mark in Serious Condition.

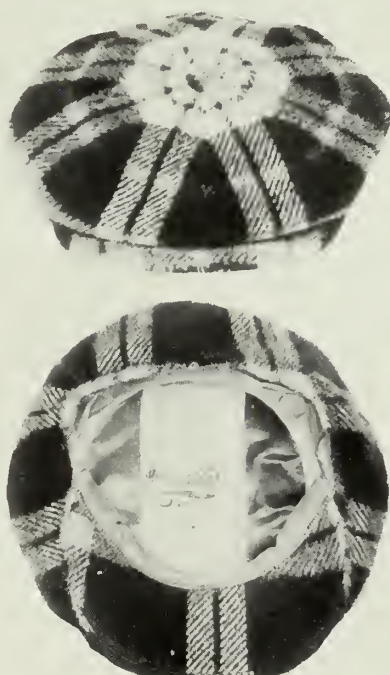
A CERTAIN amount of indefiniteness still surrounds the situation, as regards hats and caps, from the standpoints of style and price, for, with a slightly later season than usual, the Spring, 1918, samples are rather backward in making their appearance. Some wholesalers have not received any samples as yet, while others report that a few have come to hand. No alarm is felt over the situation, however, for there are many large shipments known to be on the way.

Perhaps the situation can best be summed up by the information contained in a letter from the headquarters of one large hat manufacturing company to a local jobber. The latter stated that the new lines for Spring, 1918, were not very extensive, and that in many cases old samples would have to be used. In regard to prices, the letter stated nothing definite could be said, as no one knew where they were at in this regard.

Styles Little Changed.

It is evident that styles will be little changed from 1917 lines, and that there is not sufficient change in the styles to warrant putting out an extensive line. It is considered probable by local men that the medium flat brim felt will predominate for spring and fall wear. They add that there is no use putting through samples for quality, as neither colour nor quality are being guaranteed in orders now being taken. Order forms

are stamped with the statement that quality cannot be guaranteed under the present conditions of the raw material market, even with the most expensive lines of hats.



Teddy Bear Plush Cap with special patriotic red, white and blue lining. Shown by the Boston Cap Company, Montreal.

The manufacturers report that the inability to guarantee quality is largely the result of the greatly varying standard of the fur shipments as received at the factories.

Derbies to be High Priced.

Some report that if derby or stiff hat samples for 1918 were in, the travellers could go on the road. There is a very light demand for stiff hats, and the occasional orders are conceded to be merely for replenishing sizes. Advance information on the subject indicates that there will be nothing new in styles in this line. Prices on stiff hats are going to be exceptionally high, as compared with other lines, according to present information.

Factories are reported to be giving good deliveries on Fall goods and with shipments at present in transit, it is expected the season will pass off without much difficulty. The Canadian lines are all in, but considerable English goods has as yet to be delivered.

Some nice caps are being shown in samples just received. Fancy tweeds and silk finishes are especially popular. Prices on caps have increased slightly, but are still modest in comparison with other lines.

Big Panama Season Predicted.

Dealers predict a big season next year in the straw hat trade. Some new panama samples for next summer trade have arrived and indicate the expected popularity of the Baliluks and Bangkoks

of very light quality and fedora shapes. Some dealers hint that next year panamas will be worn in preference to boaters, owing to the greatly increased prices of the latter. Body hats are expected to continue favorite, and the elimination of soft braid hats is expected to be the most outstanding change in the situation for next season.

Sennit yacht hats and fancy rough braids will also figure largely in next summer's trade and the one best dimension for a stylish hat will be $3\frac{1}{2} \times 2\frac{1}{4}$. The yacht shape Panama will be a favourite with many men, and is being shown for next year in straight brim and pencil curl. Sash bands will be a feature of the body hat styles. Prices on straw hats are expected to increase steadily with continued difficulty in getting delivery and maintained quality. **Prices Steadily Increasing on All Lines**

The matter of prices is the only one on which any information or advice is forthcoming, and buyers are urged to base their calculations on the outlook for a steadily rising market. In view of the minimum advances which manufacturers have made to date, it is evident that it is impossible to reach any maximum price, for prices of materials and supplies are constantly keeping higher than prevailing prices on hats. There have been two increases recently in hat prices and manufacturers predict that increases of anywhere from 10 to 20 per cent. may be expected on all lines. Jobbers report that it is hard to do business

under such circumstances, but they are advised to continue selling, even though they are unaware of what increased prices are prevailing.

Hat Bands Also More Expensive

Hat-band prices have increased accordingly and are reported yet to have considerable way to go. Hat-band manufacturers have been making quotations on the basis of the cost of raw silk and cotton to them at time of purchase without regard to current market quotations, and have, therefore, been carrying on manufacture at steadily increasing levels of cost, which have been far behind current prices for materials.

Raw silk prices are exceptionally high to-day for reasons similar to those applying to other lines, and there has been a big decrease in the supplies of Italian silks, owing to industrial conditions in Italy. Japan has been relied upon to a great extent and to further complicate the situation, word has been received that the spring crop of cocoons is short.

Fur Market in Serious Condition

In addition to the greatly varying quality of fur, as outlined in the foregoing, the market is in a serious condition, owing to its scarcity and inevitable high price; and the situation is expected to be even more acute when the manufacture of next summer's hats commences next winter. From this standpoint, considerable speculation attends the outlook for next spring trade. Prac-

tically all the fur used in the manufacture of hats in this country is imported from Australia, and recent developments there have rendered the market exceedingly indefinite. Stocks at present on hand will barely last until this fall, and with the Australian supply curtailed by many circumstances, among which is the large purchase by the British Government of Australian rabbits for meat supplies for the army, it is impossible to predict what the situation will be. Fur is usually purchased in Australia six months or a year in advance of the time it is to be used. The present stocks, which are reported to be greatly diminished, includes fur already purchased and on its way, or awaiting shipment. Since last April, practically no fur has been purchased and the situation is altogether dependent upon conditions arising from the war.

Increased freight rates, owing to the scarcity of carrying capacity, is responsible for an increased price of the finished article. This specially affects the fur situation, for, as compared with a freight rate of $1\frac{1}{2}$ c. per lb. on rabbit skins prior to 1915, which equalled $4\frac{1}{2}$ c. per lb. for the finished fur, present rates are 6c. per lb., which represents 18c. to 20c. per lb. for the finished fur as used in hat manufacture. In the meantime, the hat and fur industry will be compelled to get along in the best possible manner under the circumstances until the return of a normal market, in which supply and transportation facilities are guaranteed.

LETTER FROM A MEN'S WEAR DEALER TO HIS SON

(Continued from page 64.)

models he said he couldn't tell them from linen. So I fitted him out, and while it's an awful lot to expect of any collar I guess they won't wilt.

The window trimming, since you went, is a pretty big burden. But it simply has to be looked after. Never saw a time when windows were so important. Here's the Burt foundry working a day and night shift on munitions, which of course means that the night shift men often come downtown in the late afternoon. Then Wrights are working three eight hour shifts. That means men on the street going to and from work as well as men taking their hour or two of recreation down town. All these men are buyers, for they have the money. I sell them a lot—not only working clothes, but underwear, shirts, ties, suits of clothes.

The clothing proposition is worrying me less and less. It sure is necessary to get a high price—especially for special measure suits. But there's a lot less difficulty than you might think. Some of the middle aged men, whom I have been going after fairly hard, were sceptical about fit, etc. When first I talked to them about special measure suits. Those who have bought, however, and you know from my last letter how large the number is, have seen for themselves that the fit, and workmanship is right—in the line we carry anyway. So they're willing to pay more

for their suits now. I sold a good many at \$40.00 this summer.

And Palm Beaches—I didn't think, until last Summer, that those suits would ever go in a 5,000 town like this. But we live to learn. I bought 3 dozen. They were all gone by the end of June and now I'm waiting for my repeat order of 3 doz. to arrive. Why the Summer people's trade hasn't commenced yet and I'm sold out.

This class of suit begins to look like a fine Mid-Summer Sales booster to me. The middle aged men, as well as the young, take to it. Why shouldn't they?

You may wonder, after what I've formerly said about the cold weather, why people want to be kept cool. Well I wonder too. Still, some of the days are warm—though it's always cold enough for sweater coats in the evening, thus helping us get sales in that line—and I guess we can all count on hot weather before August is very old. Any way, as I've said, these light Summer suits have certainly moved.

But I've got to write for some more collars—selling at 3 for 50c. now by the way—so I'll close. Take care of yourself, son. Your mother will have given all the home news, which of course is the most important news, but I'm glad you're still interested in the business.

Your Affectionate
DAD.

An Attractive Trim



EVERY man should know his own customers. If—knowing these—you are assured that little demand exists for dress clothing, then there is little use displaying such lines.

It is a fact that some dealers sell little of this class of clothing, yet display it. By this, they feel, they put themselves on record as knowing "What's what." The effect on the mind of their customers is, they believe, sufficient to justify a use of valuable windows for such displays.

There is something in this. Yet window space is very valuable. Probably it should be kept exclusively for the display of lines which can be sold largely.

In many districts there will be a good call for dress clothing this Fall. In such districts trims based on the one here illustrated might well be made.



COLLARS & SHIRTS



SHIRTS FOR SPRING SHOW 30 P.C. ADVANCE

Reasons for This Given—Quality to be Higher Than Ever — Fear of Even Greater Difficulties in Securing Supplies—Cotton Crop Good, Yet Cotton Cloths Hard to Get.

FOR spring 1918 comes the biggest advance in shirt prices yet recorded. All prices have not yet been definitely fixed, but enough to justify the above statement is known. The old \$9 values will be sold to the trade at \$12, sometimes at \$13.50. There will be practically no colored shirts sold below the \$12 price.

It is no wonder that advances, which are roughly estimated at 30%, are being made. Everything is tending to this end. Indeed, so hopeless are manufacturers of any downward movement that many are attempting now to cover not only for Fall 1918, but for Spring 1919. A good many orders for Spring 1919 have already been sent to the mills.

The Definite Reasons

What is causing the advances?

Dealers are getting "fed up" on blaming everything on the war. Many want details so as to be able to properly explain the why of prices to the inquisitive customer. Well the reasons are hard to give—not because they are hard to find, but because so many reasons are found.

Forgetting for the moment, all about the advance in cotton, let us consider very briefly some other advances—each trifling in itself perhaps, but all tending to shove upward, ever upward, the price of shirts.

Threads, buttons, boxes all cost more. Boxing alone now costs an additional 15c per dozen. Pins too are higher; and interlining—why it has advanced practically 100%. Labor, of course is also high. So too is coal—higher this year than last for many manufacturers.

So it goes.

But in the cotton, of course, is the big cause of the rise in shirts.

One Phenomenal Jump

From Kitchener a manufacturer asked a quotation on a certain grade of white cotton which he had—in the past—bought for 8c. Back came a wire quoting 17½c. The rise, with duty considered, meant an advance of 140%. It was unbelievable. The manufacturer felt a mistake had been made in trans-

mitting the message, but having it repeated the price of 17½ was established.

Cotton Crop Good

The cotton crop, about which the bulls and the bears have been sending out almost daily rumors, now seems likely to be good—better than average at least.

The United States administration, moreover, has taken steps to see that none of this gets to Germany. The rumor has been that the South—the great Democratic stronghold—had used influence on the Democratic Administration to secure practically unrestricted shipment of cotton—the south's great

source of revenue—to those neutral countries which could resell to Germany. There probably never was anything in this, but certainly the new regulation will prevent Holland, Denmark, Sweden getting more than they need.

Stringency To Become Greater

It would seem, therefore, that cotton supplies would be adequate. Yet signs are not lacking which point to a greater stringency than ever. Interlining, for instance, has been available for spot delivery. Now manufacturers are finding themselves called upon to wait six weeks or more—not a serious matter in itself, but a straw—a healthy sized straw—in-



Two Spring Models from the range of The Lang Shirt Company.

dicating the wind of generally delayed deliveries.

The truth seems to be that in the States, and in Allied countries, the demand for cotton is so great that Canadians cannot expect easy deliveries.

Quality Is Very High

While prices for Spring are higher, so unquestionably is quality. This is not a contradictory statement. Manufacturers are simply not trying very hard to make the cheapest shirt possible. The aim, rather, is to make the most satisfactory shirt. Says one:

"So far as prices are concerned, they will show considerable advance as against those of spring, 1917, and the prices will not only be higher, but the qualities the highest grades which have ever been shown to the trade, as the demand is for better class goods to retail at \$2.00, \$3.00, \$4.00 and \$5.00, and in silks up to \$8.00 and \$10.00 each."

This seems a general tendency. One, moreover, which meets the wishes of the trade, which doubtless was thoroughly canvassed before such a policy was adopted.

CHANGE IN TARIFF REGULATIONS HAS STEADYING EFFECT ON PRICES

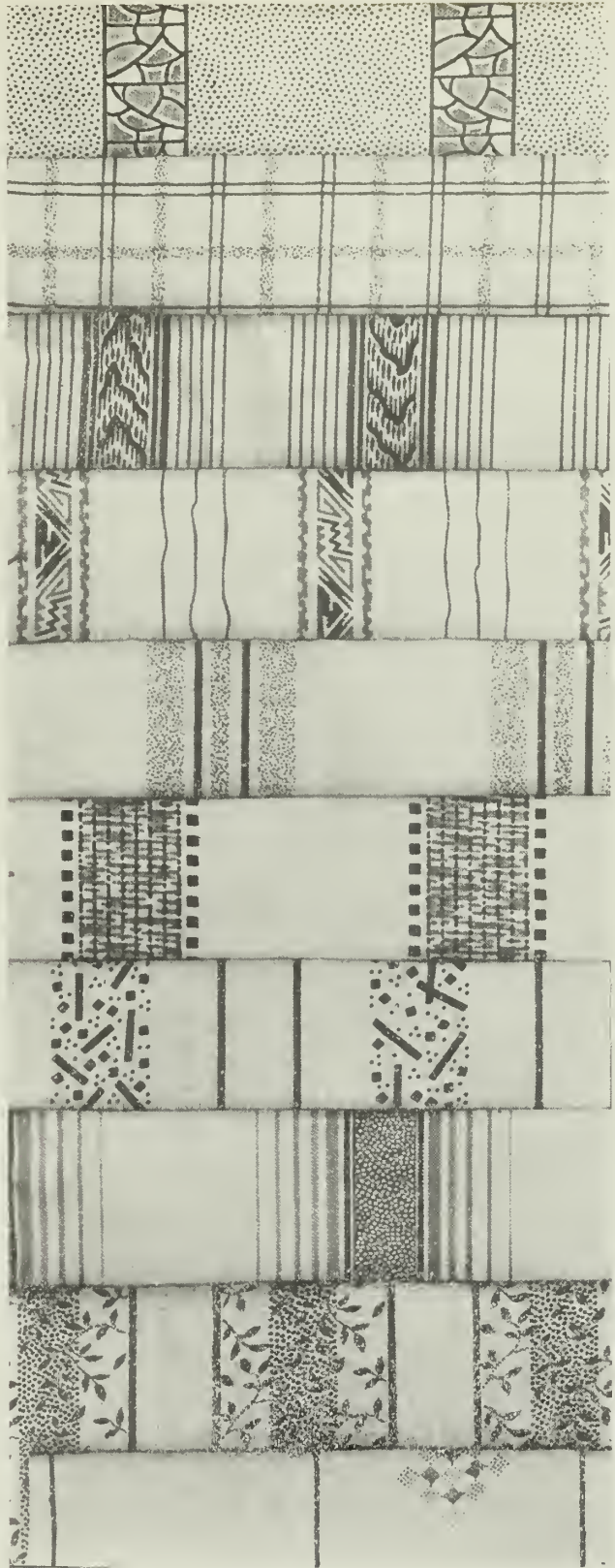
IN the rather depressing situation as regards shirt prices there is one ray of comfort, resulting from the change in the customs regulation as reported in MEN'S WEAR REVIEW August issue. This change, which provides that Canadians purchasing in the United States will not be required to pay duty on any advance in value, over 25%, taking place in the goods since the time they were bought—providing delivery is made within nine months of the purchase. It means that shirt manufacturers can figure with a definiteness in fixing spring prices which, without this regulation would be impossible.

Take a case in point to indicate the trouble this regulation saves—and the slight steadying influence it has on prices.

One manufacturer bought on April 1 goods of which he has just received delivery, and on which he has paid duty. One line had advanced in price 30%, another 35%, another 43%, still another only 11½%; another 29% and yet another 15%—the biggest percentage increase, of course, being for the cheaper lines.

Now without the new ruling the manufacturer would not have known what figure he would have to pay duty. Would it be at the 11½c, for which he bought a cheap line, or at 15c to which the line advanced before he received it? Or would the line advance to 17c before he received delivery, so that, while he got the goods at the contract price of 11½c he would pay duty of 40% on 17c?

Now there is no such uncertainty. A manufacturer buys at say 11½c and knows that he will pay duty on no more than a 25% advance or on 14½c. There is a chance—a very small chance indeed



A few of the distinctive Spring patterns being shown by The John Forsyth Company.

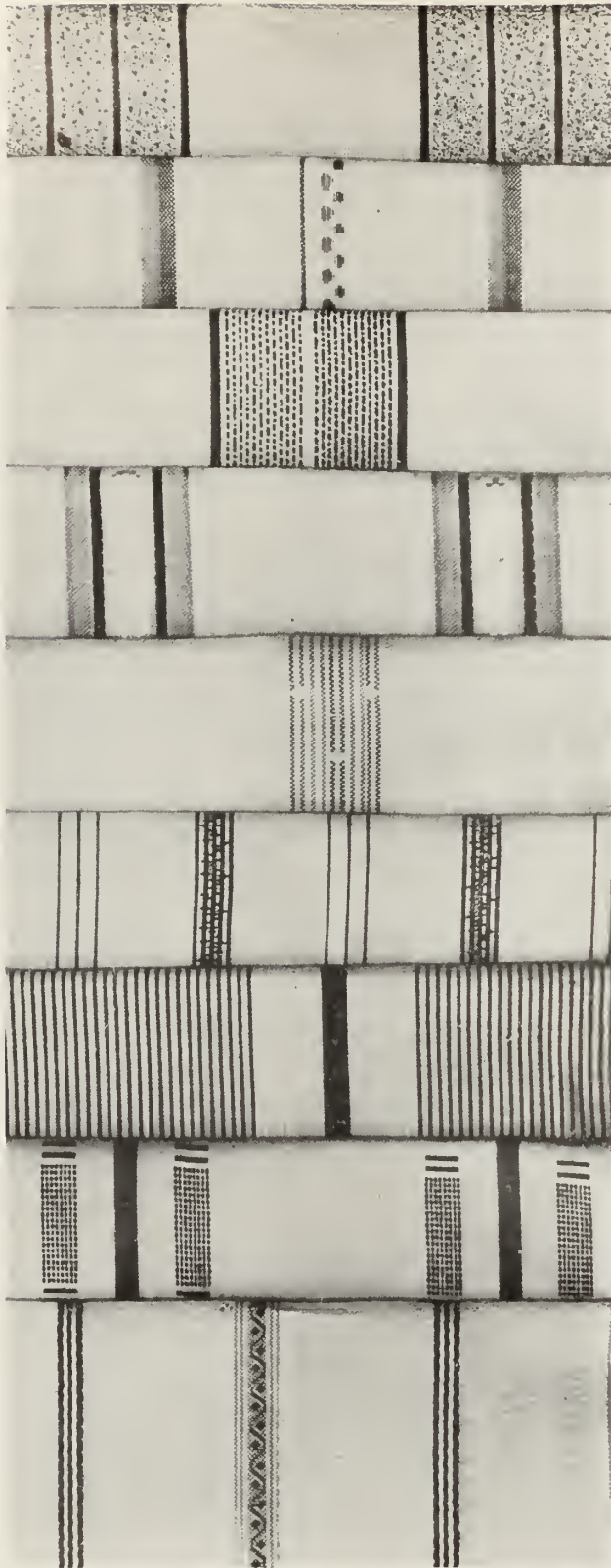
—that the price will not rise 25%, but the figuring on a safe basis is possible.

Says one manufacturer in regard to this new regulation:

"In regard to change in customs regulations, this is of advantage to us, as the materials required for shirts in demand at the present time are practical-

ly all imported, and our collar materials are, imported direct from the United States. Naturally, such a reduction is of benefit to us.

Says another manufacturer: "You are quite right in saying that we have to pay a duty of not more than 25% advance over the contract price. This ap-

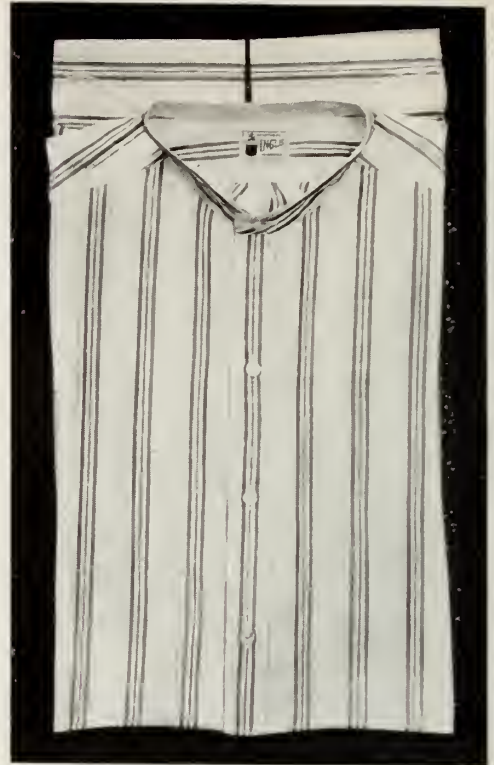


Some of the Spring shirtings from the range of The Williams, Greene & Rome Company. Even with the loss due to absence of color the attractiveness of pattern is very evident.

plies only, however, in a case where the cloth is shipped within six months of taking the order and as the mills are very much behind with their deliveries, there will be many cases where the material will be shipped long after this period of time has expired. This, in any event, would only refer to a small por-

tion of shipments which we receive from our mills—very few orders are wanted within six months of placing the order, and contracts for large quantities of cloth are placed sometimes twelve months ahead of delivery.

This manufacturer made a slip in saying the regulation applies only to goods



A Japanese Habitué Silk Shirt. Made by R. J. Ingles, Ltd.

shipped within six months. It applies to goods shipped within nine months, so conditions are a little better than he indicates. Nevertheless, there is room for further improvement as he pointed out. The clause requiring duty to be paid on price increases effected in the country of origin after the order was placed is aimed simply to prevent dumping. It should be enforced to best carry out its intention, not to hurry cutters up and indirectly merchants, and an extension of the time limit from nine months to one year would be a step in the right direction.

WIDER RANGE OF BOYS' SHIRTS AND BLOUSES

ANY tendency there has been to overlook the boy, in past years, is disappearing. Many dealers are installing special boys' department—going after his trade aggressively for its present worth and deferred value. This of course has led to a bigger call for boys' shirts and boys' blouses—so that these lines for Spring 1918, are receiving more attention from manufacturers.

The old idea was that boys washed a blouse or shirt for 50c—or that their mothers only wanted to pay that much for the garment. Dealers won't be able to sell a respectable blouse for any such figure. They will have to get 75c, \$1 and \$1.50, with emphasis on the last two prices. From the experience in other lines and remembering the earning power of the boy, it doesn't seem there will be much trouble getting such prices for the boys' shirt, or for the larger sized blouses either.



NECKWEAR



FALL, CHRISTMAS, AND SPRING NECKWEAR IDEAS

Never Were Pattern Ranges More Elaborate or More Attractive—The Patriotic Spirit is Apparent in Subtle Manner—Even the Battle-front Provides Suggestions—Prices of New Neckwear Not to be Prohibitive.

AUTUMN leaves, holly pattern boxes, and the brilliance of new gay greens in lightest of shades—all three are suggested by a talk with the men most concerned with the outlook for neckwear in its seasons at the present time. Fall, Christmas and Spring crowd one another for the place of prominence. Somehow the "Season of mists and mellow fruitfulness" insists on being taken up first, and with the thought of the Fall comes the music of the poet's lines:

"The trumpet call of prophecy—O wind,
if Winter come, can
Spring be far behind?"

For with the Fall comes word of Winter, and the designers of men's neckwear for the moon of the painted leaves are already busy with their Christmas and their Spring ideas.

Autumn Leaf Effects

For the Fall of 1918 Autumn leaf effects are certainly going to be seen. They are coming in printed broche failles, beautiful fabrics for their color effects, which will naturally be subdued, though full of the warm glow of the season they represent, and for which they are so eminently well suited. The designs have a certain patriotic appeal also, for the leaves are remarkably like Canada's own maple leaves. It is not at all hard to imagine these Autumn leaf ties making a strong appeal on account of this suggestion of the emblematic about them in this time of turmoil when the love of country comes uppermost in many men's minds. All the familiar Fall colorings will be found in these patterns, but principally the golden browns, reds, and bronze greens of Autumn.

Auld Scotia's Thistle

On the lines of patriotic suggestion in the patterning of a new neckwear fabric, the thistle motif discovered in one manufacturer's very latest lines of new fabrics may be mentioned. It is doubtful if the tie designer responsible for the pattern was thinking of making an appeal to the Caledonian strain in the prospective customer for these ties, but the Scotch thistle is there all the same. No doubt a



One of the printed Faille Mufflers, which, because of their beauty and softness, are proving very popular. Shown by William Milne.

dandelion leaf looks very like a thistle leaf in fabric design, and no doubt a dandelion leaf would have done, but a dandelion top is not like a thistle head, and this particular design is real Scotch thistle. For gift giving time it may well become popular in Canada, where the Food Controller's dictates re oatmeal as a foodstuff carry no gastronomical terrors, but are rather taken as proof positive as to the super-excellence of "Auld Land" fare. Those thistle ties in holly leaved boxes will go as gifts for sure. They are amongst the lines that retail at from 75 cents to a dollar each, not costly, but attractive.

Chrysanthemum Beauties

Is not November's own particular

flower the chrysanthemum? And is there not something almost patriotic about the chrysanthemum also since it is the floral emblem of one of our Allies in the great war? Well, there will be also chrysanthemum pattern ties, very fine rich patternings they are. Their colors will glow up rich yellow, ruddy orange and old gold, with soft shadowy bronze greens in association as background or relief. These ideas are realized for the tie trade in Jacquard two-shuttle work with satin float, and many very rich and subtle effects in this style of work will be shown in the Fall, Winter and Spring range of neckwear.

Ombres are coming forward strongly also for the Fall. These will be shown

in abundant variety, both of color and pattern. There is always a good demand for ombre ties in the Fall and Winter



A Broche Faille. Shown by The Crescent Mfg Co.

seasons. The printed broche failles (amongst which was found our friend the Scottish emblem) are coming forward strongly for Fall trade in various conventional flower designs. Trees and flowers figure in some designs worked with the satin float. Then there are the patterns in which the leaf part is worked in the weave and the flowers are printed. These are very good designs, rich and attractive, and will be included in the lines to sell to the trade at from \$5.50 to \$6 per dozen.



Printed Mogadores are to be popular. One here shown from The Crescent Manufacturing Company's range.

Liberty Stripes Go Strong

Still that insistent note of patriotism! Across the border they have been having Liberty loans and doing all sorts of great national affairs in the great spirit of liberty. Incidentally Liberty stripes have been very extensively worn in ties over there, and the fashion has caught on quite a little in the Canadian field. Liberty stripes will be shown in the Fall range of ties, and may, owing to their general popularity, carry on until Christmas or even Spring.

Another good design is found in the crossbar Lance. These are certain to be shown in very great variety. Cross bars on the bias will be quite popular, and plenty of them are being already offered. But a clever departure will be



Reversible muffler of Paisley Oriental design with rich fringe—an American Tubular Variety. Shown by the Niagara Neckwear Company.

found in the crossbar that comes with a pattern run through it. One is shown with a suggestion of the Paisley or Oriental idea about the motif used to break in on the crossbars. Lance effects are going to be strong in both Fall and Spring designs for the 1917-18 seasons now under consideration.

Big Patterns Still in Vogue

There is no sign of any abandonment of the large bold pattern for the latest styles of ties. Indeed some of the biggest patterns ever woven in the silks are going to be used this season. One flower to a tie will not be unusual. These effects in fine printed failles are likely to be found in the Spring showings. The tendency in patterns and colorings will be towards the lighter effect for Spring. Printed warps in big bold effects will be

shown plentifully. Whole ranges of absolutely new patterns embodying many quaint and clever devices may be expected in these lines. Two shuttle weaves with crossbars and warp stripes both may be expected also. There will be more mogador stripes for Spring. These have shown a decided tendency to return strongly.

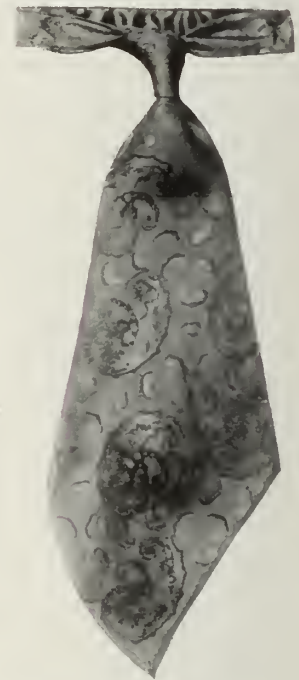
Washable Ties as Shirtings

In Spring, 1918, there will be seen in the showings of manufacturers and the advanced retail trade of the great cities lines of washable goods on the tie counters made of attractive materials, the same as the shirtings with which men's taste has grown of late familiar. The bold stripes and color effects will have play in silk neckwear.

Cotton is getting to be a costly material, but cotton tubular ties will be shown, a small size to retail at 25c, a larger at 50c probably. New bright clean patterns will be the rule for Spring showings. Panels and figures will be frequent. The wash silk ties will have their bold stripes cut on the bias, and also in panel effect.

Batwings Ever Popular

More than ever it is apparent that the batwing tie is here to have a long and



A large Paisley pattern shown in variety of colors by Tooke Bros., Ltd.

most effective vogue. In nearly all the suitable designs of the newest fabrics batwings will be fashioned, and the smaller patterns in rich dark styles will form exceedingly handsome ties. But there will be many a gay and brilliant batwing for the eyes of youth to delight in.

The style is taking strong hold of masculine taste. Batwings are brisk and spruce in appearance, give that air of alertness which modern efficiency must have, and they are certainly going to be in evidence in Spring 1918 as in Fall and

This Novel Seal Means Quick Sales!

Here's a new wrinkle that speeds up sales of the well-known

KING "STAY-IN-SHAPE" PATENTED CRAVATS

Attached to the end of every KING "STAY-IN-SHAPE" cravat, there will now be found a striking, red seal.

This flashes a selling message in your customers' eye, just as quick as you've caught it in this picture.

It's novel! It's different! He reads it—turns over the back of tie to see the two rows of patented stitches that keep the lining in place so that ripping, twisting or pulling out of shape is impossible.

And, Presto!—the sale is made, for the seal points out a quick selling argument that no man can pass up—and there's no time lost explaining.

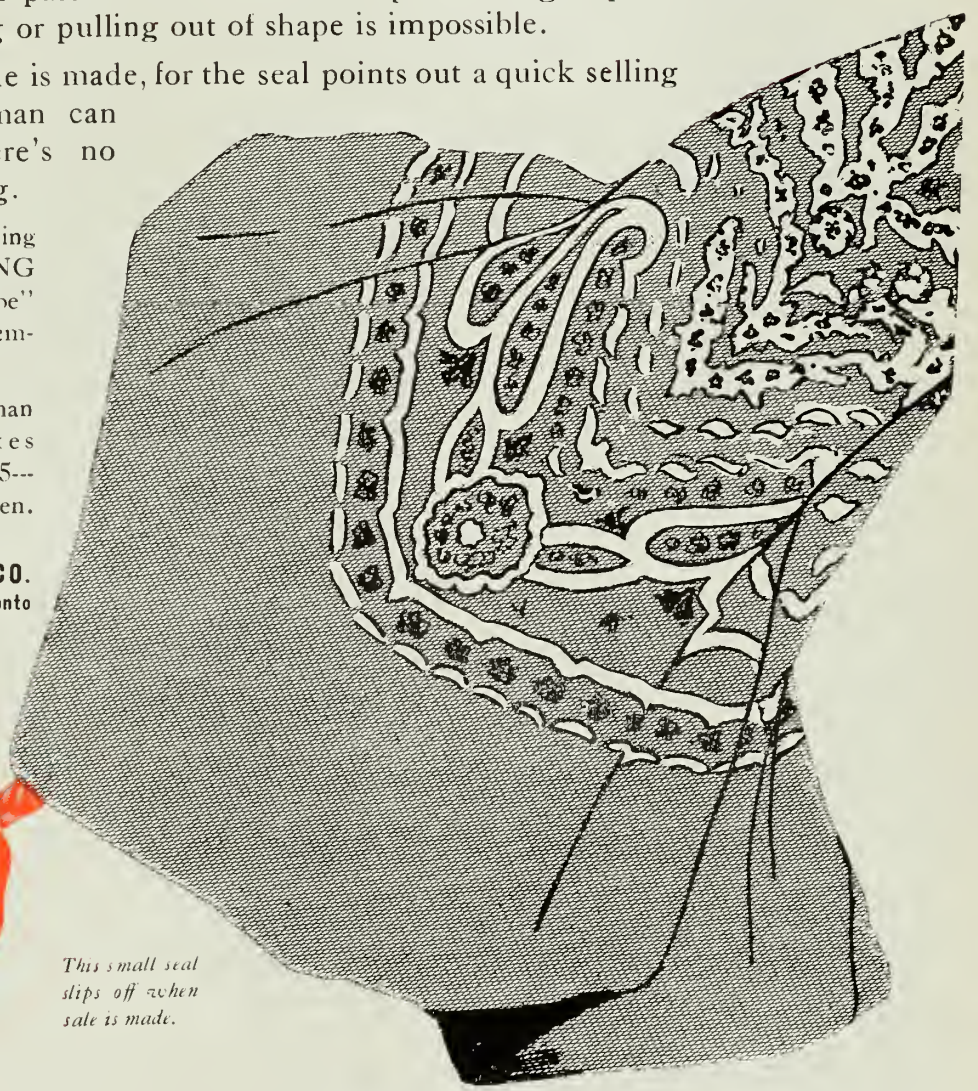
Hitch up to this new selling scheme and watch KING "Stay-in-Shape" Cravats sell themselves.

Cost no more than ordinary makes
---\$4.15---\$5.35---
\$7.35 per dozen.

**THE KING
NECKWEAR CO.**
468 King W., Toronto



This small seal slips off when sale is made.



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

Winter 1917. With the vogue for the soft collar, the batwing tie has a very firmly established place. Some men are taking to them almost entirely, and manufacturers are out to fill the demand.

Christmas Boxed Ties

Coming back to Christmas and its special trade needs, the question of gift ties and boxes interests. While many manufacturers are still ready to meet the call for ties to order, specially boxed for gift counter purposes, there is more and more the tendency on the part of the retailer in the men's wear line to do the boxing of the ties for gifts himself. Boxes are being supplied at a dollar a dozen, in simple style to suit the average taste, and more costly containers can always be secured at will. The customer has the run of the store's whole tie stock to select from as a gift, and the selection



One of Tooke Bros. new Fall Ties—the ground work in gray with blue stripe.

made is then boxed and made more than ever attractive for the benefit of the recipient. In neckwear for the Christmas trade the range of choice to be offered in high and medium-priced offering is impossible, but along lines already indicated there will be found perhaps the most widely representative display of designers' craft ever brought before the trade. The war has not tended at all to restrain the exuberance of human artistry on the North American Continent: indeed, it seems to have developed it to the full.

An Absolute War Influence

In proof that the war has had a most direct influence on the design of fabrics for the manufacture of ties, there may be cited the matter of the aeroplane pattern, more properly now the airplane pattern. This design shows a shadowy aircraft flitting through the brighter foliage design, just as if the 'plane were



A real black brocaded ground with Paisley stripe. The bias stripe shown in 6 different colors. A Niagara Neckwear offering.

passing overhead and visible through trees. The design is strongly reminiscent of recent war photographs of airplanes going into action above London, England, against enemy invaders, or over the battle lines in France. This tie design, while amongst the novelties, pure and simple is very likely to have vogue over a considerable stretch of the Dominion. The patriotic influence again! You can't lose that in Canada.

As Regards Prices

Cost of materials for the manufacture of ties has been on the uptrend as usual



A crystal weave novelty shown by The King Neckwear Company.

in these days. Nothing escapes the attention of old H.C. of L., not even neckwear fabrics. But it is reassuring to learn on good authority that the most tremendous advance the tie trade has had to face was the jump from \$4.50 to \$5.50 a dozen this year. There is no such advance in sight for the Fall of 1918 for Christmas trade goods, or it is confidently hoped for Spring goods in this line. The cheaper fabrics suffered most in the matter of advances. It has always been possible to get good material for the manufacture of ties at prices not so very much advanced over the former scales, and the worth has been in the good material so that customers, though asked to pay a little more, have learned the



A Novelty Tie. Shown by Tooke Bros.

value of the better goods. The \$5.50 and \$6 tie will be the popular buy for the seasons to which we are looking forward, and there will be plenty of choice in the higher-priced lines for special purposes, such as Christmas gift lines, etc. As for designs, as has been pointed out, they range from the peacock's wing to the plain self color, and go through flower garden and battlefield on the way.

TRADE NOTES

Jos. Cavill, men's furnishings dealer of Chesley, Ont., has sold out to Rose & Warmington.

Independent Hat Company of Montreal, Que., has dissolved.



UNION MADE

"THE RIGHT OF WAY TO COMFORT"

This is the assurance given your customers when you supply them with

KITCHEN'S "RAILROAD SIGNAL" OVERALLS AND SHIRTS

MANUFACTURED BY

THE KITCHEN OVERALL & SHIRT COMPANY, LIMITED

FACTORY AND HEAD OFFICE
BRANTFORD

BRANCH SALES OFFICE
279 College Street, TORONTO

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

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Kitchen Shirt & Overall Co., Brantford.
Larned Carter, Sarnia.
H. S. Peters, Welland.

ARM BANDS

Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.

AUTOMOBILE GAUNTLETS

Dent, Alleroft & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Hudson Bay Knitting Co., Montreal.

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Dale Wax Figure Co., Ltd., Toronto.

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The Monarch Knitting Co., Dunnville.

BATH ROBES

Dufferin Shirt Co., Toronto.
Alphonse Racine, Montreal.

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The Williams, Greene & Rome Co., Kitchener.
The Lang Shirt Co., Kitchener.

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B. Gardner & Co., Montreal.
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Helleur, Garipey & Broderick, Montreal.
W. J. Keens Co., Ltd., Toronto.
Miller Mfg. Co., Toronto.
McAlpine, Richardson & Co., Toronto.
John W. Peck & Co., Montreal.
Alphonse Racine, Montreal.
The Jackson Mfg. Co., Ltd., Clinton.
National Pant Co., Montreal.

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Boston Cap Co., Montreal.
Buckley Drouin Co., Montreal.
L. Gnaedinger Son & Co., Montreal.
John W. Peck & Co., Montreal.

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Cluett, Peabody & Co., Inc., Troy, N.Y.
Alphonse Racine, Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

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Arlington Co. of Canada, Toronto.
Parsons & Parsons Canadian Co., Hamilton.

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Bannockburn Clothing Co., Montreal.
Walter Blue & Co., Sherbrooke, Que.
Copley, Noyes & Randall, Hamilton.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Helleur, Garipey & Broderick, Montreal.
The Jackson Mfg. Co., Ltd., Clinton.
W. J. Keens Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
McAlpine Richardson, Toronto.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

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Walter Blue & Co., Sherbrooke, Que.
Bannockburn Clothing Co., Montreal.
College Brand Clothes Co., Ltd., Montreal.
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Fashion Craft Manfrs. Ltd., Montreal.
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Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Montreal.

Randall & Johnston, Toronto.
E. A. Small, Montreal.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

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Bannockburn Clothing Co., Montreal.
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Copley, Noyes & Randall, Hamilton.
Fashion Craft Manfrs. Ltd., Montreal.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Wm. Leishman & Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
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Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

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Bannockburn Clothing Co., Montreal.
Fashion Craft Manfrs. Ltd., Montreal.
J. A. Haugh Mfg. Co., Toronto.
Helleur, Garipey & Broderick, Montreal.
Wm. H. Leishman, Toronto.
Miller Mfg. Co., Ltd., Toronto.
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Walter Blue & Co., Sherbrooke, Que.
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Copley, Noyes & Randall, Hamilton.
Fashion Craft Manfrs. Ltd., Montreal.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Helleur, Garipey & Broderick, Montreal.
W. J. Keens Co., Ltd., Toronto.
Wm. Leishman & Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Randall & Johnston, Toronto.
E. A. Small, Montreal.
Union Clothing Co., Montreal.
Wearbest Clothing Mfg. Co., Montreal.

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J. L. Stiffel & Sons, Wheeling, W. Va.

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The Palm Beach Mills, New York.

FURS

Buckley, Drouin & Co., Montreal.

GARTERS

Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.

GLOVES

Dent, Alleroft & Co., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Hudson Bay Knitting Co., Montreal.

GLOVES AND MITTS, Heavy Workmen's

American Pad & Textile Co., Chatham.
Hamilton Carhartt Cotton Mills, Toronto.
Hudson Bay Knitting Co., Montreal.

GLOVES, Kid

Dent, Alleroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.

GLOVES, Leather, Lined and Unlined

Dent, Alleroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.

GLOVES, Fabric

Dent, Alleroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.

GLOVES AND MITTS, Woollen

R. M. Ballantyne, Stratford.
Dent, Alleroft & Co., Montreal.
Hudson Bay Knitting Co., Montreal.
Monarch Knitting Co., Ltd., Dunnville.
Alphonse Racine, Montreal.
Wreyford & Co., Toronto.

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Tooke Bros., Montreal.
Williams, Greene & Rome Co., Kitchener.

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Ansley Dineen Co., Ltd., Toronto.
Buckley, Drouin & Co., Montreal.
L. Gnaedinger Sons & Co., Montreal.
Mayhew Hats, Ltd., Niagara Falls.
Wolthausen Hat Corp., Brockville.
John W. Peck & Co., Montreal.

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Monarch Knitting Co., Dunnville.
Racine, Alphonse, Montreal.
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BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

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The happy thing about it is that the business man—manufacturer, jobber, retailer—can have the far outlook—this by the reading each week of a newspaper with a far outlook—

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This is a business man's paper—it is a paper for bankers, for investors, for trustees, for financial men. But it is also a newspaper for **merchants**, very much so.

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And the knowledge they need they can have for the insignificant sum of \$3 annually.

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Send for free sample copy to the Publishers, or sign and mail attached coupon.

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Name

Address

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Alphonse Racine, Montreal.
Tooke Bros., Montreal.

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National Cash Register Co., Toronto.

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National Cash Register Co., Toronto.

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Miller & Co., Sault Ste. Marie.

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A. S. Richardson & Co., Toronto.
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Jones Bros. & Co., Toronto.

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Jones Bros. & Co., Toronto.
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Dale Wax Figure Co., Ltd., Toronto.
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THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

You take no chances

in stocking and recommending composition collars bearing the well-known **KANTKRACK** trade-mark.

For every **KANTKRACK** collar is made with a guarantee—made "in one grade only and that the best"—made in all the best selling styles to suit all classes of trade.

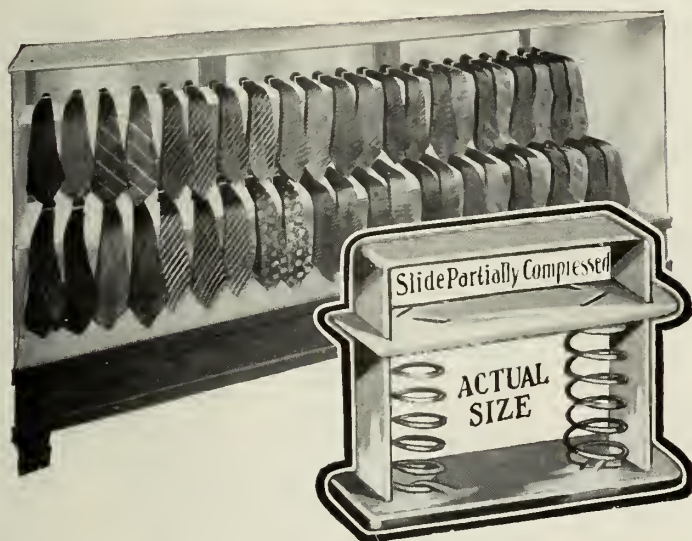
And their remarkable linen-like finish have popularized **KANTKRACK** collars with the most particular men.

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Don't forget the three KKK when ordering.

WE ARE THE CANADIAN MANUFACTURERS FOR THE ONLY WA TIE HOLDERS.

They hold your ties, so that the full assortment is always visible, always neat. So that any tie can be pulled out without disturbing the others.



Get these before the holiday rush. They will render possible quicker service and larger sales.

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Makers of the famous
KANTKRACK *Composition Collar*
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We make hat cleaners in a variety of felt shapes,

suitable for soft or stiff hats.

Quotations and samples sent on request stating quantity needed.

COMPLIMENTARY ADVERTISING ARTICLES, LIMITED

BOX 456

MONTREAL

WE OFFER UNUSUAL VALUES IN

SILK HATS

There's a style and a finish to every silk hat we manufacture that gets the attention of the carefully dressed man.

Ours is the largest and best equipped Silk Hat Factory in the Dominion. Our range is always complete.

Cover your requirements here and get prompt deliveries.

GEO. PROVENCHER

166B Elizabeth Street - - - Montreal

Established 1894

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

Keep in Condition

Imperial Underwear will help

It allows freedom of movement, yet fits snugly — has the strength where the strength is needed.

Your customers will want a change of Imperial Underwear — but will never want to change from Imperial to another brand.

Note the Five Features:

1. *Lap-Seam Shoulders.*
2. *Comfort-Fitting Collarett.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits. Stock Imperial now.

Kingston Hosiery Co.
Kingston, Ontario



"Craftana"

Registered No. 282,000

THE HALL-MARK OF

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

First in the Field and Still Leading.

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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**

THE ACME OF PERFECTION IN FOOTWEAR.

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



THE WINNERS



CASH'S POPLIN

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

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

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

Goods in Sanitary Covering Appeal to all buyers of Men's Wear

Many manufacturers are sending out their product—their shirts, their underwear, their soft collars—in Transparent, Sanitary Sealed Bags.

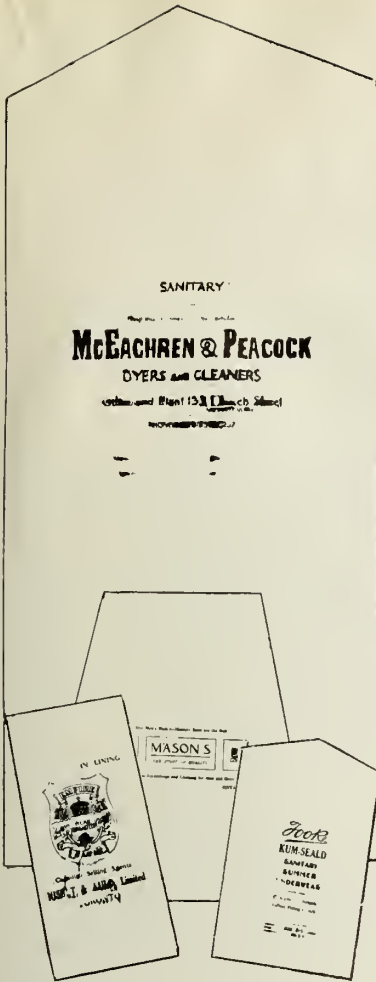
Many dealers are enclosing each purchase in a bag.

We can supply manufacturer or dealer—can make the covering to meet the particular needs. We now are turning out bags for soft collars, and huge bags to cover an entire suit—bags which a clothing man can send with each order—and which a cleaner can use as part of his service.

TELL US YOUR NEEDS AND WE WILL GIVE QUOTATION

SPECIALTY PAPER BAG CO. LIMITED

247-255 Carlaw Ave. - TORONTO



Give him the fit that satisfies

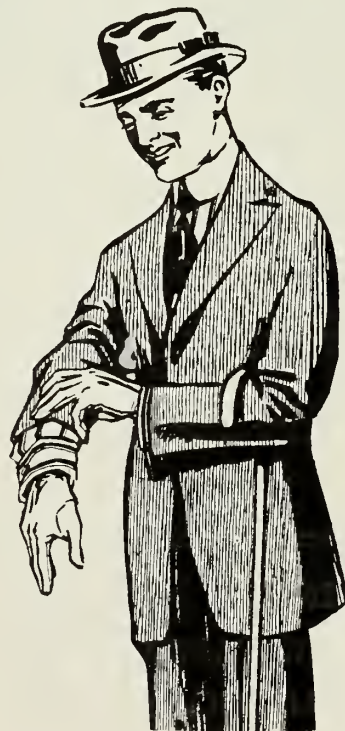
The well-groomed man is the man who insists on shirts that are not only made-to-measure, but also made-to-fit.

The special measure shirt we supply is a line of distinctive style, tip-top quality and perfect fit. It will enable you to cater to the shirt requirements of the particular man and guarantee you a satisfied customer with every sale.

THEY'RE PROFITABLE.

Write for set of Fall samples, and Self-Measuring Forms.

R. J. Inglis, Ltd., Winnipeg
SHIRT MAKERS



"NUGGET"

THE SHOE POLISH OF QUALITY

Exhibited to your customers at

TORONTO EXHIBITION

AUG. 27th. to SEPT. 8th.

OTTAWA EXHIBITION

SEPT. 10th. to 15th.

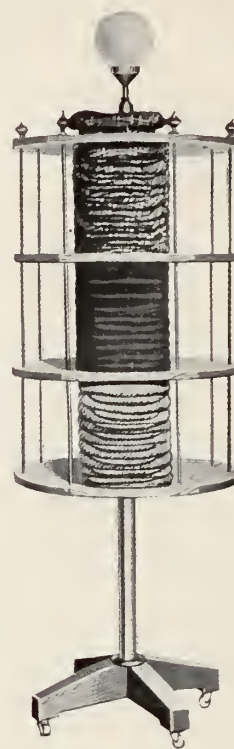
LONDON EXHIBITION

SEPT. 10th. to 15th.

Advertised from Coast to Coast.

Order from your Wholesaler.

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

LARGEST CANADIAN DEALER
ADEL 760 WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

B. C. TRAVELLER AND MANUFACTURERS' agent wants to represent a good live line in British Columbia. Address, 569 Richards Street, Vancouver, B.C.

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.

KINDLY MENTION
THIS PAPER WHEN
WRITING TO AD-
VERTISERS.

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



MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED



HOSIERY

THE successful marketing of the product of this new department is simplified by its well established trade mark.

It is easy for the manufacturer, easy for the retailer, to sell MONARCH-KNIT Hosiery because consumers know that the name "MONARCH-KNIT" is a guarantee of satisfaction, and their opinion is based not on theory, but experience. MONARCH-KNIT products have for years given a surplus of satisfaction to hundreds of thousands of men, women and children in all parts of the Dominion. Previous satisfactory service from MONARCH-KNIT lines has made a lasting impression that now places the buying public in an especially favorable mood to receive MONARCH-KNIT Hosiery.

The 1918 Spring Range of MONARCH-KNIT Hosiery—Silks, Mercerized Cotton and light-weight Cashmere lines for Men, Women and Children is now in the hands of our travellers.

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

PLACE HIGH VALUE ON CREDIT

Merchants Should Educate Customers to Value Extending of Credit—Lax Systems of Past Unsatisfactory—Banking Procedure Should be Followed in Giving Credit.

IN these days, when the cash and the cash and carry systems of merchandising are receiving general attention and becoming increasingly popular, it is common knowledge that the reason for such a situation is that customers are dissatisfied with the lax systems of the past, especially in the matter of granting credits, and want anything which spells relief from the evils of past years. In the past credits have been carelessly attended to, and the result has been apparent in retail prices, thereby taxing the cash and good credit customer for the benefit of the customers using long-time accounts.

This condition of affairs would not be the case if merchants realized the advantage to be secured from educating customers to place a high valuation upon credit, and paid strict attention to the granting of credit from the standpoint of the desirability of the people to whom such courtesy should be extended instead of blindly rushing ahead to greatly increase the volume of business at the expense of neighboring merchants while there is a constant leakage through the credit system.

Rights and Wrongs of Credit

Credit is a peculiar thing, and is one of the most potent factors in deciding the course of modern business. Rightly used, it is one of the most desirable attributes of retail merchandising; wrongly used, it serves as the rock upon which many a commercial ship founders. The credit factor is often prominent in the records of financial embarrassments and business failures, and it is evident that the reason for this is that credit is too often cheapened to the consumer through failure of the merchant to demonstrate its proper value, and in this way contributes to the difficulties which bring on the financial disruptions.

The present tendency toward cash and cash and carry stores is by no means new, but was urged long before the present circumstances required greater economy which the elimination of deliveries and other new innovations being urged by organizations throughout the country were broached.

This situation raises the point as to whether retail credit business will eventually disappear and be permanently replaced by the cash system.

Much has been said about the greatly increased overhead expense of the credit system and the financial loss occasioned thereby, but rightly handled it has been proved that the overhead expense is increased by a very small fraction, and the loss is infinitesimal. The economies of the cash system are real, but they are not nearly as great as appears at first sight.

One large dealer in meats, fresh fruits, fresh vegetables and allied lines, who has recently been carrying on an advertising campaign offsetting the tendency toward

the cash and cash and carry systems, states that his loss during a two-year period from poor accounts was only 8/1000 of 1 per cent. This figure may appear significant, but it was made possible through the investigation of the credit system and by the establishment of terms on which credit would be granted to customers and by holding to the terms agreed upon. In other words, the customer was taught to place a high valuation upon his personal credit and to regard it as an asset which must be treasured.

In dealing with the matter of credits, there is present an element of generosity which pays direct dividends. One merchant considered himself a most generous personage for sending all the slow pay and undesirable credit customers to his competitors. This case is evident of what is meant by teaching trade to place a high valuation upon credit, and the retail merchant should be just as careful of his credit as the banker is. Money is not loaned indiscriminately by the bank with no question as to the desirability of the risk and terms of settlement, but everything is minutely arranged and the transaction is surrounded by safeguards of all kinds.

Merchandise is the equivalent of money from a trading standpoint, and should be dealt with in the matter of credits similarly to the manner in which money is handled by the banks. Many persons who could not raise a loan of any small amount of money from a bank can negotiate a credit of many times that amount at the local hardware or grocery store simply because the local merchant in his desire for increased volume of business shuts his eyes to the undesirability of granting credit to certain customers and to the matter of educating the public to place a higher valuation upon his credit.

The solution of the cash and credit systems of merchandising is up to each individual retailer, who must decide what length of time credit will be extended, and all other details. He must satisfy himself that the debtor is worthy of the credit, and then compel him to adhere strictly to the terms agreed upon. Such practice as this will educate trade in general to place a higher valuation upon individual credit. The merchant should abolish all fear of customers and regard the matter as a courtesy extended to customers for their own benefit and not for his benefit alone.

Especially Essential Now

Under the present circumstances the regulation of credit is especially essential, and this thought is well expressed in a suggestion as follows made by the National Credit Men's Association as to credits during war time. In part it is as follows:

"Individual credit should be handled fearlessly. The consumer of merchandise,

i.e., the individual buyer, should neither ask nor be offered long credits. We must begin the saving of waste at the very foundation of our commerce. There should be no hardship in bringing individual credits close to the cash basis. Waste can be prevented by the adoption of such a plan, and commercial failures can be cut down."

This plan should not only be followed under the abnormal conditions of war time, but at all times, for it is unquestionable that well regulated credits are a safeguard to the merchant at any and all times, and are also desirable from the standpoint of the cash and prompt pay customer. Banking procedure should be followed as closely as possible, and in this manner trade will be educated to place the proper valuation upon their credit.

WOOL DIRECT

Part of Allotment of Australian and New Zealand Wool Now on Pacific on Way to Canada—No Longer Comes Via London Market.

WOOL.—A development of the wool trade that has resulted is the direct shipment of this commodity from Australia and New Zealand to Canada. Formerly the greater part of the wool supplies came by way of the London auction sales. But now that the price has been fixed by the Australian and New Zealand Governments, and an allocation of some 22,500 bales has been made to Canada, it is permissible to bring the wool direct from the country of origin. Heretofore there have been direct shipments in small proportions by companies who dealt directly with Canadian buyers. What effect this development will have on the wool situation after the war is not apparent. It is probable that the wool may again come through the London market, but it is also a possibility that business may be done direct between the two countries, which will lessen the importance of London as the wool market of 000 Australian, and 7,500 New Zealand he world. Some of the stocks of 15, bales which have been allocated to Canada are now on the Pacific on their way to Canada. Some 45,000 bales of Australian wool were allocated to the United States, but these stocks have not yet commenced to arrive.

Clipping Started in Australia

Advice from Australia to some of the local wool men stated the clipping season had commenced there. It is expected to be less in volume this year than last year, due to the fact that the flocks have decreased. The number of sheep in Australia and New Zealand in 1916 was 69,781,303, but it is estimated this number is considerably reduced through drouth and lack of labor to care for the sheep.

We have often wondered what would bob up to give "efficiency" a much needed rest. It has come. It is now "preparedness."

MacLean's Magazine

for September

Northcliffe

THE Big Feature is Lord Northcliffe's article—Federation after the War. This brilliant and mighty publisher and world-figure deals with the question of a federation of Great Britain and the United States, and of Canada's relation to such a federation.

It is a big thing for MacLean's to get this special and exclusive article from Lord Northcliffe, and the inference is: This great journalist and man of affairs deemed MacLean's worthy of his writings.

Lord Northcliffe is only 54 years old. In the years ahead he and his powerful papers, the *London Times* and *London Daily Mail*, will play a big part in the shaping of the Imperial State.

MacLean

COLONEL JOHN BAYNE MACLEAN is a notable contributor, writing of the causes of the war, and of the post-war reconstruction as it relates to Canada.

Colonel MacLean discusses the steps that should be taken to win the war, and deals with the financial measures that Canada must consider for the after-the-war period.

Colonel MacLean is pre-eminently well-informed, and his long and intimate connection with International and Domestic financial affairs makes what he writes challenging and illuminating.

Harold McGrath's Great Story of Adventure and Mystery

This world-famous fiction-writer contributes a complete novelette—"The Rubies of Perak."

Other notable contributors are Stephen Leacock, Miss Laut, W. W. Jacobs, Allenson, Moorhouse, and J. D. Ronald, who tells of a smuggling enterprise by an American who temporarily fooled the Customs Department when he imported the plant for a new factory in a Canadian City.

"The Gun Brand," by Hendryx, a great story of the Canadian Northwest, is a feature of the September *MacLean's*.

Three features liked by business men are the "Review of Reviews" Department, where the best things in the current magazines of the world are condensed; the "Business Outlook" article, and the Department, "Information for Investors."

Now on Sale Everywhere—Fifteen Cents



Equipment and Accoutrements for every demand or requirement

THE experience of J. R. Gaunt & Son, Ltd., dating back over 250 years as actual manufacturers of Uniform Buttons, Badges, Ornaments, Swords, Laces, Accoutrements, etc., for Army, Navy, Police, Railway, Hunt, Yacht, Golf Clubs, Lodges and Societies (not only for Great Britain and Colonies, but for almost every country in the world) enables us to supply the most up-to-date, artistic and suitable designs for every description of work.

WE shall be pleased to forward, free of charge, designs, samples, estimates for any requirement on receipt of particulars, or to forward our illustrated catalogue.

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“DOMINION RAYNSTERS”

1917-18 Style Book Ready

Our 1917-18 Style Book for “Dominion Raynsters” is just off the press and will be mailed free to those in the Clothing or Ready-to-Wear trades who will write to our nearest branch for a copy.

In this Style Book we have illustrated the newest styles and designs in Raincoats and Waterproof Clothing and also show the standard lines of proven merit and excellence.

“Dominion Raynsters” are strictly “Made in Canada” garments, designed expressly to meet the requirements of Canadian trade. Each garment is guaranteed to be free from imperfection in workmanship and material.

“Dominion Raynster” Style Book and Price List mailed free from our nearest branch. Write for your copy.

**Canadian Consolidated Rubber Co.
LIMITED**

HEAD OFFICE: MONTREAL

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

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VII.

PUBLICATION OFFICE: TORONTO, OCTOBER, 1917

No. 10

The Guaranteed

Forsyth

SHIRT..

The Polo

A FORSYTH SHIRT





©

ONE OF OUR YOUTHS' FALL MODELS

Coppley, Noyes & Randall, Limited

HAMILTON

CANADA

There will be big "doings" in the Boys' Department this Fall

The boy has taken his place as a big earner, and is now able to buy the best in clothing. He, and his mother, too, want the best.

That's why it is wise to stock

Proper Clothes

Proper Clothes have the top-notch style and value that appeals to the most particular. Every sale will mean increased profit, increased good-will, and increased confidence in your store.

Fourteen travellers are now going out with our remarkable range of boys' models — sacque suits, reefers and slip-on overcoats for Spring and Summer.

To get the biggest business from your boys' department, arrange to see these samples. Drop us a card for early appointment.

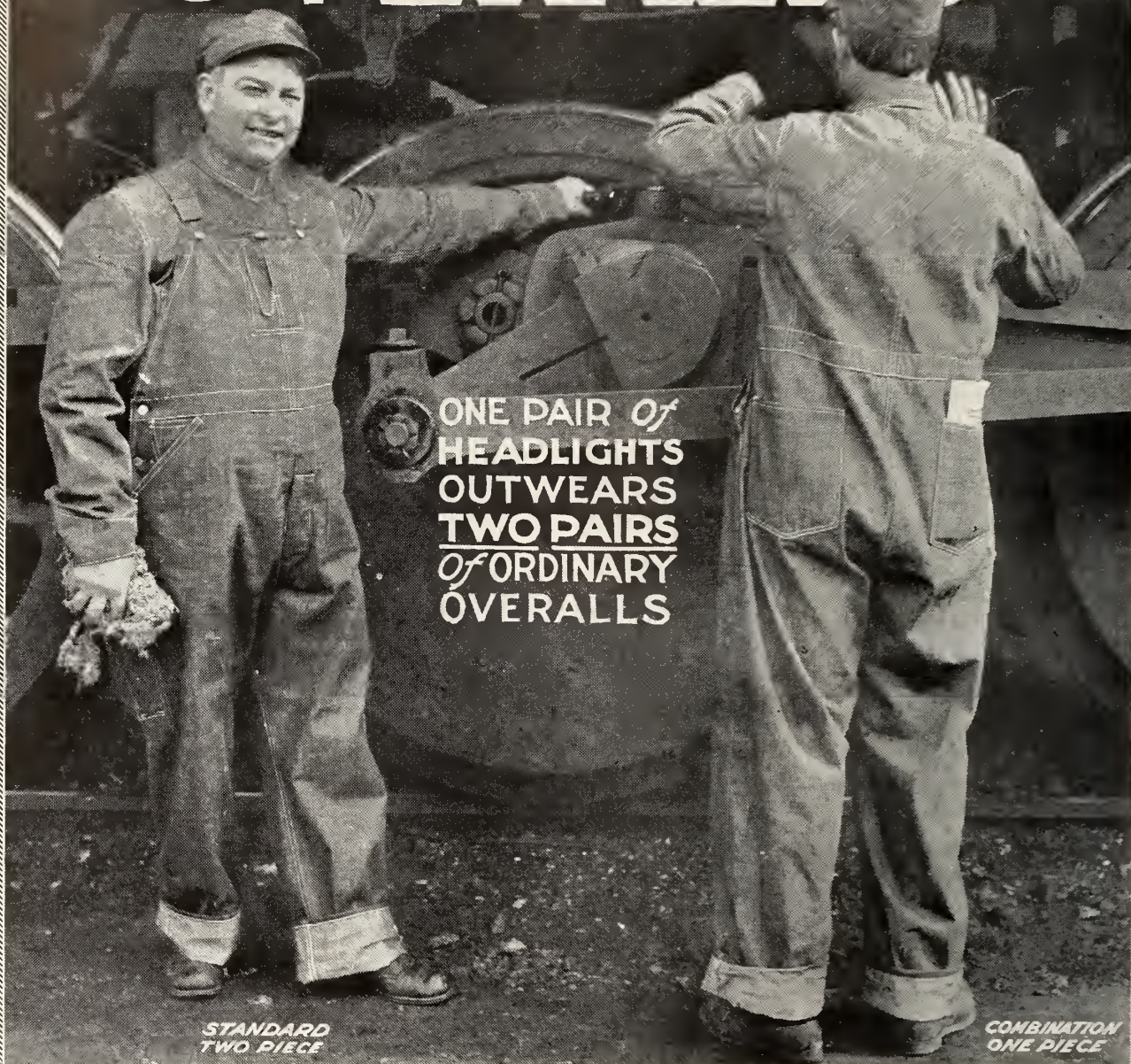
**Coppley, Hoyer &
Randall**

Limited

Hamilton, Canada



HEADLIGHT UNION MADE OVERALLS



ONE PAIR *of*
HEADLIGHTS
OUTWEARS
TWO PAIRS
of ORDINARY
OVERALLS

STANDARD
TWO PIECE

COMBINATION
ONE PIECE

Lot 200
Price

Reg. U. S. Pat. Off.
40
MEDIUM

HEADLIGHT
OVERALLS & PANTS

UNION-MADE

MADE BY
LARNED, CARTER & CO.
DETROIT, MICH.

LARNED, CARTER & Co., SARNIA, ONTARIO

World's Greatest Overall Makers

— FIVE FACTORIES —

DETROIT — ST. LOUIS — SAN FRANCISCO

PORT HURON, MICH. — Canadian Factory, SARNIA, ONT. (25)

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



Avenue Brand CLOTHES

for Boys and Youths

Avenue Brand designs in *Juvenile, Boys' and Youths' Clothing* that will surely please his most fastidious or careful customers in price, looks and quality.

First Long Suits

in selected patterns and materials are a decided feature of this season's showing.

Boom your Boys' Department by featuring AVENUE BRAND CLOTHES.

Our travellers are now out with the full Spring line. A card to us will ensure a quick call from the one covering your locality.

The W. J. Keens Co.
Limited

107 Front Street East, Toronto

Successors to

C. M. Gilchrist & Co.

107 Front Street East
Toronto



SCORE A BULL'S EYE

Merchants who are handling True-Fit *Dependable Double Texture Waterproof Coats* never fail to hit the mark.

For the reason, they are selling merchandise of the Highest Quality, giving satisfaction to their customers and reaping a fair profit for themselves.

True-Fit Garments are adapted both for *Motoring* and *Street Wear*. There never has been a top-coat designed with such an abundance of smartness and durability.

Remember that our established connection with the first waterproof House of England, together with our large and well equipped factory and warehouse here in Montreal gives us Special advantages in serving you both as to Merchandise and Deliveries.

Our Salesmen are showing this attractive range for Spring and Immediate delivery. It has met an enthusiastic reception wherever seen.

Samuel Wener and Co.
Limited

Sommer Building - MONTREAL

We are sole agents for Canada for the
AQUATITE BRAND
Gentlemen's Waterproof
Coats and are also in a position to book orders for import or immediate delivery from stock.



The Leishman 1918 Style Leaders Are Ready Now.

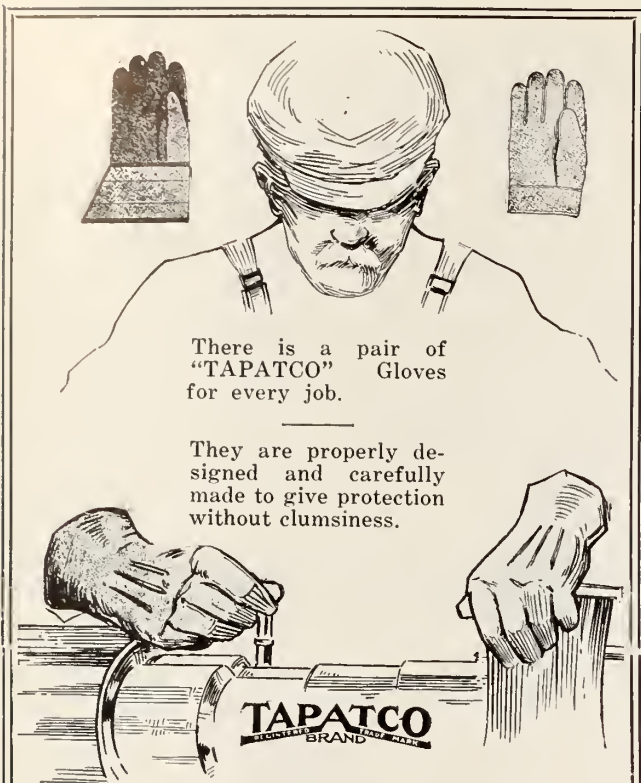
Those who are familiar with Leishman styles and Leishman service naturally look to Leishman for the first authoritative showing of the new and correct models each season.

Smartness of style is only one of the many features that have automatically placed the Leishman line in the foremost position amongst fine-tailored clothing in Canada. Workmanship of the highest order, perfection of detail, a fit without a flaw and practical co-operation from us, have enabled our dealers throughout the Dominion to give their customers the maximum of clothes satisfaction.

*Our travelling men are en route
with the 1918 Spring lines.
Orders should be placed now
to ensure timely delivery.*

Wm. H. Leishman & Co., Limited
68 TEMPERANCE STREET, TORONTO

Makers of the Best Tailored Garments for Men



There is a pair of "TAPATCO" Gloves for every job.

They are properly designed and carefully made to give protection without clumsiness.

Your town is full of men who want "Tapatco" Gloves

In these days of increased activity along every line of production there are more men wanting working gloves than ever before. Hands that are tackling the work of the farm and the factory need protection, and the demand is for gloves that are properly designed and carefully made so as not to add clumsiness to the hands that wear them.

"TAPATCO" Gloves are made in Gauntlet, Knit-Wrist or Band-Top Styles, in heavy, medium or light weights. — leather-tip, leather and leatherette-faced gloves; Jersey Gloves and Mitts in Tan, Slate or Oxford.

There is a pair of "TAPATCO" Gloves for every job.

Insist that your jobber furnishes "TAPATCO" Brand.

The American Pad and Textile Company
Chatham, Ontario



Combining the smart appearance of a suit with all the advantages that could be desired from the wearing of separate smock and pants, the "Arm and Hammer" One-piece Work Suit is proving a big favorite with the man who spends most of his working hours in overalls. It is easy and comfortable and its unique features, which are illustrated below, catch the fancy of the man who appreciates clever ideas sensibly carried out.

Get your order in early. You'll like the quick sales and the worth-while profits.



Patented button-down skirt showing neat jacket effect.

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

Showing the convenient drop seat arrangement.

Patented in Canada

The J. A. Haugh Mfg. Co.
Limited
Toronto :: :: Ontario

FASHION-CRAFT

Quality
Clothes
—
SPRING

1
9
1
8



Spring Models and Samples

NOW READY

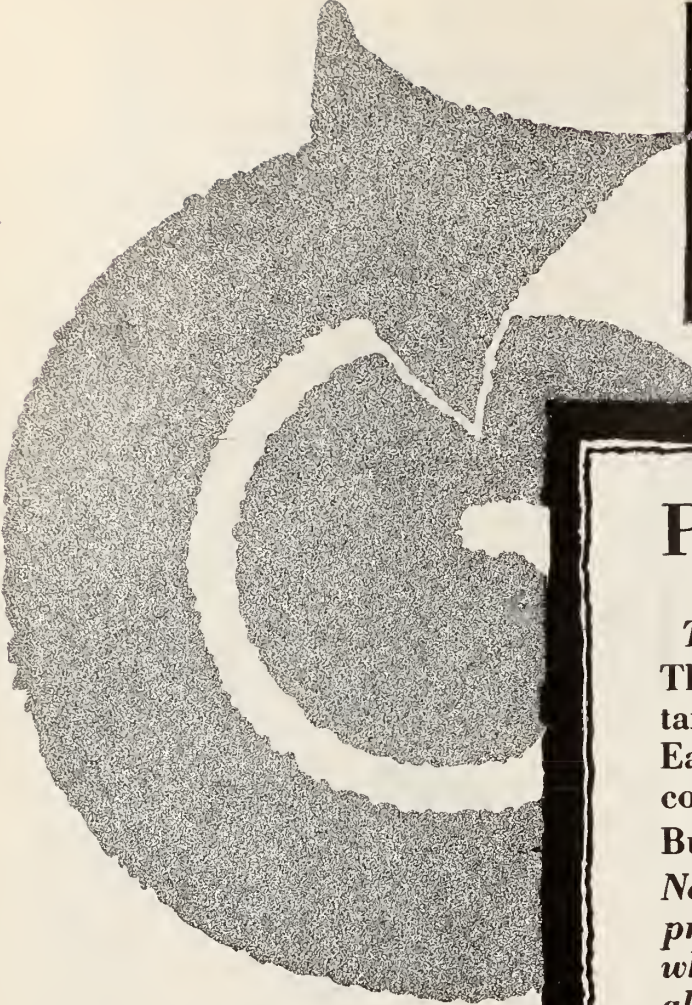
Range most attractive and prices in keeping with quality.

Agents wanted in towns where not already represented. If interested, write

PROMOTION DEPARTMENT

Fashion Craft Mfrs. Limited

MONTREAL



Palm Beach

REGISTERED U.S. PATENT OFFICE

THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

Palm Beach Cloth

Will the Price Go Higher?

The Answer is Obvious—It Must!

The price of almost every elementary product is constantly rising. Each new purchase of raw material costs more than the one previous. But this we can earnestly pledge:

Not one penny will be added to the price of PALM BEACH CLOTH, which increased cost of raw materials does not necessitate.

Our paramount aim is to keep PALM BEACH where it has always been — the topmost value — the worthiest buy — in the Summer Wear Field. No love of immediate gain is great enough to sway us from this purpose—

And so rest assured that, no matter how spectacular the rise in woolens, worsteds and other fabrics—PALM BEACH is, and will remain, the safe, sane, reasonable investment—the one economical Summer Suit—in a world of uncertainties.

*Be sure the Trade-Marked
Label is sewn in every garment.*

THE PALM BEACH MILLS

GOODALL WORSTED CO., SANFORD, ME.
A. ROHAUT DEPT., SELLING AGENT
229 FOURTH AVENUE • NEW YORK