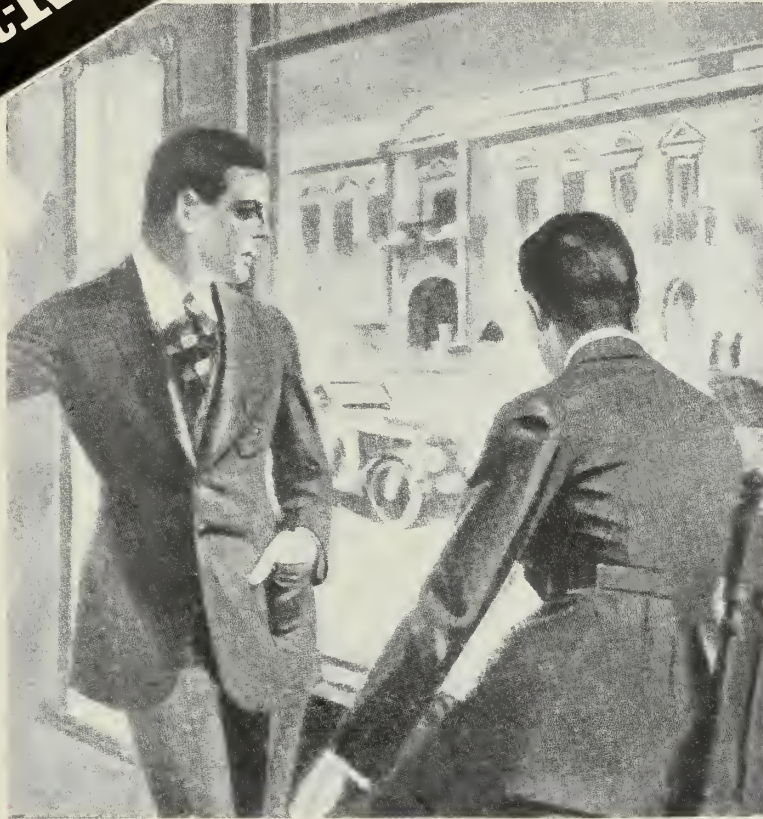


**Fit-Reform**

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



## Important Points For Consideration

*Have you ever considered that Fit-Reform were first in Canada to give to the public garments which are to-day superior to the best custom tailor?*

*Have you ever considered what means have had to be employed in order to reach and maintain this high Standard of Efficiency?*

*It has taken years to train labor in order to produce such high class garments, so that the individual parts may conform to the perfection necessary in the making of Fit-Reform.*

*Is it not to your advantage to be able to offer Fit-Reform, a branded line that stands in high favor of Canadian good dressers from the Atlantic to the Pacific?*

*Men are now showing. Your own best in your town, write us. Our special show you why Broadway Clothes is the culmination of style, quality,*

**E. A.** with us by letter, 'phone or wire,  
we all effort to submit our samples  
wherever most convenient for you.

8 BEAVER and **Johnston**  
TORONTO

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



# The Christy Man

He will show you a remarkable range of Christy Hats. We are exclusive agents for this renowned English Company, and have for Spring — Soft Hats, Stiff Hats, Silk Hats, Straw Hats, Tweed Caps, Children's Straws, Man-o'-War Caps—they are all here, and every one is a winner. Our supplies are assured for Spring, but he will be a wise dealer who covers his requirements early.

**In addition to Christy Hats we  
have a full line of other makes.**

These show the newest styles, blocks, and trimmings. They are the best to be secured from thirty-one factories—Some in England. Some in the United States and four in Canada.

## Panamas and Straw Sailors

We have a most comprehensive range of these—Toyo and South American Panamas at prices ranging from \$20.00 up. Ladies' Panamas, commencing at \$15.75 per dozen. Our Straws are the best from twenty different factories—a wonderful range, with Semit braids perhaps predominating, but with beautiful split braids in the higher prices.

*We are at your service. If you are not on our calling list just drop us a card making an appointment. It will profit you.*



*Be sure the Trade-Mark  
Label is sewn in every garr.*

**THE PALM BEACH**

GOODALL WORSTED CO., SAN  
A. ROHAUT DEPT., SELLI  
229 FOURTH AVENUE .

FLATO

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



# Broadway

Clothes  
for exacting men

Unusual Values

October, 1917

## GET THE TRADE OF THE GOOD DRESSER

To build up a permanent and all-round profitable business the clothing dealer must go after the trade of the man who is particular about his appearance.

Not only is there better profits for you in selling the better quality clothes, but the man who buys good suits also buys the best ties, hats, shirts, underwear and furnishings generally. Then, too, he is invariably a leader in his particular set and the fact that he buys his clothing and accessories at your store induces his acquaintances to trade with you also.

### The Sure Way of Getting the Better Trade

The right stock is unquestionably half the battle for better clothing sales. The merchant who carries Broadway Clothes has something to offer that will please and satisfy the most exacting, including the man who is inclined to favor the custom tailor.

Broadway models are always a little ahead of prevailing styles. The smart cut, honest fabrics and particular workmanship give Broadway Suits and Overcoats an air of distinction that is all their own.

Don't decide on your Spring clothing lines until you have seen the Broadway models, samples of which our men are now showing. Your own good judgment will show you why Broadway Clothes are recognized as the culmination of style, quality, fit and value.

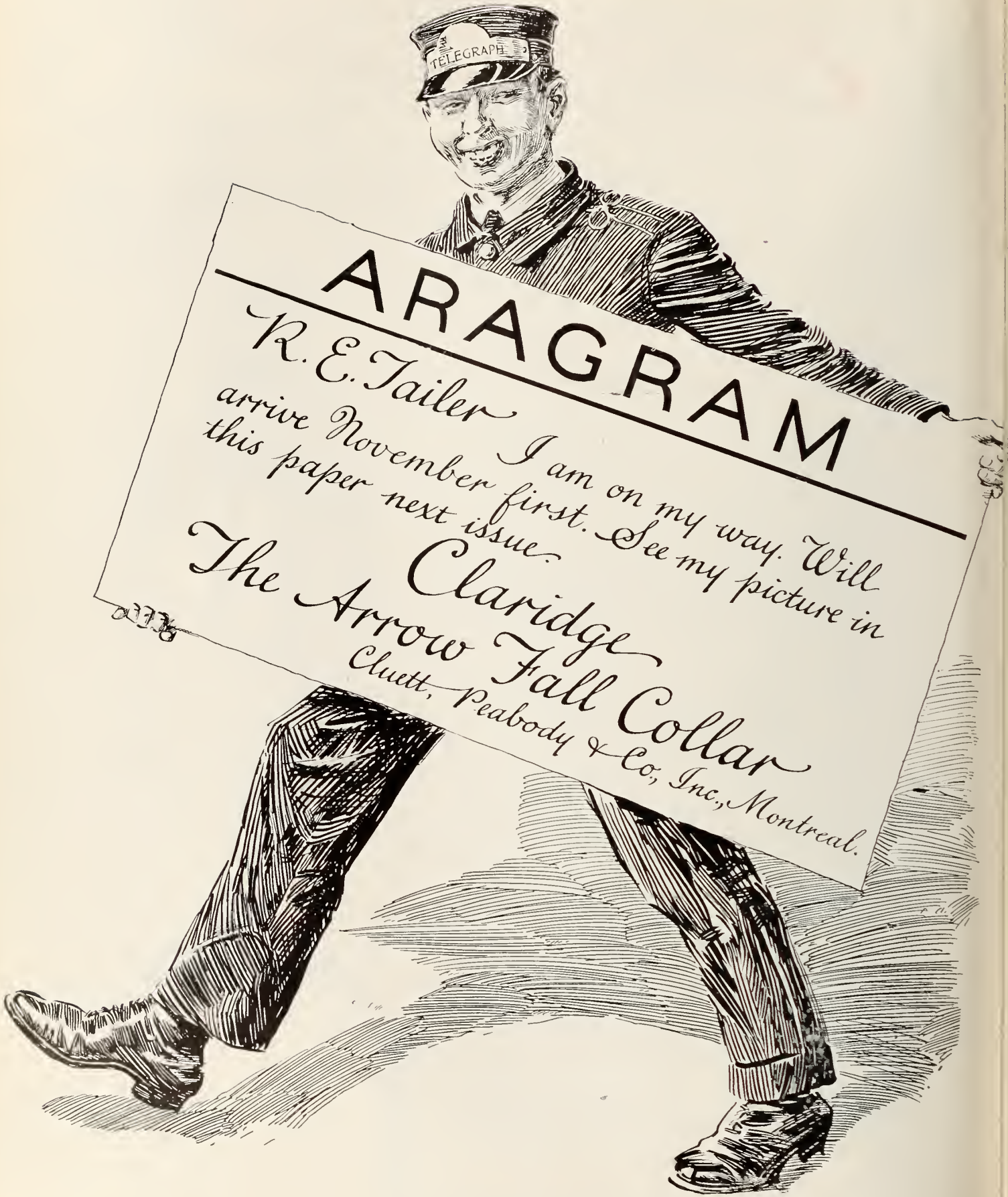
Communicate with us by letter, 'phone or wire, and we'll make all effort to submit our samples whenever and wherever most convenient for you.



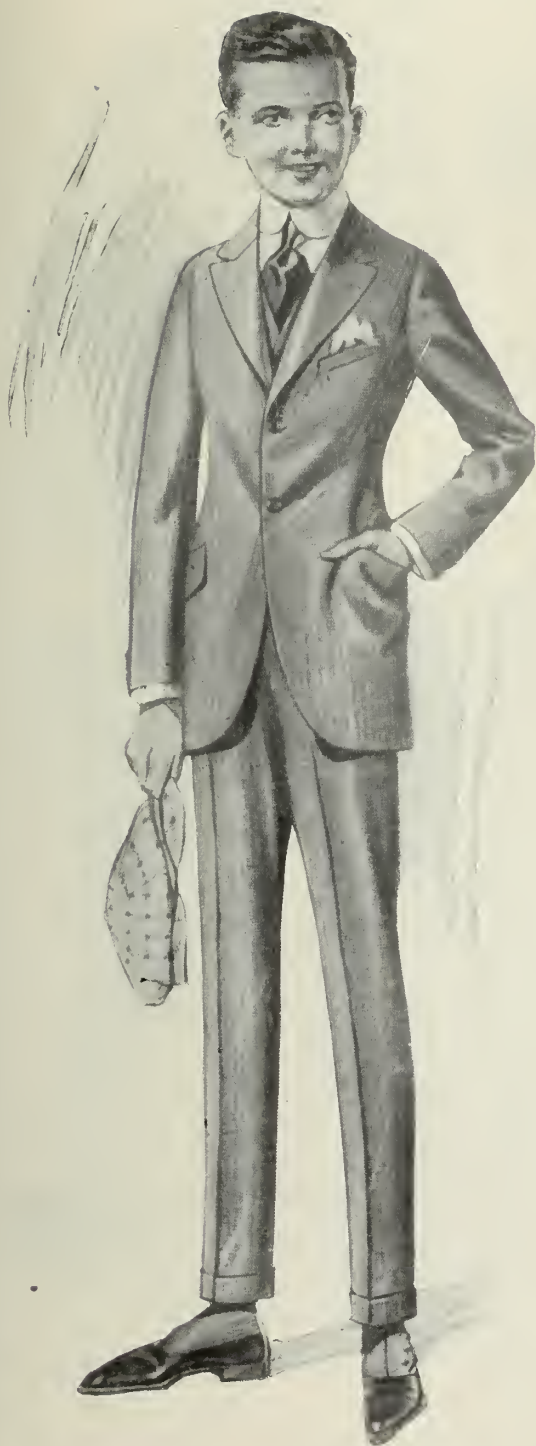
**Randall and Johnston**  
LIMITED

TORONTO

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







High School Suit

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*To whom it may concern:*

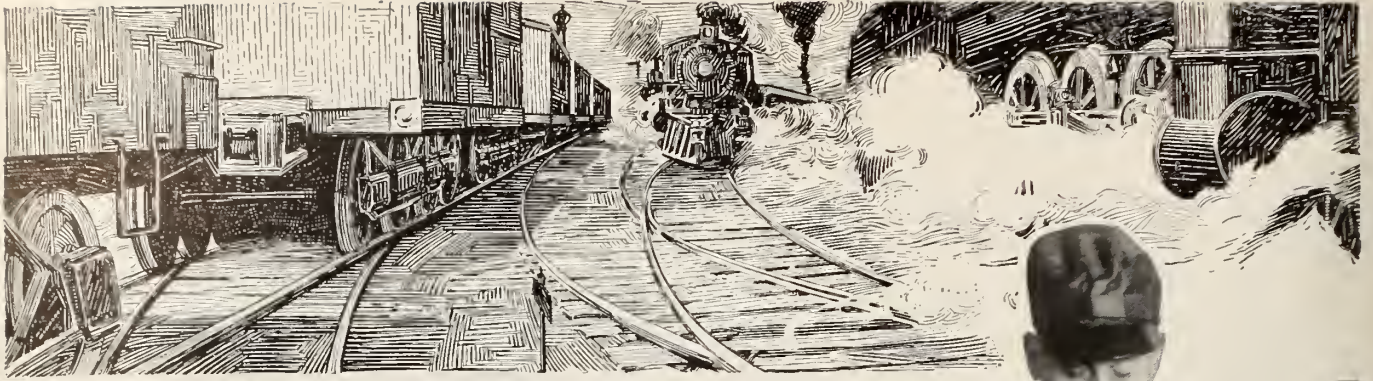
If you are interested in *Men's, Young Men's or Boys' Clothing at popular prices* where quality counts you are requested to examine our Spring range which is now being shown by our salesmen.

THE FREEDMAN COMPANY  
SOMMER BUILDING  
41 MAYOR STREET - MONTREAL

---

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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**



*Miss  
 Stifel  
 Indigo*

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.



**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.

Copyright, 1917, J. L. Stifel & Sons





# 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**



## 500% INCREASE

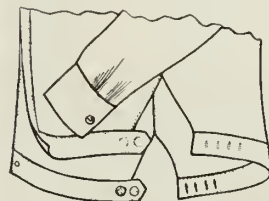
seems incredible but it is true

**The McBride Patent Boys' Blouse**

has only been in existence one year and through it we increased our boys' blouse sales 500% last year.

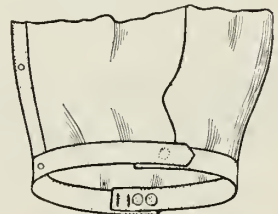
No tapes to tie or come untied or hang out. Once adjusted, always ready.

This waist has a patent waistband which can be adjusted to any size waist.



Showing Patent Open

**McBride  
Patent  
Boys'  
Waist**



Showing Patent Buttoned

FOR SALE ONLY BY

**CRESCENT MANUFACTURING COMPANY, Limited**

MONTREAL

TORONTO

QUEBEC

WINNIPEG

VANCOUVER

CALGARY

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

Canadian Men Know  
This Brand and  
Will Ask For  
"Monarch-Knit"  
Hosiery



For years Canadian men have bought their sweaters by this brand and they recognize the "MONARCH-KNIT" trade-mark as a guarantee of quality in knitted goods. They are learning through advertisements appearing in the leading magazines and periodicals throughout Canada, that "MONARCH-KNIT" now applies with equal significance to *fine quality hosiery*. Every pair of "MONARCH-KNIT" Hose bears the trade-mark. It is the constant assurance of quality.

The reputation and the success of your hosiery department is assured if you feature "MONARCH-KNIT."

The 1918 Spring Range of MONARCH-KNIT Hosiery Silks, Mercerized Cottons and light-weight Cashmere lines for Men, Women and Children is now ready for your viewing.

## 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





*Peck's*  
**Boys'  
Clothing**

For twenty-five years  
a Standard in the  
Canadian Juvenile  
Clothing business.

Sell quickly both to  
the boy and his par-  
ents. Mothers know  
this brand of clothing  
by past purchases,  
whilst father very  
likely has worn them  
himself in boyhood.

Our Boys' range is, if  
anything, bigger and  
better than in pre-  
vious seasons.

**John W. Peck &  
Company, Limited**

Montreal      Winnipeg  
Vancouver

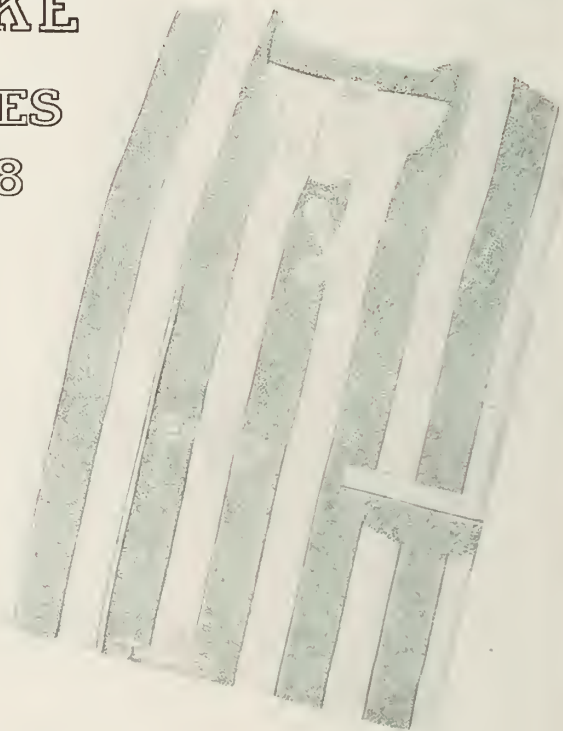
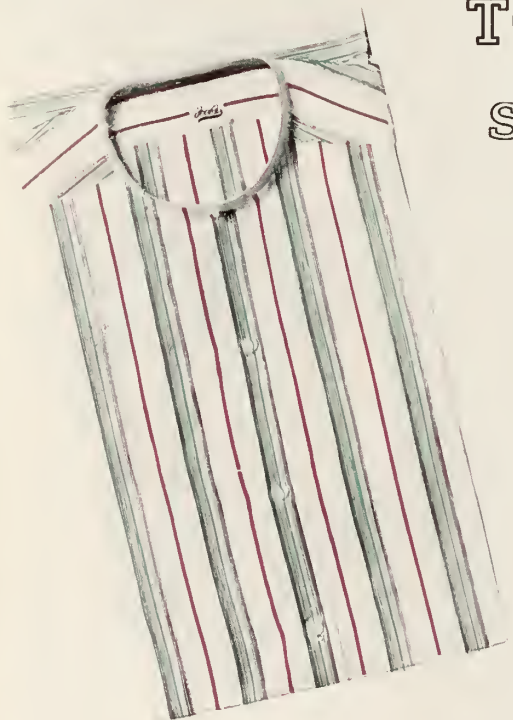
# Tooke

## 2

### TOOKE

### STYLES

### 1918



### AGAIN

### WE

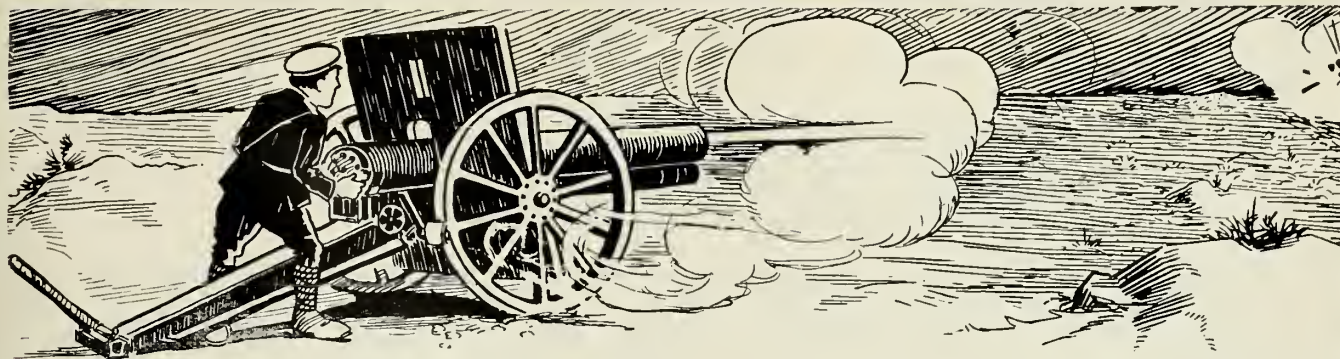
### LEAD

The Tooke shirt range for Spring, 1918, is admitted by every merchant who has seen it to be the most wonderful display of medium and high-class merchandise ever shown.

## TOOKE BROS., LIMITED

WINNIPEG MONTREAL TORONTO VANCOUVER





## OUR SPRING DRIVE

About this time every year we start our Fall drive for Spring business, and our men "shoot" across the country to win the orders. One of our representatives has his "range" on you, you will see him shortly. If you are already handling



you know the qualities that make this line so satisfactory to both dealer and wearer. If not, you will be interested to know that no line offers *more variety, more novelty, more down right satisfaction and values* than COLLEGE BRAND CLOTHES.

You can't afford to let any business slip away, therefore why not inspect AT ONCE the line that will give you more Profit, build Prestige and create Good-will for you, by rendering Perfect Satisfaction to your customers?

*Hook up with the strongest selling proposition of its kind on the market*

**Suits and Overcoats in newest models for Immediate Delivery.**

# The College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)

# PANAMA HATS

**MANUFACTURED EXCLUSIVELY FOR THE  
JOBGING AND WHOLESALE TRADE**

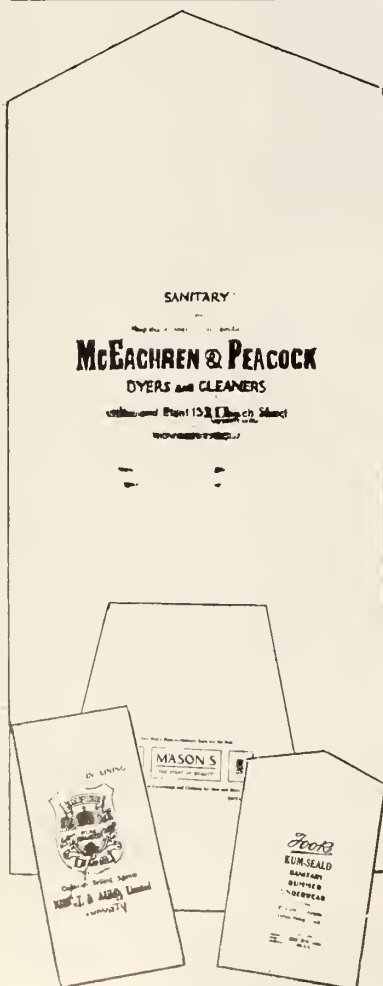
Leading jobbers are now taking these Panama models to the trade. The styles, the workmanship and the prices are such that 1918 will surely be a bigger Panama year even than was 1917. To make sure of their stock, merchants should order from their jobber at the earliest opportunity.

## CANADIAN PANAMA HAT COMPANY, LIMITED

*Manufacturers, Importers and Exporters*

345-349 Adelaide Street West

- TORONTO



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.

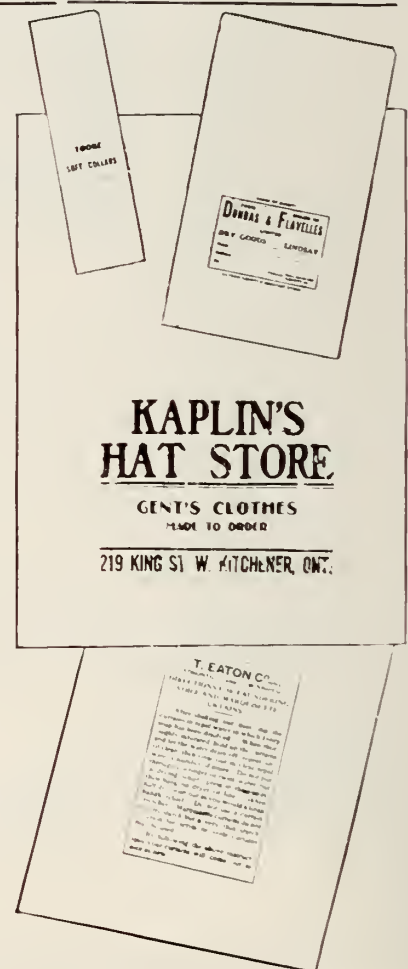
Many dealers are enclosing each purchase in a bag.

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





## Let the tailored evidence convince you

When we say that the exclusive designing, perfect fit and splendid wearing qualities of our Spring, 1918, Men's and Young Men's Clothes offer you an unusual customer-winning combination, we are merely stating the plain, unvarnished truth.

The illustration is of an exclusive model, showing the new military effect, from our Spring, 1918, range, and an indication of the novelties which it embraces.

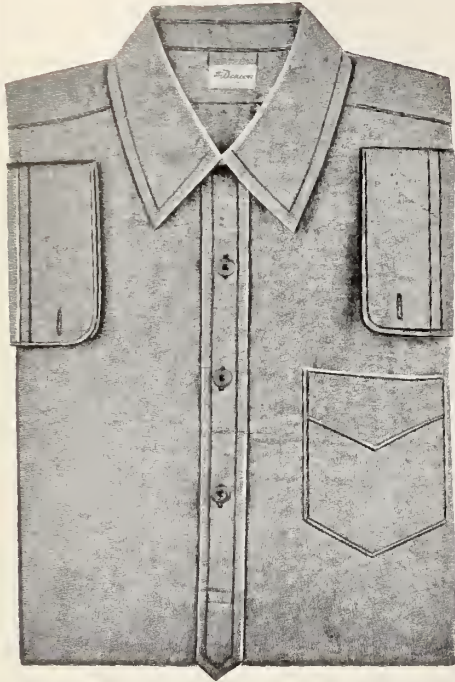
Our traveller can arrange to call upon you at your convenience with a complete range of samples for immediate and full showing for Spring, 1918.

The designing and tailoring of every suit we make is under the direct supervision of Mr. Geo. A. Beekel, for many years chief designer and superintendent of B. Gardner & Co. Mr. Beekel's broad experience is a guarantee of correct designing and perfect tailoring.



**Union Clothing Co., Ltd.**  
285 Notre Dame Street W.  
MONTREAL

# Shirt values that will boom your sales



## *Four Specials:*

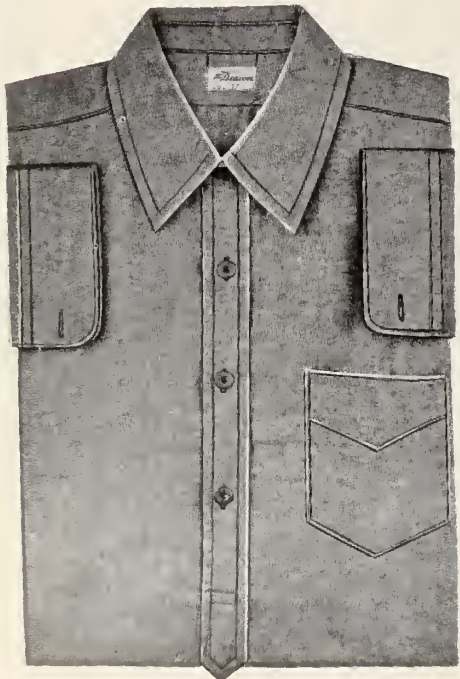
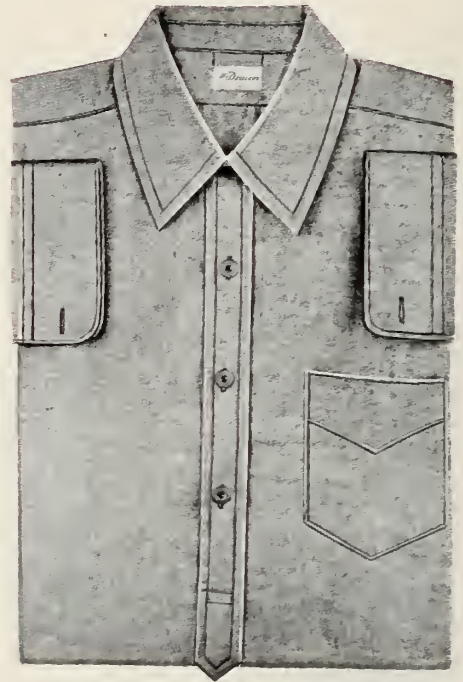
Just the class of shirt in such demand at the present time.

And at prices made possible only through judicious buying of big stocks of material months ago.

Our supplies of these materials, while large, are not inexhaustible. Orders are piling in, and to secure your supply we urge early buying.

These shirts are just the thing for hard wear—the service they give will delight the wearer and every sale will yield you a substantial profit.

Ask our representatives especially about these shirts.



## Deacon Shirt Company

Belleville, Ontario





## Wearbest Clothing for Men and Young Men is winning its way on Sheer Merit

After an extensive investigation to find out the popular price range young men were willing to pay, we set about getting the best obtainable advance information about style.

Style is the dominant factor in the success of *WEARBEST CLOTHES* for young men, and our reputation for original and quick-moving styles is well established to-day with the best retail merchants in the country. You may rest assured of securing the very styles young men favor at a price that enables you to obtain a good margin of profit.

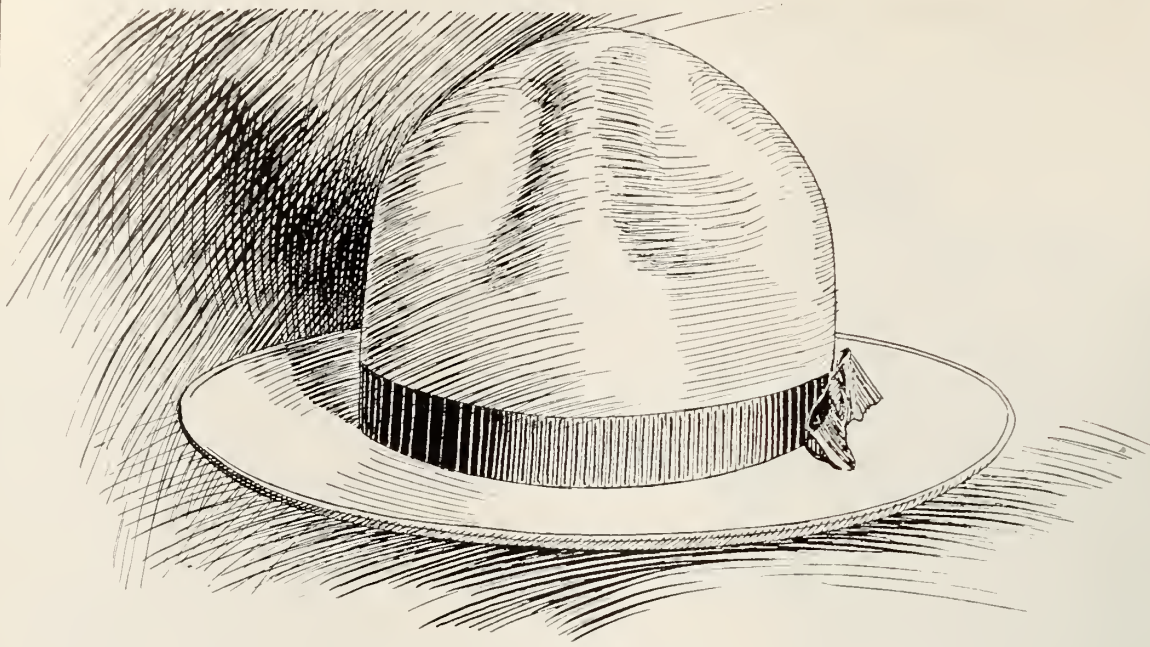
OUR MODELS FOR SPRING, 1918, have proven how accurately we anticipated the future style requirements of the young men. It will interest you to see these remarkably attractive models. A line from you will bring these garments to you for inspection.

## The Wearbest Clothing Manufacturing Company

*Manufacturers of Stylish Clothes for Men and Young Men*

149 Notre Dame Street West

MONTREAL



## *The* "TROOPER"

A Novelty Military Model in

# Wolthausen

## HATS

Just one of many  
new things.

It's one you'll like, but  
you'll like all the others,  
too.

Travellers now out.  
Order early.

The Wolthausen Hat Corporation, Limited  
BROCKVILLE, ONTARIO

Montreal Office:  
Mappin and Webb Building

Toronto Office:  
28 Wellington Street West



# Connect with the H.G.B. Boys' Clothing Lines and get more of this Profitable Business



**B**E sure to see the values we are offering in our Spring showing, 1918, which is now in the hands of our travelling salesmen.

Every suit and overcoat we make is made to sell, and to stay sold. We can supply you with

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.

*When will it be convenient for our Man to Call?*

## 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  
Toronto Representative :  
W. T. Eyre, 468 King Street West

Western Representative :  
H. E. Robinson  
Hammond Block, Winnipeg, Man.

## Acme of Service

to be secured by centralizing your buying. Our house affords you this advantage. Get



Trade Mark

## SERVICE NOW

Let us take care of your *FALL SORTING* and *SPRING, 1918, PLACING* requirements in:

### MEN'S

Working Shirts

Overalls

Working Gloves and Mitts

Fine Dress Gloves

Riding Breeches

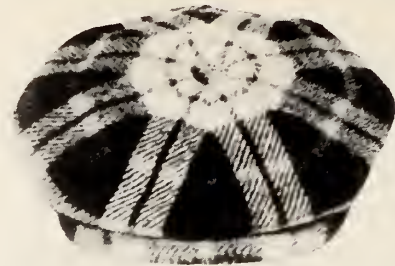
Sweaters

Our *WELL-BALANCED RANGE* is now being shown by our travellers. We bespeak your inspection. You will find *QUALITY* and *PRICE RIGHT*.

## ACME GLOVE WORKS

Limited

181 Vitre St. E. - MONTREAL



This is our leading immediate seller in

## TEDDY BEAR PLUSH

A GREAT SUCCESS

Our full range for Spring, 1918, now being shown, includes many fully as good Sellers.

See our Salesmen, or write us for samples and prices.

## Boston Cap Company

Wholesale and Retail Mfrs. of  
Hats and Caps

338 St. Urbain Street, Montreal

## Scarce Goods and Exclusive Lines

In Men's Furnishings generally you will find that we can give you "something different" in the way of both goods and service. Get in touch with us.

We are now well prepared to fill orders in English Cashmere and Worsted Half-Hose, the better quality Woolen Gloves, Camel-hair Mufflers.

### POPULAR BRITISH LINES.

We are Dominion Agents for:—

Young & Rochester's shirts, neckwear, dressing gowns, house coats, etc.

Tress & Co.—Hats, Caps, Straws, Service Helmets and Military Caps.

"Emcodine" and "Glengardeau" Trench Coats and "Aquatite" Raincoats.

### In All Military Accessories

For R.F.C., C.E.F. and U.S. Army Officers and Cadets

We carry complete lines:—

Fox's Puttees, Trench Coats, Leggings, Belts, Triplex Goggles, Spurs, Crops and Whips, "Soldier's Friend" and other Polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.

## Wreyford & Co.

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





## “Honest Work”

is to-day, as in the past, a characteristic of every suit bearing the “GOOD CLOTHES” Trade-mark.

And that is why good retailers everywhere find Gardner's “GOOD CLOTHES” a good selling line—real business builders—the style, fit and finish of which, while never glaringly unusual, always represent the very best in men's fashions.

**B. Gardner and Company**

*Makers of “Good Clothes”*

85 St. Catherine Street West - - - Montreal

---

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

## Taylor-Made

### Double Bar Polished Steel Tube Racks Made of All Polished Steel Tubing



Model A

*The Taylor Mfg. Co.*

*Hamilton Ontario*

Shipped K. D., requires no tools to set them up.

Mounted on ball socket rollers.

#### NET PRICES

#### F. O. B. FACTORY

6 feet long, 6 posts - - \$15.00

8 feet long, 6 posts - - \$18.00

10 feet long, 6 posts - - \$20.00

## THE LINE THE DEALERS LIKE

There are a few good brands of Overalls made in Canada, and a number of them offer fair propositions to dealers.

But Brotherhood garments combine all the good features from both the dealers' and customers' standpoint that make them best for everybody.

Our modern plan of selling Brotherhood Overalls direct to you—no middleman's profit, nor salesman's expenses—is a success. It means more money from your overall department. The material is the most serviceable, the workmanship and general style, satisfactory. All sizes, styles and colors always in stock.

These are but a few of the points that make the Brotherhood the Line you will like.

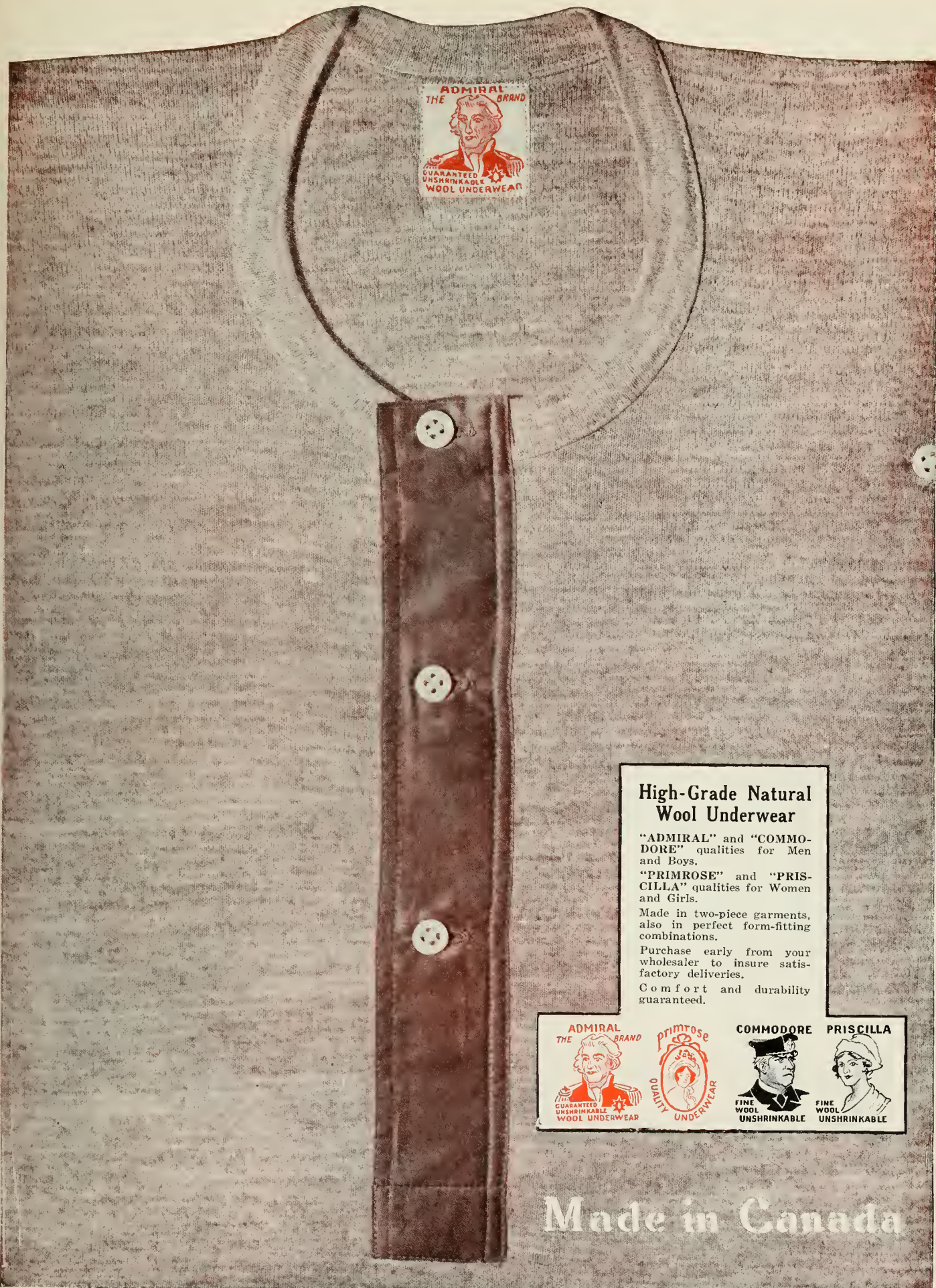
*Write to-day for our attractive proposition for dealers.*

**H. S. PETERS, LIMITED**

WELLAND, ONTARIO







**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.*



# Write for Samples and Prices of These Four

On this page we have illustrated four items which for timeliness, for quality, and for value are typical offerings of the



Immediate delivery can be made of these goods. Our road representatives are now out with a very complete range of samples for Fall sorting and for Spring, 1918, placing of

## Fine Dress Gloves

For Men, Women and Children

## Fine Fabric Gloves

For Men and Women

Also our full lines of

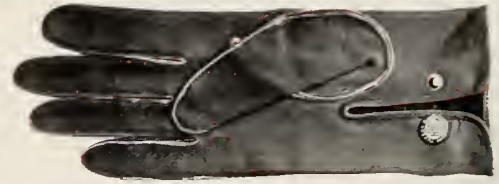
## Heavy Work Gloves and Mitts

You will find our prices right, and our goods altogether in keeping with the high standard of excellence which the trade has grown to expect from this house.

# The Hudson Bay Knitting Co.

Limited

294 Lagachetiere Montreal



No. 5350-4—Men's Grey Prix-Seam Unlined Gloves, one button at wrist, fancy decoration on back. Sizes from 7 to 10, including quarter sizes.



No. 2676—Men's Brown Suede Gloves, wool-lined, one button at wrist. These are made in sizes from 8 to 10½.



No. 2682—Men's Brown Suede Gloves, lined with a striped wool lining, a tight-fitting wrist with button strap. Sizes 8 to 10½.



No. 4640 — "Pinto" Shell Cordovan Men's Horsehide No. 1 Moccasin, hand-sewn, grey split top, 7 eyelets, braid bound. Sizes from 7 to 12.

*Drop us a line to-day and we'll be glad to send you samples and prices of these four especially timely offerings.*



# Get the Trade of the Well-Dressed Man

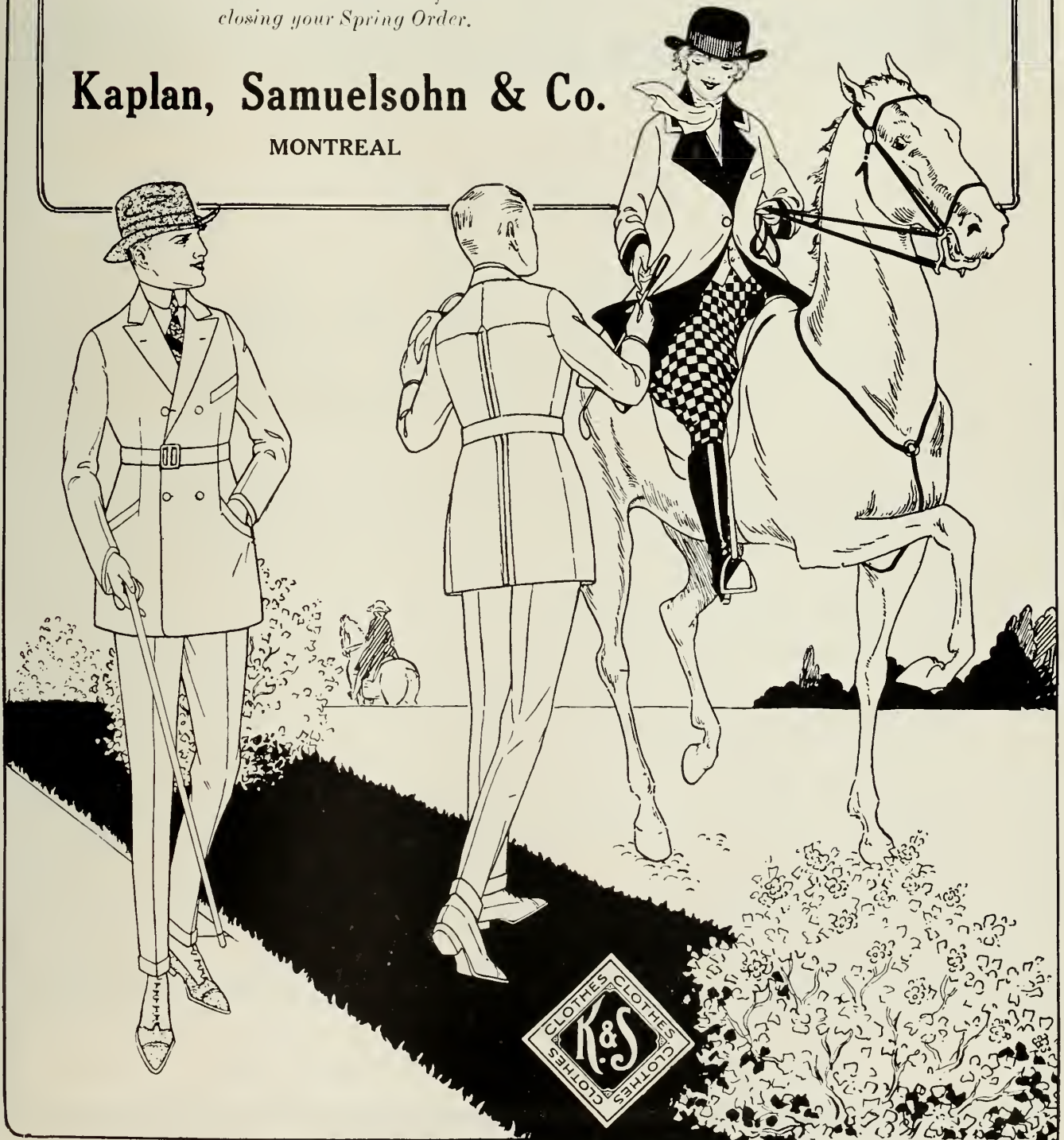
The particular man—the man who demands style, fit and individuality in his clothes — will find his most exacting requirements fully covered in the Spring, 1918, assortment which we are now showing.

And for the man whose tastes run along more conservative channels we offer clothes that are subdued, comfortable and correct.

*See these values before  
closing your Spring Order.*

## Kaplan, Samuelsohn & Co.

MONTREAL





TRADE  
W. G. & R.  
MARK

# PYJAMAS

*The "Comfort" Kind*

Extend your pyjama business by stocking goods with a reputation for comfort and durability.

We are extending ours by making them.

Sizes are liberal, especially in the trouser seat in the larger sizes.

Cloths used are made for pyjamas, and each garment is made up to the W. G. & R. standard.

Each successive season records an increased business in this department.

Our new Spring samples are now in the hands of our salesmen.

The Williams, Greene & Rome Company, Limited  
KITCHENER, CANADA

*"The Excellence of the product has established the brand"*





# “VIMY”

## *An Aristocrat*

Dealers everywhere are ordering and re-ordering for good business reasons. “Vimy” has captured men’s desire for something new, but not freakish, just like “Somme” did.

It has the special W. G. & R. selling points—*tie space* for comfort, the untearable *slip-on button-hole* for wear, and *lock front* for fit.

All sizes, 13 to 17. Quarter sizes from 13<sup>3</sup>/<sub>4</sub> to 16<sup>3</sup>/<sub>4</sub>. We can ship promptly.



## COLLARS

The Williams, Greene & Rome Company, Limited  
KITCHENER, ONTARIO

*“ The excellence of the product has established the brand ”*



## SHIRTS 1918



We point with pride to the many merchants who have made a success in business by selling W. G. & R. goods.

Just now, when the war makes it very difficult to obtain dependable merchandise, men are looking more and more for the W. G. & R. label.

Our long-established connection with the best domestic and foreign mills enables us to produce the most reliable goods obtainable.

The new line is bright and attractive, especially our beautiful variety of silks for

### Spring 1918

Our representative will submit our range to you.

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

*“The excellence of the product has established the brand”*



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 7

TORONTO, OCTOBER, 1917

No. 10

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## THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*  
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### 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.

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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.

The Overalls are so well made and the name is so well known that customers continually come back for more

The Overall trade just now is worth extra consideration on the part of live retailers owing to advancing prices made necessary by the great demand for cotton materials.

*We are prepared to make quick deliveries.*

# CARHARTT OVERALLS

as well as Combination One-Piece Allovers, also Working Pants of Khaki, Corduroy and Cottonades

# AND GLOVES



## 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.*



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# MILNE NECKWEAR NEWS



A new Fall novelty on satin ground of which we have an extensive range---price \$5.50 per dozen.

Look for the other Milne offerings. New lines continually arriving to sell from \$2.25 to \$10.50 per dozen.

## WILLIAM MILNE

50 YORK STREET

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TORONTO

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

# CHALLENGE

# BRAND



## The Hunting Man Needs an "Arlington" Collar



When he hikes away to the haunts of the deer and the moose, the hunter lays aside the garb of civilization for the time being.

Especially does he free himself from the starched linen collar, and yet the advisability of packing away a nice, clean collar, for the coming back to town, appeals to him.

Here is where the "ARLINGTON" Waterproof Collar comes in, offering *you* an opportunity to secure a nice extra bit of profit.

The "ARLINGTON" can be stowed away in his kit without risk of being soiled or injured, and when he touches the fringe of civilization again he has, to all intents and purposes, a slick, newly-laundered linen collar.

*"ARLINGTON" Collars have a real, linen-like finish, stitched edges, and are made in all the popular styles (½ sizes).*

Stock now and feature "ARLINGTON" suitability for the Hunting Man.

### The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS

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

MAKERS SINCE 1889

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



In the estimation of the  
average man

## A Suit of Underwear

is a more important  
item than a

## COAT OF ARMS

You can earn a man's good-will and win his permanent trade by selling him Underwear that will give him thorough satisfaction.

Fit, feel and finish are the great points of importance that go to make up Underwear Comfort. These are outstanding features of

## Atlantic Underwear

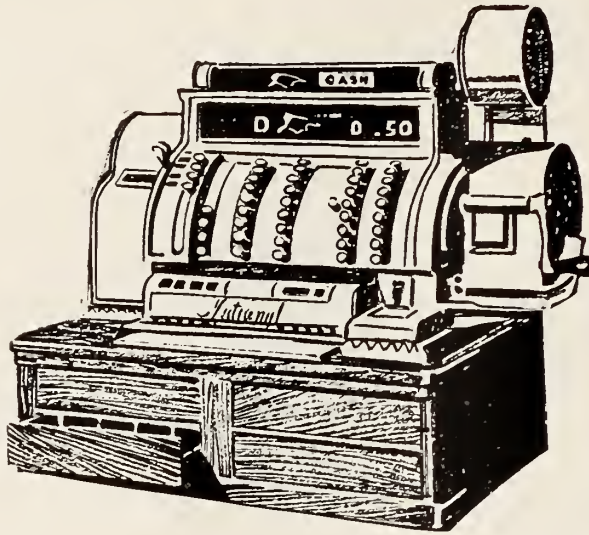
and when combined with the unshrinkable qualities of every Atlantic garment and the superior value you have a line that will win permanent friends for the dealer who features Atlantic Underwear.



We have doubled our output in the last two years, yet had to turn down a large number of orders for this season. Ask your wholesaler to show you the Atlantic lines for next season, and insure having these popular garments on your shelves for 1918.

Atlantic Underwear  
Limited

Moncton, N.B.



## The Experience of Successful Merchants

**Y**OU would welcome the advice of over 1,000,000 successful merchants as to the best and most efficient way of conducting your business.

This is precisely what you get when you install a modern up-to-date National Cash Register. For over thirty years the National Cash Register Company has received suggestions from merchants all over the world as to the best way of perfecting Cash Registers. These ideas are put in practical operation by our expert mechanics—and the result is a machine which is almost human in its workings. In one particular it differs—it never forgets—it never makes mistakes.

A National Cash Register will relieve a merchant of needless work and worry. It will give him time to look after the bigger things in his business.

It is to your interest to write us to-day. We will show you how a National Cash Register will save you money.

**The** National Cash Register

Company of Canada, Limited

TORONTO

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CANADA





# Men's Wear Review

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

VOL. VII.

TORONTO, OCTOBER, 1917

NO. 10

## Conscription and Business

**C**ONSCRIPTION—The Bug-a-Boo of Many—the political foot-ball of the past few months—seems on the point of becoming a fact in Canada. Perhaps before this issue gets to the trade a definite call for men will have been made.

Naturally the effect on all business will be watched with the greatest interest. Perhaps, however, the Men's Wear Trade is most closely affected—perhaps those connected with this class of business need most to study the present situation.

MEN'S WEAR REVIEW has, in the past few weeks, been making every effort to determine the effect, which the coming into force of the military act will have upon the men's wear trade. Weighing one fact with another *it begins to appear that the actual enforcement of this measure will do rather more good than harm.* The thought of the coming of the act, in fact, has deterred many young men from making purchases. The thought, in short, made *every* man who will come in the first call feel reluctant to spend any money.

When the measure actually goes into force there will come a change, for then it will be quickly determined which ones of the unmarried men between 20 and 34 years of age are to go into the army, and which ones are to remain in civil life.

At the present time the air is full of rumors. There are those who say that not the 100,000 mentioned in Sir Robert Borden's first announcement will be called out, but that only a certain percentage of this number will at first be summoned—a number sufficiently large to guarantee the going forward of proper reinforcements, but not so large as would be difficult of handling by the military machinery, now in Canada.

MEN'S WEAR REVIEW knows nothing of this. It will be wiser to look upon the question in its most drastic form and to consider for the time being that 100,000 unmarried men from 20 to 34 years of age will be very shortly called to the colors. It is that situation which has been suggested to certain representative merchants when their opinion as to the effect of this conscription measure was sought by MEN'S WEAR REVIEW.

*The opinion of these men deserves careful consideration.* Collectively they have found, we believe, a very fair estimate of the difference which the enforcement of the military act will bring. *Theirs is, indeed, a declaration of faith in the situation—an expression of belief that not only will the military act be put into effect but that it will not have any very harmful influence on the men's wear business.*

A Hamilton merchant—whose name is not mentioned for reasons which will be obvious—states that he knows Hamilton; that he has estimated, he believes accurately, the number of men who will be taken from that community; he has estimated the loss in business which their going into khaki will mean; he has estimated the loss which will come to the men's wear business specifically; he has estimated that the loss in his own turnover will be \$2,500. This is only a small part of his turnover. He states that losing that much business might mean a personal loss to him of something like \$25,000. He says he will be quite willing to stand this and say nothing about it; says however, he thinks it will be his duty to make that turnover up in other ways; says, moreover, he believes this can be done.

Another merchant, in a city which has been profiting from the munitions business, gives his unqualified opinion that the actual putting into force of the military act will have a beneficial effect on his business.

(Continued on next page)

This man quotes some of the opinions given above—says he has had many men look at a suit of clothes and then determine not to buy until they were certain what was going to happen. This has been more especially the case in the last few weeks.

*The passing of the measure, this merchant feels, may cause a lull in business while the medical examination and appeals before the proper Exemption Board are taking place. After that however—after it is definitely known who is to go and who is to stay—it is felt the buying from those who are to remain in civil life will be more free than has been the case for several months.*

Moreover it begins to appear, as this merchant points out, that the delay in determining who is to join the army and who is to continue the regular activities of civil life will not be very great. Examination boards are already being appointed and men coming in the class from which the call is to be made may at any time go before these to determine their physical qualifications for service. Those who are, by these boards, pronounced physically unfit for military life will at once be settled in mind and become again normal purchasers.

An interesting announcement is made by Shannon & Grant of Hamilton, relating to the military act—an announcement which is evidently framed in the hope of putting an immediate stop to the hesitancy to purchase shown by men coming within the 20 to 34 year age limit.

A sample announcement of this firm is illustrated herewith. It will be noted that they guarantee to return to any man drafted for the army, the purchase price of goods bought at their store from now until the end of the year—they ask that the goods purchased be returned to them at the time the refund of the purchase sum is asked, and promise only at present to make this refund to any man drafted before the end of this year.

It is a startling announcement—one however, which should have great effect.

A Toronto hat dealer—and the exclusive hat houses have supposedly been most hard hit by this conscription proposal—has estimated that he may probably lose upwards of 1,000 customers. He figures that each customer buys three hats a year and estimates, therefore, that before the year is over, he may lose sales of 3,000 hats. It is a large number but not such a large percentage, after all, of this men's business.

This dealer, perhaps, is too optimistic, but he states that before the third hat time comes around the conscription measure may be a dead letter. *Anyway, he says there are continually men getting out of khaki and back into civilian clothes who will, to a certain extent, make up for losses resulting from the men drafted into the army.*

This is a point which all men's wear dealers might bear in mind. The time has come when many men are returning to civil life. They want practically complete outfits of clothing, and have, fortunately, the money with which to buy these outfits.

Then there is, of course, the fact that the soldiers themselves will need a good many lines carried by the men's wear dealers. The Government equipment is good, but hardly fills the needs of many of the men.

Conscription, indeed, seems just another chapter in perhaps the most trying and at the same time the most interesting trading period which the world has ever known. Any anxiety it brings to the men's wear trade, and any loss, if there should be loss, will after all be cheerfully borne by men who appreciate that their anxiety and sacrifice is as nothing compared with that made by those who have actually gone, and are going, overseas.



CORNER JAMES AND REBECCA STS.

## Conscription Buyers Are Exempt

*An Appeal to Young Men 20 to 35 Years of Age*

**R**EALIZING that the Military Service Act is about to be enforced and with the view to protecting the interests of every young man, we have decided to make a phenomenal offer—one that is unbeatable and patriotic and one which we are sure will meet with the heartiest co-operation of every money-saver. It is a simple story, interesting and worthy of your most serious thought. Here it is:

Every citizen of Hamilton and the surrounding country within a radius of 25 miles that purchases a SUIT OR OVERCOAT from us between the 8th day of Sept., 1917, and Jan. 1st, 1918.

**AND YOU ARE DRAFTED** and wearing the khaki before the 1st of January, 1918, may have the remarkable privilege of returning the Suit or Overcoat bought from us, with our bill showing date of purchase and we will gladly refund the full amount of original purchase price.

Our reason for making this offer to you is that many of our customers have refused to buy their new fall suits and overcoats for fear that they would not be able to wear them for long. Your loyalty to your King and to this store is deeply appreciated, and the offer guarantees your present necessity, and is the result of a pledge that we made when opening up in business just over one year ago that your needs would always have our first consideration.

*The remarkable, attention compelling, hesitation dispelling advertisement of Shannon & Grant, Hamilton. What is here reproduced, of course, is merely a section from a large business announcement.*



# PRESENTS FOR THE BOYS IN THE TRENCHES

The Buying of These Presents Will Come in November—Now the Time to Make Sure of Stocks—Now the Time to Plan the Selling Campaign.

**A**ND the evening and the morning were the third Christmas of the war.

Looking ahead it seems certain the boys from Canada will be somewhere in France—advancing somewhere in France—when here the bells are ringing out the tidings, those strange, old-fashioned goodly tidings of peace—on earth good will toward men.

It will be a hard Christmas for those overseas and for those whom they have left. A holiday far away from home and friends is perhaps the bluest day imaginable, unless a holiday for those left behind is even bluer. But there is solace for the one away, and comfort for those left behind, in the gift received and given. And so, from the Maritime and the Prairies—from old Ontario, and criticised Quebec—will go, this November, a flood of parcels—presents for the lad in France, for the wounded man in the hospital, for the boy still in England, waiting for the call.

## More in November Issue

Now these presents to the soldiers will have to be all away from Canada by the end of November, in order that delivery in England and at the front may be made on Christmas or before. November, therefore, will be the big month for selling the goods suitable for presents. But October is the month in which to plan for those November sales. The goods can't be sold if they ain't in stock. Now is the time when stocks should be scrutinized and plans formulated for drawing attention to these goods.

## Men's Wear Lines the Thing

Perhaps the trade has as much to offer suitable for presents as has the men's wear trade. It simply remains for the men's wear dealers, therefore, to see that people generally realize that at the men's wear stores are to be bought what the son, brother, cousin, pal, who is overseas, will appreciate as a Christmas gift.

In the November issue Men's Wear Review will give full details as to final date for posting Christmas packages;

as to regulations regarding packing; as to method of address; as to postage—an important point, for people will be sending Christmas parcels who have through the year sent nothing to those overseas, who therefore know nothing of postage required. November will be time for this information, since MEN'S WEAR REVIEW will get to all readers in the first two or three days of that month. But right now something may well be said on the question of stocks, and as to plans for advertising these stocks.

## Some Appropriate Gifts

What will be suitable for presents?

The experience of other years will help here. There are so many suitable lines. Start from the soldier's feet and work up, and at almost every stage there is to be noted a suitable present. Socks? Why of course. Shoe packs or trench boots? What better. Underflannels? No question of it, those the boy has are probably not his alone. They might well be consumed by fire. Shirt? That too will be appreciated by officer and man. Braces? If the recipient doesn't need them he is certain to have a pal who does—a pal who is in great danger of becoming a Highlander minus the kilt. Batchelor buttons? Another cracker-jack present this to fill out a parcel. A belt. It will help keep the boy warm. A pair of khaki walking breeches? They would be appreciated, and we all must remember the regulations over there, don't forbid the use of these. Red tape has been pretty well relegated to the very back trenches. Mitts, sweaters, sweatercoats, mufflers, knitted helmets, mackinaws? Oh what could be more suitable as a present for those fellows who will harry the hun through the bleak days of Winter.

## And Accessories

And there are many other lines—a comb and brush—a shaving brush—shaving soap, in whatever form the soldier boy prefers—tooth paste—razors—razor blades—would these be welcome? Imagine the trenches. Would they?

It is not intended to make a catalogue of what would be suitable for presents.

The foregoing merely gives the suggestion, but every merchant can fill in the details for himself. And then he can estimate what he may sell, and at once provide against these orders—getting his stock sorted up to the right degree.

But having the stock of presents assured there remains this preparation of plans to attract the business. As has been said these presents will have to be out of Canada not later than December 1—perhaps a little earlier this year, but that will be definitely announced in MEN'S WEAR REVIEW of November.

The drive for this business in presents for the boys overseas, therefore, will have to commence early in November—not later than the seventh perhaps. It's time, then, to plan the details of the campaign.

## Getting the Details Ready

There will be advertisements to run in the papers telling of the presents you can supply for the boys. Plan those advertisements now. There will be window trims required to attract attention and draw sales. Perhaps you'll want some special backgrounds. Get them ready now—get the idea of the window trim in mind.

You may want to send out some circulars. Well, get them ready. Have them printed as soon as you can and be all ready to launch this drive for business with a rush.

And it will be a winning point to offer to look after shipping the parcels. Many dealers found this a great leaver for getting business last year.

## A Remembrance From Merchants

The merchant, moreover, might send in each parcel a little message to the soldier boy. He'll be coming back before long. Not in every case alas, but in the majority. He'll be a fine customer of yours in the future, or of some one else. To be remembered in some little way at Christmas will make him think kindly of your firm.

In one month this first Christmas shopping season will start. Time to prepare.





# GOING OUT AFTER CLOTHING ORDERS

Several Retailers Discuss the Advisability of This—Some Clerks Lack Capacity For Outside Soliciting—Proper Methods Usually Productive of Good Results—Some Localities Not Favorable—Care Required in Use of Telephone

**C**OMPETITION is undoubtedly getting keener every day. Business men are mostly becoming better business men, and consequently harder opposition for each other. Mail order houses and departmental stores are increasing in size and efficiency, and all along the line, the word is "speed up," if you wish to be in the front line of the trade battle.

One of the means adopted by some of the men's wear merchants throughout the country, as a help to offset these conditions, has been the system of going outside their business premises, and by personal canvass, soliciting business, more particularly along the lines of special order tailoring. To many this seems contrary to the established principles of their business, to others it is at best a doubtful experiment, but like every new movement, it should be thoroughly considered from every angle before being condemned, or, on the other hand, too hastily adopted.

In order to get the opinion of the trade along these lines, MEN'S WEAR REVIEW sent a letter to a number of aggressive subscribers and many of the answers were interesting to pass on to the readers of this paper.

That opinions differ, is evident—that the matter has been thoroughly considered by many is also evident, and once more let it be emphasized that the successful man should not be inclined to thoughtlessly scout any ideas until he has gone into them thoroughly.

The questions asked were three: (1) What do you think would be the result of adopting the policy of employing outside salesmen whose duty it would be to bring to the store customers for special measure business? (2) Is it possible to have clerks work outside part of the time or in the evenings, or would that interfere with the clerk's work in regular hours? (3) Are you able to use the telephone as a selling medium for boys' clothing, etc.?

## Some Opinions

The first question is, of course, the leading one, and should receive the most consideration. J. E. Magee, of D. Magee & Sons, Ltd., St. John, N.B., writes: "Providing the salesman is the right sort, every customer brought in to get a made-to-measure suit or overcoat, will be made a permanent customer, granting he gets satisfaction."

F. R. Smith of Oak Hall, Hamilton, says: "I think the plan of having a salesman devoting part of his time to canvassing for outside business, a good one, during business hours. Any and every salesman cannot do this work. He must have a liking for it, and each prospect

should be prepared for a visit from the salesman by a letter from him personally, or from the proprietor."

W. B. Moore, of T. L. Moore & Co., Galt, while stating that their firm is devoting themselves largely to ladies' lines, goes on to say: "But I think same conditions apply to women's goods as men's, and think, too, that something will have to be done by retailers outside of large cities to offset the mail order business, and probably some of the methods you suggest could be applied and would, I believe, work out to the advantage of those who would adopt them."

"These three letters give a good idea of the favorable replies received, and it would be profitable to analyze the ideas expressed by them.

## Clerk Must Be Adapted for This Work

The most important features is that the work of outside canvassing cannot be done successfully by any and all clerks. Many a man, who is a first-class salesman behind the counter, is lost when it comes to outside canvassing. His whole selling methods are askew. Instead of the customer coming to him, he is going to the customer, and the selling talk used behind the counter will not avail on outside work. An instance in point was brought to the attention of MEN'S WEAR REVIEW some time ago. The merchant in question, was located in a small railroad town, in an isolated place, but serving a large but sparsely settled territory. Adjacent to his town were a number of lumber camps, section gangs, construction gangs, station agents, operators, etc. He handled a line of special order clothing, nationally known, in which he did a good business with his town customers. He noticed, however, that his opposition was sending a man along the line to take orders, and one day, while at the express office, saw no less than thirty of his opposition's brand of suits being distributed to various points along the line. This thoroughly awakened him to the necessity of going after this business. He went back to the store, called his head salesman aside and told him what was happening. The upshot was that an agreement was reached whereby this man would spend one week out of each month on the road, and a small commission was to be paid him for every suit or overcoat secured over and above his salary. The first week he brought in no orders, the second week two, the third week one. It was very evident that the experiment was not paying. This man's expenses, while out of town were heavy, and he was also a very valuable man in the store, one whose absence was a big handicap to the regular business. The idea was about to be aban-

doned, when one of the junior clerks asked to be allowed to take a try. As a forlorn hope, he was given a chance. The first week he was out he brought in twelve orders, and seldom from then on did he run less than five or six, and from that to twenty orders each trip.

This man had struck his niche; he was adapted to this method of securing business, and the strange feature of it was that he could not compete with the first man, when both were behind the counter.

This little incident is related to show how necessary it is that the right man should be secured before results can be expected. Possibly the best way to find out the right man is to try out one or two of your clerks and let results determine the suitable one.

## Should Be a Means of Drawing Trade

With the right man on the job, perhaps for many businesses, the method of outside canvassing cannot fail to be a success, and a string that will draw other trade into the store. An order, for instance, may be secured from a man who is not a regular customer of the store. This party is encouraged, not to have his suit sent to him, but to call at the store so that he can have a try-on and see if everything is satisfactory. Good salesmanship then has the opportunity of selling this party his shirts, ties and other items that are generally procured to wear with men's clothing. If care is taken to see that absolute satisfaction is given, it is probable that the next time this man needs suit or overcoat, he would not have to be gone out after, but would come of his own volition to the store for his requirements.

Going out for special orders, to be thoroughly successful, includes, therefore, the correct handling of the customer even after measured up for his first suit. It is the repeats that make the bank balance grow.

## Some Localities Not Adaptable

There is, however, no gainsaying that there are businesses and localities where this method of canvassing for orders would possibly have a deterrent influence and do the merchant more harm than good.

Duncan's Limited, Sherbrooke, Que., write: "We are not impressed with the canvassing method or a use of the telephone as a means of increasing business. We want all the business we can get in a good, businesslike way with good merchandise and a liberal use of the newspapers. This we have found in the past quite satisfactory. Other business houses doing a different class of trade

(Continued on page 46)



# AUTOMOBILE AS PRIZE BOOMS SALES

O'Connell's, Limited, of Victoria, B.C. Increase Business by \$15,000 in Four Months  
How the Selling Scheme Worked—Big Outlay Necessary, But Results Big.

**N**O DOUBT about it. Everybody does like to get something for nothing—everybody likes to take whatever steps are necessary to get in line for a prize. Hence the success of a scheme adopted by O'Connell's Limited of Victoria, Vancouver Island, to stimulate their business last Fall and early Winter. MEN'S WEAR REVIEW is telling about this now as there are ideas here which perhaps will be of value to merchants planning their selling campaign for the last month of 1917.

And again it would be wise to sound a note of explanation. MEN'S WEAR REVIEW realizes that no scheme is good everywhere. Mr. O'Connell advises that the plan to be outlined was very effective with them. Probably some similar plan would be equally, or even more effective in other places. On the other hand there would be districts where it would not work at all. The point, however is that considering this scheme will make every dealer consider the question of taking steps to stimulate his own Fall business—no matter how good trade is a little stimulation is an exceedingly good thing. It keeps up interest in the store—guards against people forgetting about the store.

## Something Seemed Needed

It was just about this time a year ago that O'Connell's Limited felt that steps should be taken to draw attention to their place of business—to ensure sales of a good proportion of the men's wear being sold in Victoria. It was therefore decided that an automobile should be awarded as a prize.

Of course there were points which had to be carefully considered. As MEN'S WEAR REVIEW has pointed out the Lottery Act and the Trading Stamp Act have spoiled many selling schemes which to merchants seem absolutely legitimate. However, there was no infringement of the Act in this city—certainly no objection was made to the competition.

## How the Plan Was Worked

A large jar containing beans was placed in the window, and showcard, and newspaper advertising, drew attention to this advising the shoppers of the district that an automobile was to be given as a prize to the one estimating most nearly the number of beans in that jar.

The car—a Chevrolet—was placed on Exhibition itself inside the store, and for the four months that the contest lasted, attention could not stay very far away from this.

With every purchase of one dollar, a coupon was given upon which the purchaser would estimate the number of beans and sign their name.

Some may think that this advertising scheme—for it was nothing more or less—was expensive. Mr. O'Connell says that a good deal of money was spent,

but that it was spent profitably. The car itself cost \$775. It was charged up to advertising, the amount being divided into four payments. There were some other items of course that had to be considered in the outlay—cost of advertising in the newspapers probably being an important one. However, all these taken together did not exceed the \$1,000, and as a result of this selling scheme, largely, the Fall business increased \$15,000

over the corresponding period of the preceding year.

## Meeting an Objection

Here, by the way, is the answer to those who will contend that such a method as this simply means that a lot of people pay for a prize which one receives. An increase of \$15,000 in the turn over for four months unquestionably means a decrease in the overhead

# This Week Will See the Close of Our Automobile Competition

## Read the Conditions—

With every one dollar purchase you make you receive a coupon on which to register an estimate of the number of beans contained in a jar in our window. This competition closes on Christmas Eve, the winner to be announced on Tuesday, Dec. 26th

## A Chance for Every Dollar

Any purchase you have made at this store from the 15th day of August last saw the amended rules of our competition was announced allows you to come in and receive your coupons to the amount of your purchase



## Ladies' Furs

In Scarves, Muffs, Sets and Fur Coats we have a magnificent display. The styles are new and authoritative—the qualities and values unrivalled at the price we ask here to you.

## Get a Man's Gift at a Man's Store

Is the very best advice that we can give you. In choosing your gifts for men at O'Connell's you can feel confident that the style, feature, shade and all of any garment you select will be absolutely right. While your choice is limited in extent, it is, at the same time, never so down to the brass and more acceptable in its class.

## Hosiery Is Always Acceptable

English Heavy Wools and Heather Marine Hosiery, all quality. Price \$1.00  
Heavy Black Ribbed English Hosiery, all quality. Price 85c

## Underwear

Any style of Underwear you wish to see—particularly any brand—any weight, your wish is no sooner expressed than it is granted. You will find our prices, too, extremely attractive.

## Mufflers—

Silk Mufflers, a classy black and white stripe effect. The very newest thing from Fifth Avenue. Price \$2.50  
Knitted Mufflers, heavy, all-wool. Mufflers, nice shades of grey, brown and bronze green. Price \$2.50  
Silk Mufflers, fancy figured silks, in the very newest designs and shades. Embroidered with colored ends. Price \$3.50

## Umbrellas—

Gloria Club Taped Edge Umbrella, with fine quality steel ribs. Big variety of handles. Price \$2.50  
Guaranteed Silk and Wood Top Umbrella, with "Fargone" name, hickory handle. Price \$3.50  
Pure Silk Umbrella, in the new Fifth Avenue style, plain, nice. Price \$5.00  
Pure Silk Umbrella, with fancy swirling silk or mounted handles. Price \$7.50

## NECKWEAR

Heavy weight silks, made up in wide effect. You choose from a wonderful variety of fancy stripe and large designs. Price 50c  
An immense range of new, fine quality Silks and Reversible Poplins. The designs show smart figures, stripes and unimpaired plain effects. Price 75c  
The newest thing—The Summer, a particularly warm and cozy. Every Tie in choice lengths and colorings, also Pink's Irish poplins. Price \$1.00  
A new shipment of Christmas Neckwear, comprising very smart English Foulard Ties in the popular checked style. Moderate price. Price \$1.25  
A beautiful, white three-Striped Tie, "The Imperial" effect, made of the purest Swiss silk, also an English leader—"The Handkerchief". Price \$1.50  
Cheery Cravats—Just imported, soft, white and pink. Backs are only now appearing in the fashionable neck of Fifth Avenue and Broadway. Price \$1.50

## Handkerchiefs—

Live on Handkerchiefs, bought direct from Ireland's most famous maker, Glendening & Mitchell, Belfast. One of the most popular lines. Price 25c  
Particularly Fine Hemstitched Handkerchiefs at 50c each, and another good line at 3 for \$1  
In Christmas Boxes we have a remarkable range of hemstitched, plain or initialed linen Handkerchiefs, ranging in price from, each 35c, 50c, 75c and \$1

## Sundries—

Pyjamas—Free patterned materials and pure wool fabrics. Handsome patterns and neatly finished. Prices \$5.00 to \$7.50  
Gloves—Elexa or Perry's famous makes. All leathers. \$1.00 to \$1.50  
Smoking or House Jackets—Warm, comfortable materials. New arrivals \$5.00 to \$12.00

Store Will Be Open Every Night Until Christmas Eve. We Close at 9:30 Next Saturday

## Overcoats—

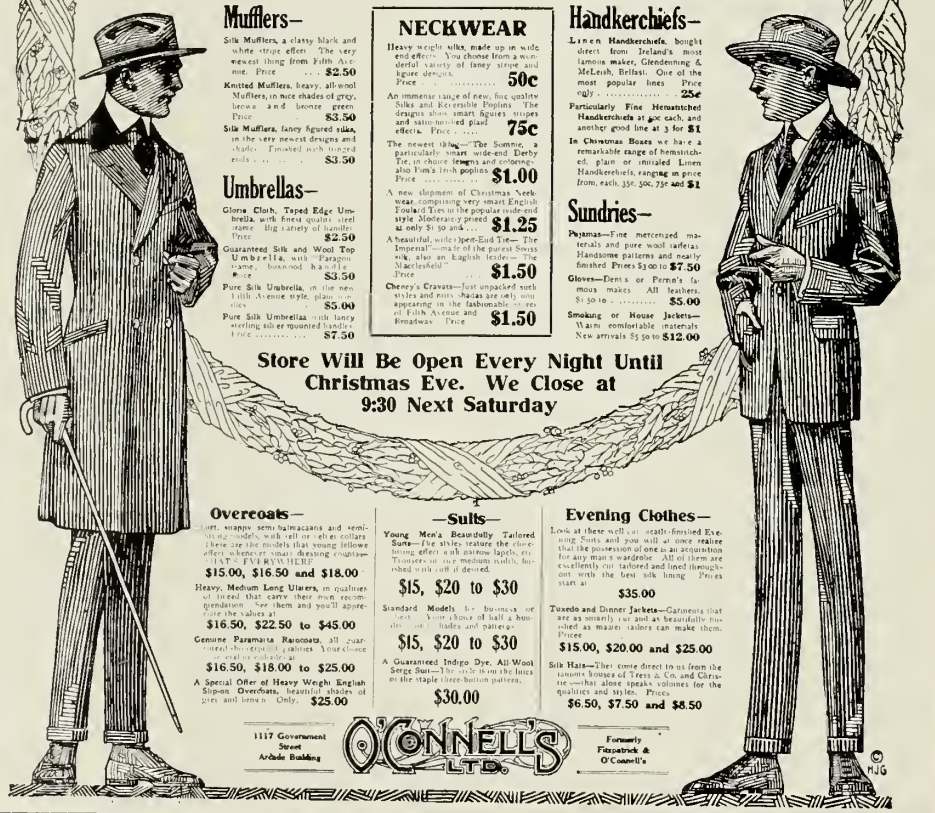
Smart, snappy semi-balmacaans and semi-cloths, made up in all our color schemes. Here are the models that young fellows prefer, with their "shaping" cutaway fronts. THE FAVORITE!  
\$15.00, \$16.50 and \$18.00  
Heavy, Medium Length Ulsters, in qualities of lined that carry their own recommendation. See them and you'll appreciate the values at  
\$16.50, \$22.50 to \$45.00  
Genuine Paramita Raincoats, all guaranteed waterproof, in various styles. Price \$16.50, \$18.00 to \$25.00  
A Special Offer of Heavy Weight, Bagdad Slit-up Overcoats, beautiful shades of grey and brown. Only \$25.00

## Suits—

Young Men's Beautifully Tailored Suits—The styles feature the three-button effect, with narrow lapels. Trousers in the medium width, belted with soft drape pattern.  
\$15, \$20 to \$30  
Standard Models, for business or for the hour of half a moment—fines and patterns.  
\$15, \$20 to \$30  
A Guaranteed Indigo Dye, All Wool Serge Suit—The only one in the house on the staple three-button pattern.  
\$30.00

## Evening Clothes—

Look at these well-cut, neatly-finished Evening frocks and you will at once realize that the possession of one is an acquisition for any man's wardrobe. All of them are excellently cut, tailored and lined throughout, with the best silk lining. Prices start at  
\$35.00  
Tuxedo and Dinner Jackets—Garments that are as carefully cut and as beautifully finished as master tailors can make them. Price  
\$15.00, \$20.00 and \$25.00  
Silk Hats—They come direct from the famous homes of Tress & Co. and Christy—but above all speak volumes for the quality and style. Prices  
\$6.50, \$7.50 and \$8.50



O'CONNELL'S LTD.

Formerly Fargone & O'Connell's

Reproduction of full page ad. run during the Automobile Competition held by O'Connell's, Ltd. The stress is not by any means confined to the automobile—value in all lines is the big point.





*Interior view of O'Connell's, Ltd., store, Victoria, B.C. The clothing department shows only indistinctly. It is perhaps the best department in the fine store.*

percentage and should rather enable the selling of goods at a better price than necessitate their selling at a higher figure.

From the first great interest was taken in the competition by the people of Victoria and the neighboring country. Men, women and children took the coupons upon which they could estimate the number of beans and on Christmas eve, when the winner of the contest was to be decided, it was discovered that no less than 40,000 coupons had been handed in. The number of these—and the crowd in the store made it impossible to announce the prize winner before the holiday. However the work of checking was done with such little delay that the winner was decided upon early the next week.

There would, of course, be disappointment on the part of those who were not fortunate. However, all, in going into such a contest realizes that the chances are very greatly against them. They are, all the time, getting value for their money and are merely taking this extra chance of a big prize as Mr. O'Connell put it.

There was, therefore, no disappointment which would tend to do harm to the store's future business. On the contrary the store had received such advertising that business following Christmas was very good.

By the way, O'Connell's Limited are doing business in a beautiful store. All the fixtures are made of mahogany, and are thoroughly up-to-date including the clothing cabinets which are proving themselves so effective.

#### GETTING OUT AFTER BUSINESS

(Continued from page 44)

than we are doing in this city, might benefit considerably, even at our expense, for a time, but we are of the opinion that they would in a short time revert to the old way."

Here is a firm which feels that their trade would not appreciate the introduction of the solicitation method, and that more harm than good would be done, in view of the class of their clientele. Their customers might be disposed to view such schemes as a cheapening of their favorite store. There are doubtless other cases where the same would be true.

Every Men's Wear merchant should carefully study all conditions before upsetting systems now in vogue, if these have given him good success. Equally careful should he be that he is not too late in reading the signs of the times, and in consequence, getting gradually left behind in the race.

As to whether clerks should solicit business after business hours, the majority seem to feel that care should be taken here. Clerks cannot be expected to do extra work of this kind except along some such basis as commission on sales, and there arises then the danger of some of them arranging with special customers to get their business after hours, when the same could possibly be more easily and successfully handled during the business day.

On the other hand, the clerk who really has his heart in his work, will not miss an opportunity to shove business regardless as to whether he is at work

or play, not necessarily looking for the immediate results in dollars in his pockets, but feeling assured that success for his employer must ultimately mean success for himself.

As to the third question—that of the use of the telephone, the general opinion seems to be that that also is a matter requiring skilful application. A busy business man does not like to have his telephone ring in the middle of an important conversation only to find that his haberdasher wishes to sell him some ties. A hardworking housewife does not like to have to run down two flights of stairs to answer the phone, unless she is interested in the resultant conversation.

Careful consideration of such details as these, however, having been given, skilful handling of the conversation when you get your party on the phone, and seeing to it that you have something interesting to relate. These essential points remembered and there is, it is generally conceded, a field here that is capable of great expansion.

Along this line, J. E. Magee, of St. John, N.B., says: "The telephone may be used, with discretion, at any time and to good advantage. We do it often and obtain results too."

F. R. Smith, Oak Hall, Hamilton, writes: "The telephone or short personal letter are much alike and both good when selected names are used so that you do not ring up a mother of a boy aged 17 and advise her about a new line of little boys' fancy suits just in. You must know something of the conditions in each house on your phone list."



# WAR HAS SOBER EFFECT ON NEW YORK STYLES

On the Whole the Tendency is to the Sensible Garment—Pink Lining to Coats the Horrible Exception, But They Aren't Much Worn—Wide Braid on Dress Trousers.

**T**HERE isn't much use in trying to evade talking about the effect of the war—so though we had a little bet with ourselves last month that there would be nothing more of the kind, we are compelled to admit that we both lose and win, the only really satisfying part of carrying on a little book with yourself. As the reason for that good intention is still sticking fairly close to us however, you need have no fear. With this one plaintive little bleat we will have finished.

The prevalence of army uniforms, both of the American pattern as well as a variegated supply of those of other nations, have all had their influence, and their influence has been something in the nature of a restraining influence. There has been a tendency even for the stay-at-homes to carry themselves better and to take a greater pride in their appearance, and a certain tendency away from those brisk and febrile imaginings of the novelty vendor. No longer is there the old-time demand for apparel bordering on the ridiculous. We are getting down to saner and soberer and neater styles. Don't misunderstand me. I am casting no stones at the harmless novelty in dress. Why, such changes have been the life of things ever since Adam changed his Spring fig-leaf for the sprightlier color of the Autumn foliage. Having drifted as far away from the war as Adam, you will probably be willing to acknowledge that we have kept our plighted word, and remained true to the promise of only one little bleat.

## THE NEW IN EVENING CLOTHES

Despite this little tendency above noted, the hints that one sees on the street or in the shop windows, or at some of our social functions, are not without interest. The American bosom still thrills to the "something new," and though the thrill may not be occasioned by the same pronounced changes, yet there is enough of variety to call for some light comment.

Take the apparel that one dons on festal occasions as an instance. One would have thought that every variety of change that was possible while still retaining the good old swallowtail had long since been tried, but either our memory fails us or somebody has actually discovered a way of varying the thing a bit. The main idea is an extremely open coat. Rather hard lines on the stout chappies, who didn't have much protection in front anyway, but it suits the lean and hungry looking boys to the proverbial "T." Then, too, there has been a tendency to let a man get a free breath, instead of pinching his chest till it is absolutely painful. Shoulders, in other words, are being built wider, though there is no tendency toward the padded shoulders of a few years past. A few of the other little indications of change are a medium short waist and a closer fitting over the hips. The sleeves narrow from the elbow and have plain or put-on cuffs with four buttons. There is not so much variety in the velvet collar that is sometimes seen, but the silk-faced lapel with the soft roll is certainly a step away from the usual.

## BRAID ALMOST SUFFICIENT

There are the same little deviations from the usual in the trousers, too; they fit closely over the hips, narrow slightly at the ankle with a slight flare at the bottom. A far-away echo of the mode preferred by the jolly jack tar. As for braid. It is the thing, and plenty of it. You can have either one or two braids and as these are a solid inch wide, slim chaps might almost be able to do without the trousers, and use only the braid.

There is just one other little hint while we are on this interesting topic. The gay rounder that wants to be the last word in correctness must forswear all those little frivolous vanities in the way of fancy waistcoat buttons. Even the black jet variety that would seem simple and inconspicuous enough are distinctly not the thing. Even if you have to take a chip off the bottom of the trousers to do it, have the buttons of the same material as the coat. That is the real word for the moment at least.

In the matter of sack suits, there is a good deal of change, but you can't exactly speak of it as being in the direction of novelty. It is a harking back—quite a few harks at that—to the styles of some thirty odd years ago. Deep convexed collars, short notched lapels and a little drape toward the centre of the back, so were the Beam Brummels of Grandfather's day adorned.

A lounge suit that made its appearance on the avenue the other day had a waistline front and rear with the pockets snuggling close to the waistline and well to the front. It was cut away in a pronounced straight V shape. This they tell me is becoming quite a popular idea.

## AH! THE PINK LINING

But I have been saving the gem of the whole collection for the last. Let us not fail to give due credit to the adventurous minds that conceived it. It made its first appearance at the Clothing Designers' Show. Pink lining, it is out at last. Gentle reader would you have believed it? But it is even so. I must confess that I have not seen many of our best dressers so apparelled, but nevertheless the fact remains that it is being shown. The pink extends even down into the interior of the manly trousers. There to blush

(Continued on page 49)

# THE BOOM DAYS IN TRENTON

Business Dropping Out of a Clear Sky Makes Each Day a Happy Round — Selling Panama Hats and Palm Beach Suits to the Honest Working Man — Doing a Year's Business in Two Weeks.

EVERYBODY is more or less familiar with the romantic history of the growth of the western gold towns. How one day there would be nothing but a mountain valley with a couple of prospectors, and the next men would be flocking from everywhere, buildings would spring up over night, and a town with its saloons and dance halls would be flourishing in a week.

Every devotee, who is accustomed to squander a certain number of dimes per week to watch the hero heroize all over the screen at the Movie Theatre, will be well posted on just how a boom town grows.

Well it may be just as well to say at the start, that none of these things obtain in Trenton. Trenton has been a part of the scenery of middle Ontario, as far back as the average reader will be willing to admit remembering, moreover, being in Ontario, the "Last Chance Saloon" which, if the movie directors are not misleading us, was the family name of all resorts of that nature, doesn't figure as part of the landscape, nor is the dance hall in the scenery, nor does the "Killer" walk the streets.

It must be sadly admitted that when booms days in Trenton are referred to, it is very far away from the romantic picture of the movies. Nevertheless, it was in its way a good old-fashioned boom, and this is the why and the wherefore.

## Picking Trenton for the Boom.

In place of the gold prospector, the man who picked Trenton for a boom, or at least laid the foundation for that boom, was a comfortable, moderately stout business man traveling in a comfortable parlor car between Toronto and Montreal. This was the man who had the building of a great chemical works on his shoulders, and the point that was holding back the matter was the proper location. That's where Trenton comes into the picture. The train was barely giving a preliminary toot to notify Trenton that it was going to pass it by with nothing but a cold glance, when the half slumbering business man caught sight on the far outskirts of the town, of a little valley, rimmed on three sides by beautiful tree topped hills, and on the other by the river. Such was the location he had been seeking and his mind was made up in a flash. Unfortunately the train had grown accustomed to passing by Trenton in the haughty manner referred to, so it wasn't till he arrived at Belleville that the business man could alight and get another less pretentious train that hadn't cut the town off its calling list.

That night the hill rimmed valley had come into the possession of the business man, and the actual boom had begun.

There is, you see gentle reader, noth-

ing so picturesquely romantic in the story. Just a portly magnate with a signed lease in his pocket.

## What the Boom Meant to Trenton

Not long after the business man departed, and with his departure the boom began. Lines of cars of lumber and building materials and machinery commenced to arrive, and from every train that stopped men began to drop off in tens and twenties, and hundreds. Now Trenton hasn't been a town of transients and this influx of men taxed its capacity, and more than taxed it. Nobody knew just how to handle it, but in some way it was managed, as one Trentonian remarked: "Keeping boarders just naturally became the fashion in Trenton." At one time during the past winter there were 2,500 men engaged in building this great chemical works. These men came and worked for a while under one contractor. Then another contractor took up the work, and the old workmen were largely replaced by new. Finally the works were completed and the men who were to man them and make the sulphuric and nitric acids and the nitro glycerine and gun cotton took their places. Now less than a year after, the sight has become an old story to the passengers flying by in the trains. In the little valley there is building after building, with tall thin chimneys belching out their deadly vapor now snow white and now a rich lemon yellow; and around the rim of hills there are only the skeletons of trees.

The first rush of the boom is over and people have settled down again into normal ways in Trenton, but there is this much sign of a boom town left—the trickle of men daily moving away, and the trickle of men coming in.

Perhaps, friend reader, if you have stopped long enough in the task of putting price tags on the winter underwear stock, to glance at these pages, just about this time you will be dropping into the rich vernacular of the day and enquiring what this writer chap is beefing about, and just what bearing all this boom talk has on the calling of the men's wear dealer.

## Where the Men's Wear Men Come in

Pause but a moment longer, then let us tie this little homily hard and fast to the trade in this wise. Every single man who came or went in the months of this boom period was buying something from the men's stores in Trenton. And, lest you should be inclined to put this all down as the blustery utterance of some picturesquely minded writer chap, let us tell this end of the story from the viewpoint of a couple of merchants who actually were in Trenton at the time and actually sold these goods, and actually did face the boom time conditions.

T. McAuley, who some little while ago conducted a men's wear store in Owen Sound, dropped into Trenton, along with the stock of his old store early in the boom days; opened up an attractive new store; had his name neatly lettered on the window and prepared to wait for customers. Everything went well except the waiting. There wasn't anything of that. The doors were no sooner open than customers began to appear, and kept appearing pretty constantly. According to Mr. McAuley's own statement, he started right into business, a new business mind you, at the rate of from thirty to forty thousand a year. The second week he was open, his actual business showed a bigger turnover than a whole month's business in his old stand.

## The Men Who Worked in Their Sunday Clothes

In discussing the matter with Mr. McAuley, the MEN'S WEAR representative, in the guilelessness of his heart rather suggested the idea, that it must have been a good time for all working clothes. Mr. McAuley seemed to look upon this as an effort at facetiousness. "Why," he said, "I sold fifteen panama hats the first Saturday I was open, and there wasn't one of them that didn't mean a five dollar bill at the least." Palm Beach suits were a winner with him too. Consider that you gentlemen who picture the simple face of the working man crowning a pair of blue overalls. Panama hats and Palm Beach suits. One of these horny handed sons of toil came in and purchased eighteen dollars' worth of shirts at one fell swoop.

Of course, Mr. McAuley admitted that he did sell much of working lines, but he also unblushingly admitted that he sold everything he had—old stock that had been on the shelf in Owen Sound for two and three years, and the latest stuff just out of the opened boxes on the sidewalk. It all sold.

## A Suit Every Two Weeks

The purchasers did not buy with what you would call discrimination, but with the care free abandon of a small child spending its first nickel. They bought good suits to work in, and as working in nitric and sulphuric acid does not tend to let clothing pass on to a ripe old age in moderately good repair, there was usually a new suit to be purchased every couple of weeks. The money came easily and they spent it readily, which, whatever effect it may have had on the spenders, certainly made things hustle in the town.

## The Three Purchases — Going, Coming and Working

There was another little sidelight on the boom idea that Mr. McAuley discov-



ered, and that was, if you want to have one of those men who love their work, which, of course, is decidedly according to Hoyle and all that sort of thing, you had better not set him making nitric acid, because it does not seem to be an occupation that endears itself to a man to any noticeable extent. As a result Mr. McAuley noted down three classes of prospects among the workers, one coming, one going, and one working. One crowd stocking up for a stay, one purchasing requirements for the day's work, and one indulging in the pomps and vanities for the days of leisure. That made a business considerably brisker than even the added thousands of population would have accounted for.

#### Selling a Season's Supply in Two Weeks

But maybe the case would be a little stronger if we called another witness, so here is Mr. Allison, the manager of Barry & Co., an old established business in the town. Mr. Allison watched the boom right from the start, and also passed through some very strenuous times. To begin with he told of the arrival of the first crowd of workers, the men who were to begin the work of erecting the plant. Most of this contingent were young Americans from Southern Pennsylvania, who came joyfully up to this more northern clime with a blissful ignorance of its more rigorous climate. They were the sort of boys who, to adopt the words of some poet chap "Count that day lost, whose low descending sun" (we leave the poet here) found them with so much as a plugged nickel in their apparel. Therefore, when the first shiver began to climb its tickly way up their spine, they hied them to the men's wear dealer for warmer clothes. Mr. Allison had laid in a stock of underwear to last him the whole season, with a very comfortable margin for emergencies, but he hadn't counted on the propelling influence of that shiver climbing a thousand spines. They dropped in to buy. This was no ordinary little buying trip. Where one man drops in to buy something, and possibly takes a friend along to give him courage to buy a tie that he likes, but that he knows his wife won't. There is no resemblance at all between these two shopping parties. In these days in Trenton, Mr. Allison states, it was no uncommon sight to see forty men troop into the store in a body, and purchase five suits of underwear each. Remember friends this is Mr. Allison's story. It sounds perhaps as though our credulity was being strained a trifle, but the MEN'S WEAR representative had the corroborative evidence of many merchants in different lines of trade, and each of them has similar stories. Suffice it to say, to return to Mr. Allison, that the stock that should have lasted—or was expected to last, a year, lasted exactly two weeks.

#### Selling Better Class Goods to the Workers

There was a good business in clothing, too. Most of these young men had come north in their working clothes, and by the time they had been working for a week

or so, were ready to knock off for a day and take a trip to the city, or else they made some friends in town and had to be suitably dressed. Or, perhaps they only wanted holiday clothes to walk up and down street in. Anyway, they all bought and bought with that reckless abandon afore mentioned. What the clothing manufacturers call novelty lines went with a hum. Mr. Allison fully bore out the contention of Mr. McAuley that the big demand was for the better class goods. Then when you get right down to cases, the business of chemical manufacture, at least of these kinds of chemicals is according to reports about the best boomer for the Men's wear business that there is. Why these acid fumes and splashing chemicals will eat the shirt off a man's back in a few days, at least such is the report. The lifetime of a pair of boots is merely a nominal space of time. A new pair of socks has to be almost a daily occurrence. A merry life for the haberdasher and clothier who has to outfit a man from his innermost pink personality to the figure of the well dressed men almost every month.

Such were the boom days in Trenton. A gold mine? It would have been could the merchants have foreseen what was coming, but the rush, more or less, swept them also off their feet. They had to have goods, had to buy them at emergency prices, and often ship them by express when normally they would have been freighted in. Oh they made money, and a very comfortable amount of it, but there were these little specks in the amber in addition to the ever mounting cost of goods, that in many instances peeled the profits on new arrivals pretty close.

The first rush of the boom is over, and business has settled down more into its normal state. But business is still brisker than Trenton has previously known. There are 1,500 steady workers at this plant day in and day out, earning large wages, and ready to spend their money for what they want. There is, too, the hint of still further additions to the plant when the harvest is over that might possibly bring some return of the boom time conditions. In any event, times have been good in Trenton, and the golden age is not yet over.

#### WAR HAS SOBERING EFFECT ON NEW YORK STYLES

(Continued from page 47)

modestly unseen. But there is nothing unseen about a pink coat lining there is nothing in the world that can keep it from the public gaze. The interior decorator had done his work well. For once the coat lining has come into its own.

Will it be worn? Guess for yourself, friend. Would you personally care to appear in any such festal garb. You may have rather a fancy taste in colors, your taste may not be unobtrusive as the modest violet, but would you care, would you indeed dare, in these warlike days when so many folks are walking

around with guns, would you dare to appear in one of these gorgeous interiors?

This is really the only sensational thing that sticks in our memory at the moment. There were some shirts that we thought fairly buoyant when they first dawned upon our ken. But looking back now with the glint of that pink silk lining still dimming our gaze, they look drab as a winter's day. And yet they were not so drab at that. For instance, there was one of blue cheviot, with a khaki stripe running across it. In ordinary times you would not have called that idea drab. Then there was one that I noted a brief while ago. If I remember the color scheme correctly, this silk shirt was of an amber shade with old rose stripe and a tracing of bronze green. Then there was another in French figured linen, with a white ground, on which a floral design in olive, burnt orange and magenta. All these appear as nothing, however, beside the pink affair afore noted. Moreover, these for all their startling shades had some real claim to beauty and appropriateness, but a pink silk lining to the good old faithful coat is a sacrilege.

#### Embroidery in Centre

There's a new little dodge in handkerchiefs that might interest you. It's a monogram, only in place of hiding coyly in the corner, it is placed, slap in the middle just where you blow. We don't take particularly to the idea, but tastes differ. There is quite a change in handkerchiefs this year. There is quite a run to colors in solid shades—gray, blue and khaki are the favorite colors. The striped border, two or three corded stripes near the edge, is also quite popular. We have seen handkerchiefs, too, that have embroidery associated with them. This is probably for the sensitive nose of the object in the pink lined coat.

About ties. The flat satin Ascot is coming back. Here we are to be just like the pictures of the folks in '61. Mostly the ties, too, of all descriptions, are showing a tendency to a larger knot, and as a result the collars will show a little wider cut in front. Bow ties are gaining in favor—stripes are exceptionally popular.

These are a few of the indications, friends. As I hinted in, the little introductory oration with which I prefaced the serious business of the day, the tendency has been nearer to the normal than has been the case in many a long day, and the normal is a dismally uninteresting thing to write about.

#### NOTES

David Lettmann, men's furnishings, Calgary, Alta., has sold out.

Gleichen, Alta.—Thos. Hardy has commenced business in men's furnishings.

Edmonton, Alta.—Dowers Limited, men's furnishings, suffered loss by fire at branch store.

Calgary, Alta.—H. R. Cameron, men's furnishings, boots and shoes, has sold his business to Pickard & Tuck Ltd.

## Focusing Attention on Clothing



*AN effective Fall clothing display this, made more artistic by reason of the draping done in the centre—a very simple arrangement this, yet telling as will be seen.*

*This is merely a unit. As a selling trim it perhaps does not rank very high—too little shown—no prices given. But it has the suggestion—makes the customer think of his need for a new suit.*



# MEN'S WEAR REVIEW



VOL. 7. OCTOBER, 1917 No. 10

CHRISTMAS stocks will now be coming in. It will be well to take on extra insurance to cover these.

\* \* \*

A THIRD Christmas, and the boys are still in the trenches. Henry Ford, what ho?

\* \* \*

THE time to take the extra insurance is the day the extra stock arrives. We know one merchant who told an insurance canvasser to come back the next day, as he was too busy then taking in the goods. He was cross, and told the agent no, when he offered to see that the stock was covered. The fire came that night.

\* \* \*

THERE will be the difference between the coming Christmas and that even of a year ago. This year it is the enemies trenches our boys are in.

## THANKSGIVING, WHY!

A GAIN comes round the season when, with the harvest housed, a day is set apart for Thanksgiving.

In this fourth year of the war, with signs of mourning altogether too many, the idea of Thanksgiving seems a little out of place. Indeed the old style Thanksgiving Day, made memorable by pumpkin pie and roast turkey, would hardly be the thing—but the still older style Thanksgiving—the day of giving thanks to Almighty God—will be quite in place this Fall of 1917.

We may give thanks for—well, for what?

Surely thanks for the bountiful crop. Thanks for the spirit of the people which has overcome to so large an extent difficulties resulting through labor shortage. Thanks for the spirit of undismay with which our own men's wear trade has faced—yes, and largely solved—the unaccustomed and trying conditions—thanks for the boys in the trenches, and most of all, thanksgiving for the pride in the sorrow of those that mourn.

## FOR THE BOYS IN THE TRENCHES

THOSE having loved ones at the Front, or in England, don't know certainly where those loved ones will be on Christmas day—whether in the front line or in Blighty—but they propose that those

loved ones have a big Christmas parcel to make them realize how they are loved, and revered.

What better to constitute a major portion of such Christmas parcels than the goods sold by men's wear dealers?

Assuredly there could be nothing more suitable than clothing to take the place of worn and battle-mired clothing—nothing more appreciated than garments which will give warmth.

This, then, is the men's wear dealer's opportunity and privilege—to supply in November presents to be sent the soldiers overseas. Action to make the most of this opportunity and privilege will need to be prompt. It will be the third Christmas in the trenches, but men's wear merchants and clerks may help to make the day—and those bitter days succeeding—a little more tolerable.

## GERMANY AND DYES

AS time passes dealers and manufacturers are having less and less trouble as a result of unsatisfactory dyes. Indeed, it is beginning to seem doubtful if the Germans will ever again find a world market for this product—this seems likely to be part of the price they will be called upon to pay.

England and English industry is awake as never before. In the United States, too, thoroughly alive manufacturers have been grasping opportunities. So, from England and from the United States, are coming dyes which are how good—very good.

One large user of dyes recently said to MEN'S WEAR REVIEW:

"Thompson, the Scotchman, invented the process of making the best dyes. These are made from a by-product of coal-tar, which comes largely from England. The English let the Germans take Thompson's formulae. They supplied the Germans with the by-products of coal-tar necessary. But never again. The Germans will meet an England awake after the war. They won't so easily get the raw material for the dyes. England will use it herself, and with the United States, will fight a winning fight for this business."

The dye situation offers cause for rejoicing. It seems well nigh certain that the colors will get better and better as months go by.

## DOING MORE WITH FEWER MEN

FOR many years this is to be the world's greatest problem—the problem of the men's wear dealer as of the manufacturer. We will want one man to do the work of three, and must consider how this result may be secured without wearing out the worker.

W. H. Bassett, writing on this subject in *System*, says in one place:

"The more I study industry, the more I am convinced that the average employer pays more to his

men for their walking- than for their working-time. How many small stores have their stocks arranged with a thought to attaining the minimum distance between goods and clerk? I have seen many shops where three clerks struggled to serve customers that could have been better attended by one clerk if only the stock, the cash-register and wrapping-paper had been placed in studied sequence."

How true this is. How many merchants do pay clerks for walking, as well as working-time. It reminds us of the story told on our friend, the plumber:

There was, in the front line trenches, a battalion almost entirely constituted of mechanics. The order came to go over the top, and first over was a man who in civil life had been a plumber. He sped toward the German trenches far in the lead, and his comrades had visions of his receiving a D.C.M. Then the plumber reached the German trench, looked in and sped back towards his own line.

In a breath he reached his oncoming comrades. "It's all right," he shouted, "They're there. I'm going back for my bayonet."

Now there's a lesson here. Many of us are, after all, losing an opportunity by "going back for our bayonet." The store is crowded. We rush for a shirt—to the other end for underwear—spend a minute selecting the right sized collar. So it goes. With better store arrangement—with everything to hand; with all possible goods so displayed that customers may quickly see what they wish—with these things accomplished the merchant will be able to get full value out of his clerks. His clerks will become real salesmen—not in any sense messenger boys.

This problem of scientific store arrangement has been solved by some—by more it is under careful consideration. It is one of the trade's big problems, for it will enable a large turnover with the small and increasingly small number of assistants now available.

#### THE OPPORTUNITY FOR THE MANUFACTURER—AND THE DUTY!

THE story written by James A. Hossack on his trip through Russia, is one that every Canadian business man should read. It presents a volume of

interesting material and *it drives home very forcibly a very important truth.*

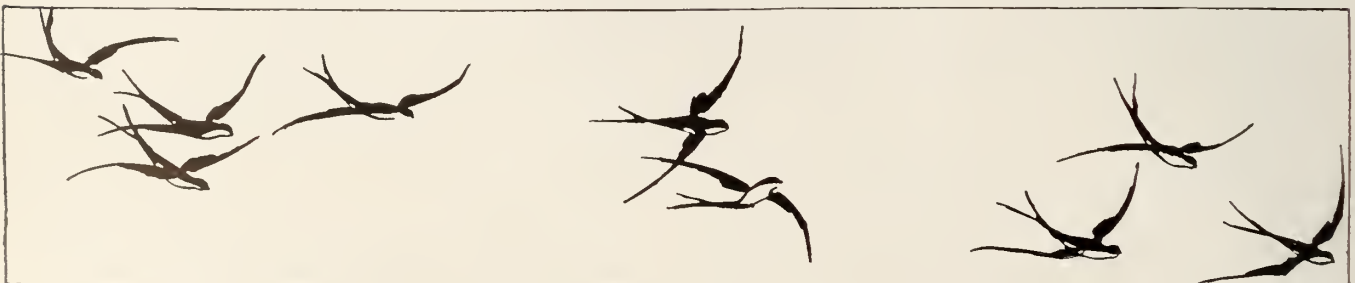
It is a recognized fact that after the war Russia will present a wonderful field for manufacturers in Allied countries. Before the war, Russia was being systematically engulfed, in a commercial sense, by Germany. While British, American, French and Canadian goods were to be found on the Russian market the total was so small when compared with the volume of German goods absorbed as to be almost negligible. Russians are now awake to this fact. The bitterness toward an enemy that every war engenders will be sufficient after the war to throw the huge volume of Russian trade to allied sources *provided that the Allies are prepared to meet the demand adequately.*

The information imparted by Mr. Hossack should be very carefully considered in this connection. He shows that at present Russia is in the grip of a most alarming shortage. Depending almost entirely on the outside world for her manufactured goods, Russia has felt the effects of war's blockade in an ever increasing shortage. By the time that the war is over the Russian market will be absolutely bared. *If the Allies are not then prepared to supply all needed goods at once in adequate supply Germany will regain her ascendancy in Russia.*

Lying with her frontier adjoining Russia, Germany will be able to flood mercantile goods across the line as soon as peace is declared. The merchants of the new republic undoubtedly prefer to buy goods from Allied countries but if only German goods offer they will buy German goods. They might decide to do this only as a temporary measure; but they would easily slip back into the old relationship if it proved to be the line of least resistance.

And so the duty of the Canadian manufacturer is clear. He must prepare now to get his goods on the Russian market. It will not be sufficient to start when the war ends. The start must be made now. The Russian market has peculiarities of its own and must be cultivated along certain lines. Certain conditions must be understood and complied with. The manufacturer who counts on having his goods in there when the post-war demand starts must build up his connection now.

This is the trade opportunity of the century.





# In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE:—The following is the second instalment of the article entitled, "In Russia Through the Revolution." This article deals with business conditions in Russia, and should prove of interest to all Canadian business men. The first instalment of the article appeared in last issue of of MEN'S WEAR REVIEW.

## PART II.

I HAVE referred to the sense of freedom that the Russian feels to-day and the strange confusion that it is causing. In the army it has gone to such a length that the men have taken into their own hands the matter of the appointment of officers. It is done by ballot, the soldiers voting whoever they want to command their regiments. Colonels who have not been popular with the rank and file, have been promptly rejected, and in some cases junior officers or untrained men have taken their places. The men do not salute their officers now.

The sense of freedom that animates the people does not go to the length of dishonesty. So far as I could learn there was no looting of shops or private homes. Business men have suffered, of course, during the riots by reason of interruption to business.

After the rioting and confusion in the streets, the next outstanding feature

that impressed me was the cost of everything. Russia is revolving dizzily on a high-price spiral. Everything is going up almost out of sight—wages, commodity prices, business charges, etc. The first day that I arrived in Petrograd, I found that city in the throes of several strikes. The dry goods clerks, for instance, had struck for a 100 per cent. increase in wages, to be made retroactive to the first of 1916. It had to be granted of course, but in order to cover themselves, the dry goods merchants had to advance all their goods 300 per cent. This made the cost of clothing so high that employees in other lines had to strike for higher wages. Their employers in turn advanced the price of their goods. This went right around the circle, until it came back to the dry goods trade. The employees of the dry goods stores found that the cost of everything had gone ahead of them so far again that it was necessary to have another agreement. So they struck again

for more wages. And go what they struck for, of course.

So it goes in an endless circle. Prices in many lines have advanced as much as 1,000 per cent. Here is a list of commodity prices that I compiled on June. A rouble, which was worth 51c before the war, is now worth about 22c.

Potatoes, 23 roubles a bag.

Boots, 80 to 150 roubles a pair.

Wood, 45 roubles a sagene (cord).

Lemons, 1 rouble each.

Cucumbers, 1 rouble each.

Grapes, 12 roubles a pound.

## Scarcity of Goods

This is due primarily to the tremendous demand in Russia for everything. There is a shortage in practically every line. Russia is an agricultural country and depends on the outside world for nearly all manufactured goods. As it has been difficult to import goods since the war broke out, the supplies have practically vanished. When a merchant advertises to-day, for instance, that he has boots for sale, the rush of customers literally swamps the store. It is not unusual to see lines many hundred yards long waiting outside a store.



Crowd waiting for news in front of the Duma.—This photograph shows a typical Petrograd crowd in early days of the revolution.—There were no newspapers and everyone who could (there were no street cars either) gathered in front of the Duma or other public place where news could be gathered. For days soldiers and workmen rode about the streets, on touring cars or trucks, while every conceivable class of people were in the throng on the streets. The Duma Building, once an Imperial Palace, is at the right, the main entrance on the small park. In the distance is the Smoini Monastery



**Money is Plentiful.**

Money is extremely plentiful. Only paper currency is in general use, however. I presume that people who have gold, silver and copper, are hoarding it. This is natural when the paper currency can be used for all purposes.

The Government has issued paper money for even the lowest denomination, a kopeck. The kopeck worked out to about the value of a quarter of a cent when I was there. There were paper certificates representing one, two, three and five kopeck prices; and from these lower values up to twenty kopeck pieces. It is estimated that before the war there was paper money in circulation to the extent of six milliards. To-day the total has reached forty milliards.

The consequence is that everybody is carrying around loads of paper money. Paper kopecks are banded around by the handful, by the pocketful. A man starts out for the day with his pockets crammed with paper money. He tips the waiter, who brings him his lunch, by bringing out a handful of paper money and passing it over. It is very seldom that any effort is made to make accurate change. You get a handful of paper. It may be ten or fifteen kopecks short or an equal amount over. Neither party cares. You put the paper in your pocket and go away contented. If any money blows away from you during the course of a transaction, you don't bother chasing it. It would not pay you for the time. Such, at least, is the way things are in business circles. Perhaps lower down there is more careful handling.

Money has become indescribably dirty from much use. It is, however, the official currency of the realm and has the Government of Russia behind it. It is accepted in all business transactions and at the banks. It is handled loosely because the advance of all prices has reduced the buying power of the rouble; and in any case, the Russian is a free spender. If he makes fifty roubles to-day—and it is not a difficult matter to make fifty roubles in Russia now for the lowest form of labor—he is very likely to go out and spend it. He figures that he can make fifty roubles again to-morrow. If there is any thriftiness in the Russian race, it is not apparent in Petrograd at the present time.

**Solutions Suggested**

Among the educated classes it is apparent that the country is approaching financial crisis. It is believed that the Government, when a form of Government is found sufficiently stable to sober so crucial a question, must take one of two courses:

First, repudiate a certain proportion of the paper money in circulation, possibly 25 per cent.

Second, take over 25 per cent. of all deposits in the banks over a certain amount and on all securities held by individuals over a certain amount and give Government bonds in return.



*Ruins of Moscow District Police Station, Petrograd.—In many parts of the city the police defended themselves in their stations, or from the roofs or attics of houses. Whether there was shooting from the station or not, they were looted and the furniture and records burned. Where a defence was made, as in this case, the entire building was burned.*

**No Money Sent Out of Country**

The only step that has been taken so far to control the financial situation is a Government order prohibiting the sending of money out of the country. This measure is intended as a temporary one to enable the authorities to get the situation in hand. For the time being it puts a stop to all purchase of supplies in foreign countries, except in cases where the shipper is prepared to take his chance and wait for payment. Some outside firms were continuing to do business with Russian importers on an agreement by which the money covering the goods supplied was left on deposit in Russian banks to their credit. This amounted to practically the same thing as sending the money out of the country, as it was withdrawn from circulation; and the Government has now issued a further order prohibiting the depositing of money to the credit of foreign firms. This is also a temporary measure, but it is not likely to be lifted until the financial situation has improved.

**Everything Coming Out Right**

I am absolutely convinced, however, that everything is going to come out all right. The resources of the country are so great that there can be no doubt of the ability of Russia to weather any storm and win her way through any crisis, political or financial. I believe that, as soon as the country settles down under a well-established form of government, the present chaos in business and financial matters will soon be remedied. Prices of goods are bound to remain high, owing to the great scar-

city that exists in Russia in every line, particularly in foods. The tendency to soar to unheard-of prices could, however, be checked if a government were established with real authority.

**The Great Wealth of Russia**

A visitor to Russia, even during these troublous times, carries away an indelible impression of the wealth of the country. It has resources so great and so inexhaustible that the country seems immune to any real danger. Disasters on the field and financial or political crises at home are events of the passing moment, and can have no bearing on the future that lies ahead of this great country. The people themselves feel it. They are beginning to feel their strength. When they hear of German successes, they say: "They can't hurt us. We are too big."

**Business Conditions.**

The business side of Russia is an eye-opener. Business there is conducted on a big scale, I might say on a colossal scale. The outside world has entertained the impression that Russia is a primitive country, and that business is done in a more or less primitive way. Nothing could be further from the truth.

I found the business houses well organized, and the stores big and attractive. There is not yet to be found in Russia a department store as we understand that term. In Moscow there is, however, a store employing twelve hundred hands. In Petrograd the specialty stores are as well equipped as the best stores of any capital of Europe. You can see the same glittering plate glass



fronts, and, the same handsome fittings. Inside one is amazed—I know that I was—by the quantity of goods. The idea entertained by people of other countries that only cheap goods are sold in Russia is ridiculous. Conditions are almost the exact opposite. Russians buy the very best of everything. I saw, in the hardware stores, magnificent cutlery and splendid samples of brass, cut glass and silverware. Of course, supplies were light. Stocks have been sadly depleted in all lines.

#### Misled by Germany

It seems altogether feasible to me that the outside world has in the past been deliberately misled with reference to the Russian market. Before the war Germany practically monopolized the trade of the country. The Teutons were literally conquering Russia by a slow campaign of commercial suzerainty. Nearly everything in the line of manufactured goods sold in the country came from Germany. Certainly there were plenty of British, American and French goods sold in Russia, but in comparison with the huge volume of German imports, the Russian trade with other countries was quite insignificant. The Germans were getting in everywhere. They were a potent force in the finances of slow-moving Russia. As events have demonstrated, they practically controlled the court of the Czar. Why Germany attempted to conquer Russia by force of arms when she was slowly conquering the Bear by commercial pressure is a question that must puzzle students of world politics.

But to return to my point: I am convinced that the Germans, in their anxiety to keep the Russian market to

themselves, deliberately painted an entirely erroneous picture of Russia for the benefit of the outside world. It is hard to account otherwise for the complete misinformation which we have had, and believed with reference to Russia.

#### Orders Are Big There

The scope on which business is done is surprising to say the least. Orders were offered for supplies that at first I could hardly credit. They did not seem real.

I found this also: The Russian business man wants to do business with Great Britain, Canada and the United States. They know Canada now, and their knowledge is favorable.

"Canada, yes," they would say to me. "We have heard of what your soldiers are doing at the front."

This could not be a better recommendation. The reputation won by our troops in Flanders is as good as a letter of introduction for the Canadian business man in Russia.

I found that they take kindly to American patterns of goods, but—and this is an important point—they complain that quite often the goods when received are not up to sample. The Russian business man is thoroughly honorable himself, and he cannot condone any degree of laxness in others. Consequently, the shipping of goods below sample would completely undermine trade relations in course of time.

#### We Must Do Things Right

Yes, Canada can work up a splendid trade connection with Russia, but we must learn to do business their way.

The Germans were wise enough to

meet Russian conditions. We must do the same.

Just what those conditions are Canadian manufacturers must find out. There is one way to do it. Go there, meet the Russian in his own warehouse and his own store. Establish a personal connection. Find out how he does things and how he likes things done. I found out things that could never have been learned at second-hand, and any man who goes over there as I did, and keeps his eyes and ears open, can do the same. It is the only way.

#### Opportunities for Trade.

The future holds out wonderful opportunities for trade in Russia. Before the war, Germany had almost a monopoly on the field, but the Russians are now themselves looking around for new sources of supply. They do not want to trade with Germany after the war. They say they will not.

But this fact must be borne in mind. The end of the war will find Russia bared of all manufactured goods. The condition is serious enough now. When the blockade of war is lifted, Russia will want goods of all kinds in tremendous quantities at once. The people of Russia do not want to renew their former close trade relations with the enemy, but, if German goods come into the country on a market bared of everything, they are going to buy German goods. That is inevitable. It might be that they would decide to deal with Germany, for the time being, until they could get squared away. But it would be easy to slip back into the old system. If British and American manufacturers are not ready to supply Rus-



Checking up Passes to the Duma Grounds—The utmost care was taken to pass only the proper persons to the Duma Grounds during the first days of the revolution. The photograph shows soldiers checking the permit of a Polish member of the Duma, Ledinsky. Twelve hundred private cars were confiscated during the first days of the revolution, and only thirteen were not returned to their owners. Here are servant girls, boys, students, soldiers and workmen all interested in what is going on.



sia with what she needs as soon as the war ends, then Germany will get that trade back.

And so I feel that now is the time for the work to be started. It will not be sufficient to start when the war stops.

So much for business conditions and opportunities. Socially, of course, things are very much upset. The food problem is causing considerable uneasiness, for food is very scarce indeed. Russia is living on a decidedly reduced diet, and, as I have already pointed out, prices of food have gone to unheard-of levels.

What bothered me most was the total absence of wheat bread; all that can be obtained now is black bread. It is really black—black as the ace of spades. And sour. I could not eat it without completely upsetting my stomach. Luckily the wife of a man who had been acting in Russia as our agent, had a small supply of white flour left and she was good enough to bake me a loaf once a week. This precious white loaf I used to hoard with all the watchfulness of a miser. I kept it locked up in a grip, and before each meal I would unlock the grip and carry the loaf down with me to the table. I allowed myself one slice only at each meal. In this way I was able to keep going.

There is no white flour obtainable, and this means not alone no white bread, but no puddings, no pastry, no rolls, nothing, in fact, to set off a meal. Meat is fairly plentiful, and fish can be obtained without difficulty. The Russian people eat a lot of game, pheasants being rather a commonplace item.

#### Six Dollars a Meal.

Food at the hotels and restaurants is extremely expensive. I figured that it used to cost me in actual money about six dollars a meal. There was no escaping this heavy tax. One had to eat, and food was not obtainable at lower prices.

Little sugar is obtainable. You are allowed one lump of sugar with each meal; and that does not go very far.

#### \$2.75 to See Charlie Chaplin

And speaking of prices, one night I went to a moving picture show, and it cost me, in real money, \$2.75. The bill was featuring Charlie Chaplin. This, I think, represents the apex of the high price tendency — \$2.75 to see Charlie Chaplin!

The Russian public, by the way, is taking to moving pictures, but not to the inimitable Charlie. They do not see the delicious humor in the throwing of a custard pie. They can't understand horseplay of any kind. It was rather an experience to sit there and see the stony, puzzled faces of the people as they watched the roughhouse work on the screen. I don't suppose they realized it was comedy.

To reach the Russian public, a play must be weird and sad. If the heroine doesn't go mad in the last act and the

hero commit suicide, the people think they have been offered second-rate stuff. They apparently want to be reminded in their plays as well as in their books that the world is old and sad and weary.

#### The People Themselves.

This brings me to the question of the Russian people themselves. I brought back a very high opinion of them indeed. They are very serious, and more than a little fatalistic, but they are honorable to a degree. In dealing with them, you feel that you are always safe. They are extremely courteous; and their courtesy is more than skin deep—it goes right to their hearts.

They have no sense of time. In that respect they are distinctly like the man of the east. Perhaps it is because the country they live in is so vast and they have born into them a feeling that time is vast, like Russia Itself.

You approach a Russian on a business matter—say, the matter of a passport—and you meet with every politeness. He is a charming fellow; only too glad to converse with you, to do little things for you. But try to get him down to cases, to get your little matter of business definitely settled!

"Oh, yes," he will say, with a disarming smile. "To-morrow we shall settle all that. To-morrow."

"But," you protest, "I am leaving the country as soon as possible—to-morrow, I hope."

"But why should you want to leave our country so soon?"

To-morrow! Unfortunately, on the following day, he again talks in terms of to-morrow. To-morrow never comes.

#### A Political Crisis Coming

I am convinced that everything is going to come out all right in Russia in a political sense. But before a condition of stability comes about, there must be another revolution. At present there is no authority in Russia. People do as they wish. Kerensky is liked by everyone, and is, I believe, a great man in every sense of the word, but he has no real authority. I saw him many times in Petrograd. There is no formality about him, and he appears on the street openly and freely. He speaks to the people as one citizen to another, and they regard him as their real leader; but he cannot enforce authority. At least he could not at the time of which I write.

I heard a story about Kerensky which illustrates how things stand. He had started out on his famous trip to the front to get the army back into the fighting mood. At one point he addressed a regiment, urging the soldiers to stay where they were.

"Why don't you fight yourself?" asked some of the troops.

"I intend to!" cried the leader. "But it would do no good for me to walk out all by myself. I cannot fight the German army single-handed. When the

Russian army is ready to fight again, I shall take a rifle and go into the trenches with you."

Most of the regiment decided to remain, but a large number were adamant even to so spirited an appeal. They left the ranks and wandered back home. They probably figured that the revolution had made them the equals of even the great Kerensky, and that they were free to come and go as he was.

#### Poisoned by Vodka.

At several points along the lines regiments took upon themselves to make peace with Germany. At one point they fixed up peace terms by which Germany was to get Riga. At another point terms were fixed up on the principle of the status quo and with the further understanding that the conclusion of the agreement was to be celebrated by the sending over from the German lines of a supply of vodka—which is still unobtainable in Russia. When the vodka came over, it was poisoned and numbers of the troops died.

#### But No Separate Peace.

But Russia does not intend to quit. There is no talk of a separate peace. I believe firmly that, once the present troubles are squared off and a firmly-entrenched form of Government is built up, the nation will go back to the business of making war on Germany with more power and enthusiasm than before.

In the meantime, however, a second revolution must come. What I mean is that a strongly constituted form of government can only be established by taking the reins of power. The move, I think, must come from the army. When it comes, Kerensky may be in the lead. I hope so, for he is the strongest and ablest man in sight at time of writing.

I am convinced also, that the new form of government will inevitably be in the nature of a republic. Monarchical forms are gone from Russia for good.

(In the next issue Mr. Hossack will tell of his journey out of Russia. This will be one of the most interesting parts of the narrative.

R. A. Holden Co., Preston, has been holding a 15 days' sale.

The premises of Simeon Morin, men's wear dealer of 74 St. Catherine Street East, Montreal, were forced open early this month. \$100.00 worth of silk shirts, underwear and other clothing being stolen. Later the police recovered the goods, the thief dropping his booty when chased.

#### Goes to Tobey

Roy Blair, who has been employed with R. H. & J. Dowler Limited, in the furnishing department of the St. Thomas store for a number of years, has resigned his position there and leaves shortly to accept a similar position with Tobey, men's clothier and furnisher, of Hamilton.





# MARKET REPORTS



## THE MARKETS AT A GLANCE

New prices of Canadian hosiery manufacturers have been announced quite generally at 25 to 50 per cent. advance over those prevailing for the past Spring. Underwear prices have also been advanced 5 to 10 per cent. for sorting orders by the manufacturers to the wholesale trade. There is a tight situation with respect to taking additional orders on underwear as manufacturers must have all prospective orders submitted to them before they can be accepted by their agents. A further advance of \$1 per dozen on overalls has been announced to take effect on October 1 by one large manufacturer. Prices on shoes for Spring delivery will be from 5 to 10 per cent. higher in price. Travelers are now on the road with their Fall lines. English felt hats have been advanced approximately 8 per cent. on the better grades and about 20 per cent. on the lower-priced lines. English straw hats for Spring delivery will also be from 10 to 20 per cent. higher and hard to obtain. Panama hats of Canadian make show an easier tendency and indications seem to point to a strong run on panama lines during the coming Summer. Wool hats of English make also show a big increase in price. Raincoats and waterproofs show declines in some instances and advances in other grades. There has been a good demand for these goods according to reports of wholesalers, with higher-priced waterproofs apparently in greater favor because of the fact that they can also be used as an overcoat. Clothing for Spring, 1918, delivery will show an advance of approximately 5 per cent. on most of the lines manufactured from stocks that are on hand. Where recently purchased cloth enters into the suit the advance will be from 25 to 30 per cent. Neckwear is in steadily firm market, with manufacturers experiencing increasing difficulty in getting Swiss silks. Booking business in the trade has been generally quite satisfactory.

## UNDERWEAR UP

**General Revision Upward of 5 to 10 per cent. Over Opening Prices—All Orders Must be Submitted to Mills for Confirmation Before Representatives Can Close**

UNDERWEAR.—The advance in underwear intimated in last issue as highly probable has taken place and amounts to 5 to 10 per cent. There is an even tighter situation with respect to getting additional orders placed on the part of wholesalers. Any orders that now seek placement through manufacturers' representatives must first be submitted to the head office of the mills before they can be taken on. The recent advance applies to sorting orders that may be made by wholesalers. There was very free booking of underwear when the opening prices were announced a few weeks ago. The advance from the mills to the wholesalers indicates to the retail trade the trend in the market. Wholesalers for the most part continue to sell on the basis of opening prices except where additional orders have had to be placed to meet the demands of their trade.

## Cotton Declines Almost 5c

There has been an easier tendency in the raw cotton market during the month, a decline of close to 5c per pound having been recorded in that time. On August 17 the price of spot middling uplands in the New York market was 26.70c, while on September 13 it was 21.80c per pound. This is very near a 5-cent decline. Favorable reports on the condition of the cotton crop with a better probable yield has been the factor operating toward lower prices. Some of the Canadian mills are inclined to stay out of the market on future placing business as they prefer to wait until the market settles to a more permanent basis. They feel that conditions are uncertain and big fluctuations in the raw material may still take place.

## HOSIERY UP 25%

**Mills Are Now Taking Orders and Business is Reported Fairly Heavy—Increases Over 1917 Prices Range From 25 to 50 per cent.—Rush Not as Great as Last Year**

HOSIERY.—Canadian mills have announced their prices quite generally on

hosiery for Spring 1918 delivery, which prices are from 25 to 50 per cent. higher than those prevailing for delivery Spring 1917. The advance has been anticipated in these columns for some time past and will not come as a complete surprise. Manufacturers are going guardedly in accepting orders and state they will have to see the volume of business to know whether or not they will have to limit the orders on a proportionate basis.

American mills have been in the market quite generally during the past two or three weeks and are making quotations for future delivery for short periods of time. Most of the mills on the other side of the line do not care to obligate the capacity of their plants for any greater length of time than two or three months into the future. The majority of them will take orders ahead only sufficient to run their plants up to January 1 while some few are obligating themselves to about February 1. They are moving cautiously in the face of the uncertain market in the raw materials. There has been a declining tendency in cotton during the month and this has made them act with reserve in taking orders for the future.



## SUITS ARE UP

Late Arrivals of Goods Last Year Places Clothing Manufacturers in Favorable Position for Spring 1918

**CLOTHING.**—With the starting of travelers on the road by wholesale clothing manufacturers during the first part of September higher prices quite generally were made effective on lines for delivery Spring 1918. On lines that are made from stock carried over from last year the advance in price will be approximately 5 per cent. On new suitings cloth orders for which were placed during the present year the advance will be approximately 25 to 30 per cent. Late arrivals of cloth that were due to reach the clothing manufacturers in time to make into clothing for Spring 1917 have placed the makers in a favorable position for the present booking season. Cloth that was due to arrive last fall did not reach the makers until too late for manufacture into clothing for Spring 1917. This cloth was purchased at much lower figures than that prevailing during the present year. The presence of these goods has kept the advances within the present moderate figure of 5 per cent. on the general run of lines. For specialties and new designs, however, the showings made by manufacturers at the present time will carry an advance of 25 to 30 per cent. over last spring's prices. Manufacturers have added a number of these to their samples for showing at the present time. During the past month manufacturers have been busy filling placing orders for the present fall trade. These orders were heavy and cancellations were few.

### Overcoats Likely Higher

Manufacturers will be engaged in selecting their stock of overcoatings for Fall 1918 within the next three or four weeks and anticipations are rampant that prices will be much higher than heretofore. Stocks of overcoatings are getting low quite generally and manufacturers will be in the market to provide for their needs. English lines of suiting cloths are not being offered very freely, leaving the Canadian manufacturers of cloth to their own field more than at any time in the past. Dealers in cloth assert that Canadian makes are of better intrinsic value than imported cloths. The industry in Canada has made great progress in this respect since the English goods through war conditions have been restricted from the Canadian market to a great extent.

## SHIRT LINES OUT

New Spring 1918 Line Has Been Received With Favor in Preliminary Survey of Field—Featuring Higher Priced Goods

**SHIRTS, COLLARS.**—Manufacturers of shirts and collars started their travelers on the road with their new lines of shirts during the second and third weeks in September. The feature, as the representative of one of the large manufac-

turers put it, is in the disposition of the makers to focus their efforts on the higher priced shirts. "We are going to push the shirts that sell at \$16.50, \$18.50 and \$21 per dozen," stated the representative of one concern. "This will make the popular selling line at \$2.50 each in a retail way. And these lines are going to take stronger than they have ever done before if a preliminary canvass of the situation is any criterion. We have recently completed a short selling trip and the merchants give evidence that they will not hesitate to book on the better class article. We will still have lines at \$10.50, \$12 and \$15, but in our opinion they will be less of a factor in the market than ever before. Buyers are of the opinion that they are not as good value comparatively with the \$16.50, \$18.50 and \$21 lines. Money does not seem to be any object, as consumers give evidence that they have it and are willing to spend it. Of course, the cessation of munition making may make some difference in the amount of money available, but from recent announcements it would seem that shells will continue to be made in Canada although of a lighter calibre than those heretofore made."

### Bright Colorings Characteristic

The feature of the new designs is their bright colorings. In this respect they are stronger than last season's patterns so far as color goes. They are what might be termed heavy slightly patterns, stripes being the dominant tone of the styles. The new lines will run 90 per cent. to soft cuffs, according to the representative of one manufacturing concern. There is a complete absence of khaki colors in the lines shown. Although there has been an advance in price it is not apparent from first observation for the range of prices remains the same as those prevailing for the past spring and summer lines. The advance is only apparent in the shifting to the higher grade of shirts. Where popular lines were formerly \$1.50 to \$2 to the consuming trade, manufacturers are featuring lines that will retail at \$2.50 more strongly than ever before. Such a shift gives some indication of the way the increased prices are taken up.

## FELTS UP 8%

Cheaper Lines of English Felts Have Advanced as Much as 20 Per Cent.—English Straw Hats Higher Owing to Scarcity of Braid.

**HATS AND CAPS.**—Arrivals of English soft felt hats were fairly good during the past month and comprise the new lines now being shown to the trade. Travelers started on the road for wholesale hat houses about the middle of September and prices which they were authorized to quote by their principals were approximately 8 per cent. higher than recent quotations on the better grade of hats. On the cheaper lines of soft felt hats the advance has been much greater, being in the neighborhood of

20 per cent. One line of hats that was formerly sold at \$36 per dozen has been advanced to \$39 per dozen. Still another line that had previously sold at \$28 has been advanced to \$33. And so the prices run. Wool hats of English manufacture have been advanced from 35 to 50 per cent. over a year ago. One line that formerly sold for \$3.60 per dozen is now quoted at \$8. These were known as the knockabout hats. The last of the English samples reached the local market about the middle of the month. There has been delay in shipments, some having been on the way for eight weeks. There is every prospect that there will be greater difficulty in getting goods from Great Britain e'er Spring comes. There is even some talk of an embargo being placed on their shipment out of the country by the British Government. With the need for tonnage there has been a disposition to curtail in every way possible.

### Straws for Spring Higher

English straw hats for delivery next Spring will be 10 to 20 per cent. higher than prices prevailing for the past Spring. Manufacturers in Great Britain have been restricted to importation of 50 per cent. of their former requirements on straw braid. In the face of this condition wholesalers anticipate there will be a run on panama hats this coming season, due to attractive prices that have been made. There has been a downward tendency in the price of panama hats until the low figures have reached \$19 and \$20 per dozen. Of course there are still the better grades which run into much more money but the cheaper grades are expected to be in big demand during the coming season.

## RAINCOATS MOVING

Good Sale for Soldiers' Use—Higher Priced Tweed Waterproofs Selling in Preference to Lower Priced Raincoats—Good Shipment Arrives.

**WATERPROOFS.**—Wholesalers of waterproof coats report a brisk business during the past month, particularly on the trench coat for use of soldiers. One concern alone disposed of no less than one thousand of these coats within three weeks. There has been a good sale of the tweed trench coat also and prices have been reduced \$1 per coat, making the selling price now \$11 each. One of the popular lines of English waterproof coats has been increased in price \$1, the selling price having been raised from \$9.50 to \$10.50. Any available supplies of old stock are still selling at the old figure of \$9.50 but new stock that is now being placed on the shelves in wholesalers' warehouses is marked to carry the higher price of \$10.50. One of the new lines of goods that has recently been placed on the market is designated as aqua tight and sells at \$16 and \$22 each. These goods are cloth waterproof and have the appearance of an overcoat. One of the peculiarities of the trade as



noted by wholesalers is the fact that these higher-priced goods are selling better than the lower priced, or regular raincoat. The reason for this is stated to be due to the fact that the higher-priced article has the appearance of an overcoat and can be used for that purpose when its use is not required for keeping out the rain. "We have a line of raincoats at \$8.90 and some lines of waterproofs that are quoted at \$18 and \$22 and we find the latter lines are selling more readily than the other lines," stated the representative of one wholesale house. A shipment of some 3,000 English waterproofs has just arrived and this will place the trade in fairly good position for the Fall and Winter trade. English waterproofs and raincoats are expected to be increasingly hard to get and the Canadian dealers are thrown more on the American market for their supplies.

## NECKWEAR GOING WELL

**Brisk Buying for Fall Trade—Booking Ahead for Christmas Neckwear to Make Sure of Delivery—Difficult to Get Swiss Silk.**

NECKWEAR.—Now that travelers for neckwear manufacturers have been on the road for some little time their principals have had an opportunity to size up the trend of trade. Reports are most encouraging. "We are making more neckwear than we have ever made," stated one manufacturer. "In spite of the drain of over 400,000 men who have already left the country on military service our trade has grown constantly and we are selling more and higher-priced stuff than we have ever done in the history of our manufacturing career. There is no chance that conscription will hurt trade so far as we can see. An additional 100,000 men will not make any material difference if 400,000 has not done so. We look for the neckwear trade to grow steadily. One of the notable features of the business too is the fact that people are buying quality in neckwear more than they have ever done. Seventy-five per cent. of our business is for the class of goods that will sell in a retail way from 75c upward. People forget the price they pay when they get good satisfaction out of a tie. It has been necessary to get higher prices for neckwear because the price of the raw materials has been constantly advancing. But with the advance has come a corresponding improvement in quality, because the manufacturers have realized that people are buying quality more than they have ever done before. Italian silks have always been a popular silk for some of the higher-priced goods. "We have had enough faith in these goods to place an order for 30,000 yards to be delivered when possible at prices prevailing at the time of shipment," stated the manufacturer in question. "We feel that these

goods will sell on their merits of quality no matter what the price of the raw materials may be."

### Difficult to Get Swiss Silk

Manufacturers are finding it increasingly difficult to get Swiss silk owing to the transportation situation. They have also found it increasingly difficult to know where they are at with respect to price quotations by reason of the rapidly changing value of the Swiss franc. As a result they are turning more and more to the American market as a source of supply for raw materials. Considerable difficulty is being experienced in getting experienced help by some concerns. "We have practically had to conduct a school to train our help," stated one manufacturer. "Ten days ago we started 35 girls to work and out of that number we have only 15 left. They are moving about and do not seem to hold for any length of time to one job."

## GLOVES IN DEMAND

**Retailers Taking Good Stocks for Spring 1918 Delivery — Sufficient Hides Forthcoming But At High Prices — Prices But Little Higher Than Last Spring.**

GLOVES.—Travelers for glove manufacturers have now been on the road for some three or four weeks and reports coming in are most encouraging so far as volume of business is concerned. One manufacturer stated their prices as a general thing are very little higher than they were for recent delivery. In some instances where advantageous buying of leather was made, prices are even a little lower. "We are able to get sufficient hides if we pay the price for them," stated one manufacturer. Glove manufacturers who tan their own leather find themselves in little better position than those who have to compete in the market for the finished leather. "There is very little fine leather to be had," stated another manufacturer. "There has been such an enormous demand on Canadian and American manufacturers owing to the fact that European and British gloves have been practically shut out of this market. Available stocks of fine leather for the better classes of gloves have naturally been taken very eagerly by manufacturers. Available supplies have all been taken up for months in advance. One of the factors that have operated to keep the European gloves out of this market is the dearth of glove makers owing to the requirements of war. Some of the European manufacturers have been endeavoring to get glove makers from Gloversville, N.Y. It takes years to develop a glove maker and they are scarce owing to war operations." Volume of business for Spring 1918 delivery has been big, there being no trouble to make sales.

## SHOES ARE UP

**Advance of 5 to 10 Per Cent. Made Effective for Fall Booking—Business on Canvas Shoes Has Been Good**

BOOTS AND SHOES.—There was a generally firmer tendency in the price of boots and shoes when travelers for wholesale houses started on their Fall booking trips early in September. Some wholesalers made the first trips in behalf of sorting business for the first two weeks and reported that trade was very satisfactory. On booking orders for Spring 1918 delivery prices will be from 5 to 10 per cent. higher than recent quotations. Business on canvas lines of shoes has been very satisfactory, better in fact than any season in the past, according to some dealers who have had an opportunity to test out the market. This business will all help to relieve the strain on leather goods, which are greatly in demand for war purposes. With huge orders for equipment for the United States army there has been a constant demand for leather that forestalled any possibility of lower prices. As noted in last issue, however, there was an easier feeling in the leather market due to the fact that manufacturers had not been buying stocks of leather recently and tanners were disposed to make concessions in order to stir up business. When manufacturers of shoes have exhausted their present stocks and again enter the market it is expected there will be a generally firmer tendency again.

## OVERALLS AGAIN UP

**One Large Manufacturer Announced That a Further Advance of \$1 Would Be Made Effective By October 1.**

OVERALLS.—One large manufacturer of overalls announced during the first week in September that their prices on black, blue and khaki overalls would be increased \$1 per dozen to \$22 on October 1. Higher quotations to hand on denims and drills have made higher prices necessary for Spring delivery goods. Other concerns who were quoting their lines at \$19 and \$17.50 remained unchanged. Their booking date has been extended to March 1 and orders can be placed on that basis for delivery up to that time. Conditions in the overall business are generally quite promising, one concern having the capacity of their plant booked for the balance of the year. Market conditions quite generally in overalls can be characterized as one of firmness. There has been an easier tendency in the raw cotton market but this has not yet affected the price of manufactured materials and will in all probability not affect goods for Spring delivery. The advance scheduled by the concern in question is an indication of the trend of the cloth market. Sorting business on overalls is reported very good.



# THE BOYS' FURNISHINGS DEPARTMENT

Frank Stollery, Toronto, Has Developed A Admirable Boys' Furnishings Department—  
General Trade Increased by Enlarging Volume and Variety  
of Customers—Women's Silks Featured.

WITH the approach of cool weather, articles of men's furnishings peculiar to Fall trade again begin to make their appearance in window dressings, indoor trims and advertising literature. There are few new cool weather features to be seen in connection with the regular run of men's furnishings, in fact such features are conspicuous by their absence thus confirming the fact that the chief source of trade for the men's wear dealers now does not come so largely from the young men. The approach of compulsory military measures has somewhat changed the class of trade which patronizes the men's furnishings stores, and to-day the younger boys and older men are looked to in order that trade may be maintained even after the enforcement of conscription.

The recent action of a number of men's wear dealers is confirmation of this fact, for significantly enough many of them have but recently entered seriously upon a campaign to push boys' furnishings.

## Boys' Clothing in One Store

One Toronto store which is very active in the matter of pushing boys' clothing, is that of Frank Stollery. This store carries a complete range of boys' shirts and stockings, and has through recent trade worked up a nice business. The store occupies a prominent corner where the full effect of window displays is achieved, but it is significant that the boys' clothing in this store is seldom featured except by means of minor counter arrangements. In this case, the carrying of boys' lines is considered to be an advantage to the store's trade in general by not only increasing the volume of custom, but also by effecting a variety in the trade. The carrying of boys' clothing brings all classes of customers to the store, small boys, mothers, fathers and sometimes sisters and brothers buy for one small boys.

It is evident in past months that the exclusive men's furnishings store is becoming more and more the centre for trade in such lines; and owing to the fact that they are oftentimes able to give better value, there is no deterrent to such trade branching out to include boys' lines. The boy's mother is generally accredited to be a most judicious buyer, and is out to secure the maximum value, and this feature has been responsible for men's wear dealers holding boys' trade when once it has been established. Another advantage to the trade in securing this class of business, is that when the young boys get the habit of purchasing their requirements in such stores they are most likely to continue to purchase their supplies as they grow

up, and hence an almost continuous trade covering a number of years is established.

The present seems the most opportune time for developing the boys' department owing to the fact that this, and the older men's trade is all that can be definitely relied on at present and for some time to come. Some stores are taking on a more complete line of boys' clothing comprising suits, underwear, collars, etc., but so far the trade in the Stollery store has been restricted to boys' stockings, shirts and blouses.

## Continuous Shirt Sale

A feature of new lines for Fall is that new men's shirts are coming in in slightly fancier patterns than have been shown recently. During the summer there were many glaring colored patterns in shirts on display, but this was chiefly due to the condition of the dye market in the United States which could only supply the louder colors. Recently however American manufacturers have been able to make better use of the dyes, and some fancy patterns without the loud colors are embraced in the new shirtings.

In the Stollery store, one feature which has proved to be of great value in drawing trade is the continuous sale of one grade of shirt at a price of \$1.19. So important a phase of the business has this become that a huge electric sign advertising the shirt at that price has been erected by the store on the roof of the building occupied. The sign illuminates one of Toronto's busy corners and is a first class advertising medium. The Stollery management finds that the continuous shirt sale draws much trade to the store and acts as a stimulant to other lines in the trade. Many men anxious to secure good value in a shirt can have their requirements met, and oftentimes make further purchases when they enter the store and have their attention drawn to other articles such as collars, ties, or other lines usually associated with shirtings. In addition to the electric sign, the shirt sale and other lines are well advertised by means of window posters.

## Women's Silk Goods

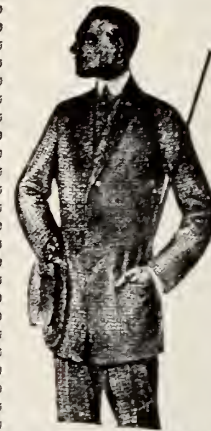
The Stollery store has worked up a good business in connection with the sale of women's silk hose and gloves. This phase of the trade is also one which is being more and more actively taken up by men's wear dealers recently. The trade in this line is largely with women themselves, though many men, too modest to enter the sacred precincts of an exclusive women's store, also are extensive purchasers of these lines. The Stollery store is located uptown, away

## SPRING 1917

A bigger, better business than ever, is the slogan of this store. The goods are here, and at a price which will bring us a host of new and satisfied customers. We take this opportunity of thanking the many patrons of this store for the increase in our business during the past season. This season will see another large increase, as our stock is in tip-top shape, and best of all, our prices are exceptionally low considering the market conditions caused by the war. Be one of our customers and share in the service this store affords its customers.

T. C. JOYNT Hensall

## EXTRA SPECIAL \$15.00 OUTFIT



The whole outfit complete for \$15  
A large range to choose from  
SUIT, SHOES, CAP, SHIRT,  
SOCKS, TIE, SUSPENDERS.

All for \$15.00  
A perfect fit guaranteed

Last fall we had so much success with this \$15.00 outfit that we have prepared ourselves with another range of these outfits for spring.

Get one and save money this  
Spring on your clothing.

## Tailor Made Clothing

The man who wants his clothing made to measure will find satisfaction in our clothing department. The new style plates are here, also a great big range of the new cloths. Let us make your next suit. You take no chances here as we guarantee fit and workmanship. You are specially invited to come in at any time and look over our large range of cloths for spring.

Prices; \$18, \$20, \$25, \$30 up

*A panel from the Spring 1917 Circular used by T. C. Joynt of Hensall. No wonder this caught the attention of farmers and townspeople alike*

from the central business section of the city and for this reason it is found that many girls and women make their purchases at the store in preference to proceeding further down town. This is usually but the first step toward the permanent securing of such trade. A window display of this line is constantly being shown, and is the chief attraction of such trade owing to the fact that the store is located on a prominent corner. It takes time to accustom women to purchasing in men's wear stores, but it is a phase of the modern business which is developing rapidly and the sale

(Continued on page 61)



# SENDING OUT CATALOGUES FROM VILLAGE STORE

Good Business is Secured in This Way—In Some Ways the Mail Order Houses Can Be “Gone One Better”—A Farmer and Men’s Wear Dealer, Too.

**F**REQUENTLY merchants doing business in towns of very moderate proportions get into happy-go-lucky methods. There is only so much business to be had, they may say. No use getting in a frenzy. If I stir things up it only means I take trade from some one else, and I’m not sure I want to do this. I’ll take things as they come. You know that kind of dealer.

Well, the answer is given such croakers by other small town dealers—hundreds of them, who are stirring things up, and who are finding daily proof that the antiquated idea of there being only a certain fixed demand is absolutely wrong. As to their wide-awake methods taking business from some other concern—well it does to some extent, but as the concern thus robbed of business is the mail order house, there need be no lachrymal demonstrations—no feeling of hoggishness need cause the dealer to blush. No, the merchant may merely puff out his chest a little for, like Daniel of old, he has met Goliath and laid him low—has kept what is his, or retaken what was his.

## How Plan Was Formed

Last month some of the plans by which G. A. Hunter of Dauphin, Man., stimulates business with railroad men were related. Now comes the story of methods adopted by T. C. Joynt of Hensall—methods adopted not so much to cause a flurry which will boom his sales for a few days, but purposing to bring a steady flow of customers to the store.

Mr. Joynt is a believer in printers’ ink. “The catalogue houses,” he says, in effect, “are gathering good business.”

“Why?”  
 “Well, they gave good values.”

“So do I give good values, so that isn’t the full explanation of the mail order houses success.

“What is the secret then?”

Perhaps Mr. Joynt pondered this long. Then he reached his decision. The mail order houses give good value and they tell the people of these values.

Ah! There was the point. “I’ll tell the people too—make them realize they don’t have to go further than Hensall to make a good buy.”

And so commenced the Spring and Fall catalogue which is a regular feature of the store’s business.

## Picture Tells the Story

Herewith is represented a two page spread from the Fall 1916 catalogue. This illustration tells better perhaps than could be told in any other way Mr. Joynt’s method. He quotes price—always price. The idea is to hammer home values, and never for a minute is this point overlooked.

Of course the list to whom the booklet is sent is not very large. Some

things, therefore, which a mail order house would have great difficulty in doing can be accomplished. For instance, on the inside back cover of his catalogue, Mr. Joynt pastes samples of the cloth which he considers the best value in his tailoring department. These samples bring in many, both from town and farm, asking to see this piece of goods or that.

**Beats the Big Stores**  
 So this merchant, in a small town, in

with electricity, and with splendid mahogany fixtures. Mr. Joynt evidently believes in asking his friends to come to a well furnished place to transact their business.

## JOINS DOWLER BROS.

*Sarnia Observer.*

Preston Bartlett of Macdonald Bros. staff left yesterday for St. Thomas, where he has accepted a position as

Men’s Furnishings	Boys’ Wear
<p><b>Hats and Caps</b>                      The new hats are always to be found here. A style for every man. \$1.00 \$1.50 \$2.00 \$2.50 and \$3.00.                      You are invited to see our assortment of new caps, prices from 25c. to \$1.75.</p> <p><b>Shirts and Collars</b>                      This store carries a complete line of the famous Cluett Shirts and collars. They are known to be the finest on the American market. Prices 75c. to \$2.00</p> <p><b>Neckwear</b>                      When you want something exclusive and nice in a new tie, it will always be found here at 25c. 50c. 75c. or \$1.00. The new ties for fall are here now.</p> <p><b>Mufflers</b>                      A carefully selected line has just arrived in the new Swiss Silks from \$1.00 to \$4.00, other styles at 50c. and 75c.</p> <p><b>Overalls</b>                      Overalls in all styles, \$1.25 \$1.35 and \$1.50</p> <p><b>Working Shirts</b>                      Special values at 75c. 95c. and \$1.45</p> <p>We also carry a well assorted stock of Suspenders, Arm Bands, Handkerchiefs, Belts, Night Shirts, Pyjamas, Silk Hosiery, etc.</p>	<p><b>Suits</b>                      Boys’ Tweed Norfolk Style, sizes 26 to 32 special at \$3.80                      Boys’ Checked Tweed Harley Styles 26 to 30 our price 5.00                      “ “ “ “ “ 31 to 34 “ “ 5.50                      “ “ “ “ “ 26 to 32 “ “ 5.70                      “ Blue Serge Norfolk “ 26 to 30 “ “ 5.25                      “ “ “ “ “ 31 to 34 “ “ 5.50                      Youths’ Tweed Norfolk Style, browns and tweed mixtures, sizes 34 and 35 at \$6.50 and \$6.90</p> <p><b>Overcoats</b>                      Boys’ Tweed Ulsters, sizes 24 to 28 at \$4.25                      “ “ “ shawl collar, belted back \$5.70                      “ Chinchilla “ “ “ “ \$8.00</p> <p><b>Underwear</b>                      Boys’ Fleece Lined Underwear, 75c. a suit</p> <p><b>Knickers</b>                      Boys’ Knickers all sizes in good strong tweeds at \$1.00 \$1.20 and \$1.50</p> <p><b>Caps</b>                      A splendid range in Fall and Winter weights, 25c. 35c. and 50c.</p> <p><b>Hats</b>                      A nice range of boys’ hats in blue, brown, black and white checks and mixed patterns, 50c. and 75c.</p> <p><b>Toques</b>                      Special in white trimmed with assorted colors 25c.                      Other styles in grey, fawn, blue and red at 50c.                      We also carry a complete line of Collars, Ties, Shirts Overalls, Hosiery, etc. for boys.</p>

Two pages from the Fall 1916 Catalogue sent out by T. C. Joynt, Hensall, Ont. Prices look very low considered by present standards

fact, for the very reason that he is in a small town, is able to go the mail order houses one better. The mail order house tells of the goods, and the price. The dealer tells of the goods and their price, and actually shows some of the pieces.

The Spring circular shown contains a remarkable offer of a complete outfit for \$15. It’s hard to understand how this can be given—or could be given even in the Spring. But such an offer in a rural community, doubtless has its attractions.

## Owens Farm, Too

By the way, Mr. Joynt is somewhat of a farmer himself. He had, when MEN’S WEAR REVIEW representative visited him, some good crops coming along, 5 acres of onions for instance. Perhaps the farm helps the business. It probably takes Mr. Joynt out among the farmers, and that will unquestionably do good.

The store from which these catalogues go out is a remarkably fine one—lighted

buyer for the gents’ furnishings department for R. H. and J. Dowler Co., of London. His many friends will extend him every good wish for his future welfare.

## THE BOYS FURNISHING DEPT.

(Continued from page 60)

of women’s hose and gloves combined with the increased sale of boys’ clothing and the bringing of other trade to the store through this source, will be big factors in rendering the men’s furnishings store of the future a bigger element in trade, and will extend its field to furnishings for all classes of customers.

“Killed in action, August 21,” is the word received by the mother of Lorne E. Carscadden, member of the firm of Scales & Carscadden, general merchants, Virden, Man. He was 27 years of age and unmarried.



# KNITTED GOODS



## KNIT GOODS STRONGLY HELD

Break of Seven Cents in Cotton Market Not Considered a Factor—Prices Have Never Been Based on 27c Cotton—Shortage of Labor Still Difficulty—Fall Deliveries in Finer Lines Much Behind

**T**HE interest in knit goods lines at the present time is divided between Fall deliveries and Spring placing prices.

The season now being pretty well advanced, it is interesting to notice the difference in opinion that jobbers and retailers give as to deliveries of Fall placing business. Some report excellent shipments with orders pretty well cleared up, some that they only have a very small proportion to hand. To sum the situation up, it would seem that lines not requiring the finer grades of yarn have been pretty well delivered, but where imported and fine grade yarns have had to be used, deliveries are very backward and are liable to remain so.

Sweater coats shown for Fall so far have few new features. Heavy rope stitch, of course, is good and is shown mostly in plain colors. Club stripe effects in trimmings used down front of coat only, are shown in a number of stores, but the demand does not appear to be expected to be heavy, and everywhere dealers have kept away from any heavy buying in fancy lines. Prices, of course, are high, so much so, that there are few all wool lines shown, the heavy union or cotton article largely taking its place. Pull-over sweaters which came back strongly last Fall and Winter, are expected to be good again this season, but will by no means oust the ever popular coat.

In underwear lines, the noticeable feature, as Fall deliveries are being made, is that retailers have placed heavier orders than ever in combinations in comparison with separate shirts and drawers. This is, of course, no new feature as this tendency has for long been pronounced, particularly in the larger centres, but dealers report that this season shows that even the smaller places are taking to the idea strongly.

Hosiery in the coarser woolens and unions is being well delivered. Finer lines, however, cashmeres and near cashmeres are coming to hand very slowly. So many retailers, however, have stocked ahead in these lines, that but few are fearing any immediate shortage, their Fall placing being largely on odd lines and to fill future wants rather than those of early Fall.

### One Hosiery Mill Cancels Back Orders

One large hosiery mill created a sensation a while ago by cancelling all back orders of Fall, 1916, and Spring, 1917. While some jobbers and retailers are inclined to demur at this, there is no doubt that there was no other course open for this concern to take, as they were hopelessly behind in deliveries, and having in past seasons away oversold their output and all contract yarns they could have only filled back orders by buying yarns at prices that would have been ruinous if they had been compelled to fill these orders at the prices prevailing a year ago. This same firm had not at time of writing announced their prices for Spring 1918, and it is believed that their policy will be along very conservative lines from now on. Orders will only be accepted for which yarns have been contracted and prices will then be withdrawn pending developments.

### Break in Cotton Not a Factor

The sharp break in raw cotton of the past week is not expected by the mill men to have any influence on prices. Goods are at present, it is pointed out, being made up from yarns contracted for before cotton reached its top figure, and even if cotton eased off another couple of cents, while it would check all advances, would only bring manufactured prices to a level with the raw product.

One of the big troubles of the Canadian knitting mills has been that of a shortage of help. It is expected that the slackening of munition work in many places will let a large number of girls and women free for such employment as this. On the other hand, the American Government has placed large orders with some of our mills here, and there is no doubt that all labor offering will be quickly absorbed.

To those retailers who have not protected themselves for Spring, it would appear to be good business to go out and pick up their staple lines now. Many claim that they are able at the present time to buy lines from the jobbers at much below the Spring placing prices asked by the mills, and where this is possible it would appear to be better than buying regular lines at higher prices.

### Summer Lines Retailed Below Cost

Mill men have for some time taken the attitude that the retailer has not thoroughly appreciated the condition of the market, and many dozens of goods were being sold this Spring and Summer over the retail counter at prices below what the mills were asking the jobbers for the same goods.

The retail dealers, however, assert on their part that they were unable to raise prices along with the market, owing to competition, and the fact that they were dealing direct with the public, who were quick to blame them for all advances. While there has been some reason for this attitude, it has been evident that the trade has shown no inclination to slaughter any lines of Summer staples, and are carrying them over, sooner than cut prices in view of the prices they will be asked for Spring lines to replace them.

### Underwear Mill Withdraws Prices

One large mill which specializes on balbriggan underwear, has already withdrawn its Spring prices, claiming that it has booked up to its immediate capacity, and up to the extent covered by its contract yarns. While no business is being looked for at the present time, it is understood that anyone so desiring can place orders on a price averaging about 10 per cent. advance on opening prices. This means that balbriggan lines that were being asked \$6.50 for Spring, will likely be held for \$7.50 when sorting time draws near.

There would appear then to be no object in holding back further before purchasing Spring lines. Manufacturers when spoken to about the fall in the cotton market, answered that that could have no effect, when their difficulty was to get the yarns required at any prices, and that this would be an increasing instead of diminishing difficulty, seems fairly certain.

### Spring Placing Below Average

Jobbers and mill men both admit that Spring placing, has on the whole, been below the average. The retailer seemed very reluctant to place at the high prices asked, feeling that they could hardly be worse and might possibly be better.

(Continued on page 66)





# HATS *and* CAPS



## SILK FINISHES IN SPRING SAMPLES

Spring, 1918, Felts in Silk Finishes at Higher Prices—"High-up" Flange Style—Light Belgian Colors Popular—English Samples Late—New Dyes Are Better Quality

**T**HE long delayed hat samples for Spring 1918, have come to hand, and already travelers from local wholesale houses have gone on the road. As predicted in communications recently exchanged between local representatives and the headquarters of a number of the leading American hat manufacturing firms, there is little change in styles, methods will work in all localities and though prices are running riot and thus living up to their reputation acquired since the war commenced. Reports of shortage of raw material, chiefly fur, and consequent high prices and shortage of labor, continues to come to hand, and confirmation of them is reflected through the new samples which have just been received. The new samples include felts from the American factories.

The American Panama samples came to hand a few weeks ago. There are no new samples of derbies owing to the fact that exorbitant prices and a general tendency toward falling away from this style of hat for ordinary wear, are expected to greatly curtail trade. With the present samples on hand, the stage is all set for another season, and before many more days all the travellers are expected to be out.

### Silk Finish in New Felts

The outstanding feature of the Spring 1918 samples of felts is the silk finish. A distinctive appearance is lent to the hat in the soft finishes which can be made most attractive by careful brushing. It is stated by local dealers that the new finish was applied owing to the fact that the best quality fur and other materials entering into the manufacture of felt hats are not now available owing to the condition of the world's markets, and the great curtailment of ocean transportation. The silk finish gives the hat a rich appearance and greatly enhances its apparent value. This new finish covers up any appearance of low grade material used in its construction.

As stated, prices are again soaring, and it is significant to compare present prices for certain grades of hats with prices at the commencement of the war and at certain periods since, for the same grades of hats. The cheapest grade of the new felt in silk finish is \$21 per doz.,

as compared with a recent price of \$18 per doz., and a price of \$13.50 per doz. in trade prior to the war.

The new silk finish felt comes in a variety of grades, and as low as \$24, a beautiful hat with silk lining can be obtained. This new hat is declared by dealers to be taking well in the trade where it has been introduced, and a very good year's trade is expected.

### Light Colors Popular

Recent tendencies in colors have had a distinctive leaning towards the lighter shades. Owing to the conditions of the world's dye industry, it is impossible to introduce anything new in the way of shades, and the staple greens, blues and greys will again comprise the bulk of the trade from a color standpoint. In the new samples light Belgian colors cedar and browns are particularly good, and these light shades are expected to have a good season's trade. Dealers report a growing tendency toward these colors in recent years, and their popularity has been encouraged by a persistent showing of them. It is stated that the light Belgian colors are likely to supersede the formerly popular pearl shade among the trade which prefers the light colors. Apart from the increased number of hats being shown in light shades, there is nothing outstanding in the new samples from the standpoint of color, and no distinctively new shades are being shown at all.

### High Rolling Sides in New Felts

The style of the new felt samples also indicates a slight change, though nothing really new has been attempted. The new samples indicate a growing tendency towards the high rolling sides; or what is known among dealers as "the high-up flange." Brims are also evidently getting smaller, and in the new samples they have got down as low as 2½ in. brims. This slight deviation from the beaten path of recent seasons in the matter of style, and the new silk finish are the outstanding features of the new felt samples.

### English Samples Late

As yet there have been practically no English hat samples come to hand for

Spring 1918 trade. American straws are on hand, but the English straws are being awaited by some travelers. Some English shipments have been on their way for nearly two months, but owing to difficulties of transportation have not put in an appearance yet.

As stated previously, there are not expected to be any new samples of derbies, and last year's samples will be used for what trade there is in this branch this year or for next Spring. The high prices on stiff hats is chiefly due to the difficulty in getting shellac and alcohol. Both these requirements in the manufacture of stiff hats have to be specifically requisitioned from the Government owing to their wide use in the manufacture of war munitions, and very small quantities are available for the manufacture of hats. The high prices on these hats is attributed to this cause, and in combination with the lessened demand, owing to the fact that many men in both United States and Canada are being called to military service, a heavy demand is not expected by dealers.

### Dye Situation Less Acute

The dye situation in respect to the manufacture of hats has been slightly relieved recently of its most serious aspect. The inability of American plants to produce the quality of dye which formerly was on the market from foreign sources resulted in the necessity of dealers admitting their inability to guarantee colors. This admission took the form of a stamp generally applied to all orders, to the effect that owing to the condition of the industry, colors could not be guaranteed. Recent information from the factories and headquarters of the hat manufacturing firms in the United States indicates that manufacturers are now becoming more efficient in the handling of the new colors and are securing better results. Local dealers report that the new colors are very satisfactory, though as yet there is no guarantee given of their lasting qualities.

### American Panamas

The American Panama samples for 1918 trade have recently come to hand, (Continued on page 66)



# 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. 7.

### Air Brush Work

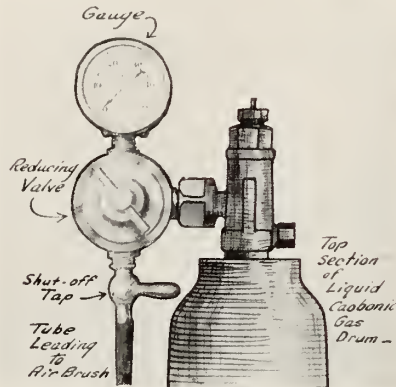
**T**HIS lesson begins a new phase of cardwriting which has never, to our knowledge, been taken up so thoroughly and minutely by any trade journal in the Dominion.

Beginning with this lesson, we give a detailed account of the many uses of the air brush for making better show cards, together with full instructions regarding its operation, and what material to use to get the best results.

While the majority of you are probably strangers to the use of the air brush, there may be those among you who are familiar with its uses and possibly even own one of your own. A careful study of this lesson will not only initiate the novice in the mysteries of the art, but will put the old hand in the way of becoming an adept in this branch of the work.

Before going into the many uses of the air brush it will be interesting to know something of its history and its make up. To start with, the air brush was not originally intended for show card decorating. It was invented and made for the purpose of enabling the artist to get shaded and clouded effects more rapidly than could be done by any other means. It proved such a success that air brush work was gradually made use of in various forms of advertising. Then latterly, when this instrument was manufactured at a more moderate price, it was easily seen what a big advantage it would be to the cardwriter, and it has proved itself an invaluable asset ever since.

The air brush, like all new inventions, was far from being perfect when first brought out, but as one improvement has been added to another, we have to-day an almost perfect instrument for spraying



ink. It can spray anything from a hair line to a wide, misty cloud, and can change from one to the other in an instant.

The air brush itself is not any thicker than a fountain pen, and not quite so long. Most of the metal parts are turned out of brass and nickel-plated. Each part fits perfectly, being measured to the thousandth part of an inch.

Of course, various makes have various styles, but all work on practically the same principle. Some have ink cups on the side; others glass jars underneath for holding the ink. The lever which regulates the supply of compressed air and ink is situated on the top, and is operated by the fore finger. The principle on which it works is this: The compressed air being released, is forced, through and out of the point of the brush, the operation sucking the ink from the ink container and breaking it up into a fine spray as it passes through the point.

On the under side of the air brush is an inlet with a valve placed in it. To this is attached the tubing which conveys the compressed air from the tank. This valve is opened and closed by the lever on top, which also regulates the flow of ink.

### Air Pressure

Many are the methods for producing the compressed air, and it is up to you to pick out that which is most suitable for your particular requirements. An electrically-driven pump for use of person needing compressed air continuously is too expensive a method for one having only a few cards to decorate daily. A water motor pump, which can be attached to the city waterworks, is also unnecessarily expensive for the store cardwriter. One of the most practical and handy pressure outfits is the carbonic liquid gas outfit. This is excellent if you can obtain the gas drums. These are the same as those used to operate soda fountain. Only the contents of the drum are

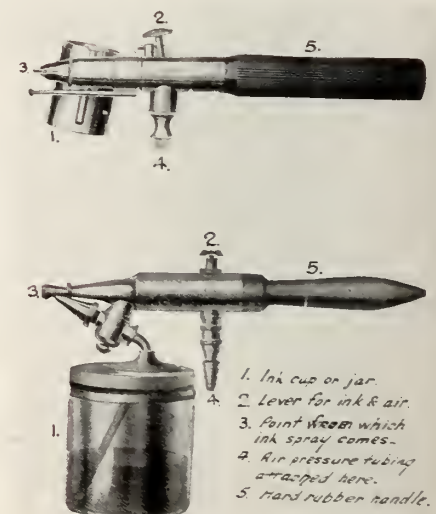
sold, the drum being returnable when empty. What you have to obtain is the reducing valve and gauge, as shown in Fig. 2. This is screwed on, as shown in illustration. The tap underneath regulates the supply of gas coming through the gauge and the tap at the outlet turns the gas off and on as required. This is an outfit recommended because there is no pumping to be done.

If you are so placed that you cannot obtain these tanks, don't buy this outfit. You will have to revert to the hand or foot pressure outfits. The hand pressure will do the work, but is not as easily operated as the one pumped up by the foot.

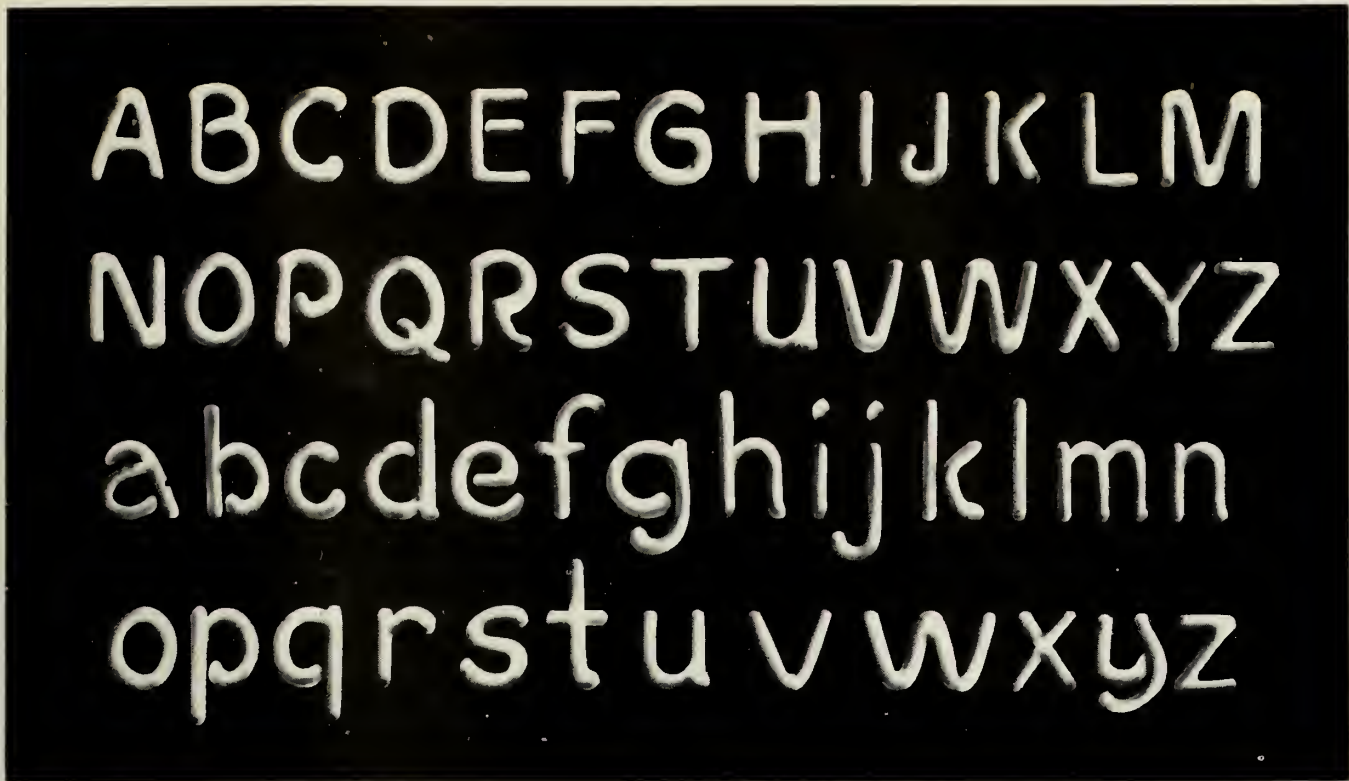
The foot pump outfit consists of four distinct parts—(see Fig. 3)—the swing for the foot to rest in and the pump (both of which are on one board), the air tank and the gauge on top of it. This outfit is a very handy one, and can be moved from place to place much more readily than can the gas outfit.

### Air Brushes

Many are the varieties of air brushes manufactured and used by artists and cardwriters, and the majority of them give perfect satisfaction. Some are made expressly for art work, and of late years less expensive ones have been made expressly for show card work. Show card writers' supply houses can give full information as to the best one for your particular work. Fig. 1 shows two models which have been selected from the catalogues of different makers. This is just to illustrate what the brushes are like, and does not mean that these particular models are any better than others. This illustration is self-explanatory. Of course, it just gives you a general idea, but you will find experience is the best teacher.







**Air Brush Cleanliness**

Experience will teach you a great deal more about the handling of the air brush than you can ever learn from text books, but a few words about the care of this delicate instrument may save you many dollars in repair bills. First of all, treat it as you would your watch. It's mechanism is very accurate, and must remain that way, so keep the brush clean at all times. That is, when you are through with it, do not allow any ink to remain at all, or it will corrode, thus causing the small passage way to clog.

First of all, empty the ink out of the ink container, and run clean water through the brush until all traces of it have disappeared. Then run through a small quantity of wood alcohol. This will cut all traces of foreign matter and leave the brush nice and clean for the next time. All threaded joints of the air brush, which are frequently taken apart, should be rubbed with a little vaseline once in a while. This will keep the joints from sticking. You are given a holder with the outfit for the brush. Be sure and use it. Don't leave the brush lying on the desk. It is a bad policy, and is liable to do harm to the brush.

**Ink to Use**

Cardwriting supply houses or art stores have special inks for air brush use. These come in all standard colors, and by mixing these colors you can obtain any neutral shade you desire. Black ink for this work should be waterproof, because it is used for shadow script work, which will be taken up later.

Some of the outfits have an ink strainer with them. This is an excellent idea, because dust is liable to get into the ink

and block up the passage. Keep your ink strained therefore, and you will have less air brush trouble. Several thicknesses of cheese cloth will also strain the foreign matter out of the ink.

Don't start any complicated work. Keep to the simplest forms until you have mastered the handling of the air brush. One of these is shading on the surface of letters to give them a round appearance. This is mostly done on a rather bold faced form of lettering so as to give it the rounded effect. The Roman lettering does not stand out so well treated in this manner.

First of all you want to know what

colored letters on what colored card-board make the most effective combination for this shaded work. A black card with a white letter, the latter rounded up with green or black ink, makes a good combination. White letters on a dark grey card rounded up with black ink is another good one. White letters on a brown card air brushed with brown or black ink also show up well. A white card with a red letter shaded with dark green or black ink makes a striking combination. There are many others that can be worked up, but these are a few of the standard combinations which should be enough to start.

A close study of the chart will give you a good idea of how the letters should appear when completed.

You will notice that the heavier spray is put on the lower and left hand side of the letter. This is what makes it stand out and give it the rounded appearance.

Work with the brush about an inch away from the letter. Hold the brush lightly, but steadily in the hand so that the spray can be put on evenly.

The finished card illustrates air brush work when completed. You will notice that very few words are used on this card. This gives you more chance to make a bold-faced letter which can be rounded up to better advantage and more easily than the smaller variety.

The alphabet illustrated and used on the completed card, is especially adapted for air brush work. It is made with the brush stroke method and the ends of the strokes you will notice are rounded instead of square. This is a new type for my readers to practice, and will be found quite easy to execute, especially if you have accomplished other brush stroke lettering as shown in previous lessons.



## PERPLEXING SITUATION re COTTON—SHOULD DEALERS SELL OFF RESERVE STOCK?

**T**HE situation in all cotton products is full of interest at the present time. Prices of raw cotton have declined remarkably and perhaps because of this unexpected visible supplies of cotton products have come to light in Canada.

The question which naturally arise, therefore, concerns the future—what is it going to bring with regard to cotton—does this drop of the raw product, and the appearance of larger visible supplies than had been expected, indicate any decline in price as likely—is this a good time for retailers to dispose of reserve stock which they have been building up?

The question is full of difficulty, but there are some guiding facts which it may be well to bring out at this time.

The decline in the raw cotton markets is of course to some extent the result of speculation. Rumors of a poor crop had got about and prices advanced in consequence. The crop has developed much better than anticipated with the natural result that prices have tended downwards.

Aside from the crop itself two factors are at work in the United States. One is the huge demand for cotton products resulting from the need of the army now being formed. The other is the inability to secure bottoms in which to carry abroad the surplus cotton.

Perhaps this latter factor is of such importance as to offset to a considerable extent even the demand of Uncle Sam's army.

But these facts after all do not entirely explain the situation in Canada—certainly they do not explain why some manufacturers are at the present time selling cloth which they had bought to cut up for such products as overalls. One Toronto manufacturer has been selling a well known brand of cloth at a figure slightly below the market quotation. This has caused some wonderment. The situation, however, is easier of explanation when the facts lying behind are known. This Toronto firm bought in the stock of a Western Ontario overall manufacturing plant which had gone out of business. Among the stock was this well known grade of cloth, which the Toronto manufacturer is not using. He did not want to commence the use of it, therefore put it upon the market at once, and to make a quick sale of the matter, made the price a little below the regular market figure.

Another manufacturer has been offering for sale rather large quantities of khaki drill. This he has been quoting at a figure in excess of the market price however, evidently being well

stocked himself and having come to the belief that other manufacturers were very hard up for the product.

Most of the offers of cloth which are being made in Canada at the present time—that is offers other than those from the regular cloth houses—are found to be the result of some such circumstances as are indicated in the two cases cited. There does not seem any reason to believe that the makers of the cloth are to be in a position to drop their prices very quickly. At the moment they may be able to buy raw cotton at a favorable figure. Their dyes, however, and their workmanship are costing them high and there seems no certainty of any decline.

In fact, so firm is the market, that some of the large Canadian overall houses are expecting it will be necessary to make an advance in price. They evidently look upon the recent drop in cotton as a mere market fluctuation—something which cannot endure.

There is another side to the matter of course. If the war continues for any length of time the shipping difficulties will tend to become more and more severe, not only because of the losses due to submarine attacks, but by reason of so many bottoms being employed in taking over United States soldiers and the supplies which will be required by the soldiers.

This will of course mean greater difficulty than ever in shipping cotton, and would perhaps tend to keep the price of the raw at a lower figure than has obtained for the last year. How much lower, it is impossible to tell. The prospects of the next crop, and the cost of converting from the raw to the finished product would enter very largely into the whole question as it applies to the purchases of cutters-up.

Should the war terminate more quickly than is sometimes expected—and predictions to this effect are particularly common in the United States—it is generally expected that the cotton market would rise sharply, and that a period of high cotton prices would set in. The reason for this of course would be the great need of the central powers for cotton, and the greater ease with which shipping facilities could be secured.

What then is the wise thing for the retailer to do—sell off his reserve stock or keep it as a safe-guard and as a source of revenue at some later date?

It all depends upon the stock and upon the position of the retailer probably. There is a question if it is wise for a merchant to carry too much reserve stock—better often to let the wholesaler or the manufacturer do that, and devote efforts particularly to merchandis-

ing. If keeping the big reserve stock is affecting credit in any way—making it difficult to take all discount—then a sale to the best advantage would seem very wise.

MEN'S WEAR REVIEW doubts however if it would be possible for some time to replace stock sold out now at anything like the figures at which this reserve stock was secured. If the amount is not excessive there does not seem to be any reason to fear that some sudden turn of the market will turn this reserve supply into a white elephant.

### KNIT GOODS STRONGLY HELD

(Continued from page 62)

These people now point to the break in cotton as a proof of their foresight. However, the retailer who will have the goods to sell when the season opens, even at present figures, is going to have the advantage over the dealer who has held off too long, and is unable to procure it at any price. Excessive buying with the market undoubtedly touching about top figures is, of course, unwise, but covering certain necessities of staple lines can hardly be longer delayed or can only be done so at serious risk of no goods to show when the season opens.

### SILK FINISHES IN SPRING SAMPLES

(Continued from page 63)

and judging from their distinctive appearance a big trade is expected. Baliluks and Bangkoks in fedora shapes and light quality material are chiefly in evidence in the better quality hats. Soft braid hats have evidently been superseded by body hats, and yacht shape Panamas in straight brim and pencil curl designs are also expected to be popular. Some dealers expect that next year's summer trade will consist chiefly of this type of Panama hats in preference to boaters and other types. Little is guaranteed in the way of prices on Spring 1918 Panama samples, owing to the uncertainty of the market.

### Splendid Opportunity for Canadian Manufacturers

The shortage of English hats being imported into this country offers a splendid opportunity for Canadian Manufacturers to push their own lines without competition or interference. In this connection it is significant that some salesmen for wholesale houses working on a commission basis have recently linked up with some Canadian manufacturers owing to the threatened curtailment of the usual stock of English hats. Should this action become general, it will give the Canadian manufacturer an opportunity to become a more important factor in Canadian trade.

The Glove and Mitt Company of Canada, Ltd., has been incorporated at Montreal, Que.





# COLLARS & SHIRTS



## SHIRTINGS GO HIGHER---NO CHANGE IN SIGHT

Cotton in Such Great Demand That Any Lowering of Price Seems Remote — Madras Cloths Getting Scarce—Military Shirts Again in Some Demand.

ELSEWHERE in this issue something is said regarding the cotton situation, it being there stated that little hope of an early decline in price need be entertained. Events since that article was written give strength to the opinion there expressed. Cotton cloth seems far more likely to go higher than to drop in price—indeed advances in some lines of cotton are being recorded almost daily.

The general situation all tends to make a strong market. The raw cotton crop has not been the bumper which was, for a time expected. It is a good average crop, that is all. The Bulls have been making capital of the fact that a good many Southerners have put some of their cotton ground into peanuts. This is, indeed true, but an acre of ground produces a tremendous quantity of peanuts, and it is doubtful if the acreage thus taken away from the cotton fields will have any appreciable effect on lowering the cotton production.

### Cotton's Widening Use

But the swing of the pendulum the other way is important. Cotton is now being used in many new ways. Take, for example, the matter of clothing. As reported elsewhere, the U. S. Government is urging clothing makers to forego the production of all-wool suits. It is urged that the soldiers' uniforms cannot be made of all wool. Full of meaning this request to clothing makers, which, of course, is a request, which, if necessary, will be followed by a command. It spells a huge increase in the demand for raw cotton to be used in connection with wool in constructing all kinds of cloth for clothing.

### A Specific Rise

As an instance of what buyers of shirts may expect, one line may be mentioned. A certain navy cloth used for working shirts, was for the Fall bought at 29c. For Fall of 1918, a price of 40c has been quoted, and at this figure, be it noted, the order has been placed.

### Cloth Man Has Whip Hand

This is a time when the cloth maker is in an exceedingly independent position. Probably he has his troubles with

the sellers of raw material, dyes, etc., but certainly when he comes to sell his cloth he can—if so inclined—dictate. The result is a difficult position for Canadian manufacturers. They now have to take in stock earlier—pay for it earlier—all of which, of course, shoves up the cost of their production just so much, necessitating a higher price being charged the retailer.

As indicating this situation, consider the case of a manufacturer, who recently placed an order for 9,000 yards of a certain material. This he ordinarily would have taken into his warehouse in three lots, spread conveniently over the year; but this year the whole 9,000 yards was piled in on him at once. He had to find space for the shipment, and find the money to make payment in the 60 days' time allowed—just one more problem this of plant congestion and of finance.

### Labor Situation Still Bad

The labor question, it was hoped would be rendered more easy as a result of girls being released from munition plants. Perhaps some betterment has come, but on the whole, it has been found these girls have big ideas as to the wages they should receive. They have been getting large wages, and hate to work for less. Moreover, many of them are able to get big pay from the silk cutters up.

### Retailers Careful

A certain conservative attitude on the part of retailers is noted at present. Some have good supplies on hand, and are selling out of stock rather than buying new stock. This the manufacturers regard as rather a favorable turn of events. For some time now dealers have been inclined to anticipate their needs—buying this season what they expected to need a season ahead. It caused some uncertainty as to what the actual demand for shirts was, and this movement toward buying only for immediate needs is therefore looked upon with favor although there is the feeling that goods bought on the present market for Fall, 1918, would prove a good buy.

### Soldiers' Shirts Again

As a result of the conscription steps—which is sure to result in a revival of the

demand for military shirts—orders for officers' shirts are once more being received. The volume of this business is not very large yet—everyone seems a little skeptical about the Military Service Act—still the orders are an indication of what is to be expected.

### A Cloth to Watch

By the way Madras cloths might well receive careful attention of buyers at present. These are being shown for Spring, but it is far from certain if they will be available for the succeeding season. Madras cloths have to be woven to get the best effects. The weaving, of course, has to be done in the gray; bleaching then following to get the right white. Now with the finest dyes off the market, or nearly so, this bleaching after the weaving will be apt to kill the dye. This is a point to be borne in mind. For Madras shirtings it would seem wise to place orders early.

### Some New Styles.

Collar sales are being stimulated at present by the appearance of one or two splendid new styles—a real credit to the designers. This applies to the stiff collars—but is true, to some extent of soft collars, too. These, by the way, are fulfilling predictions and are evidently going to be strong for all winter use.

### TRADE NOTES

Leaf's Limited, men's furnishings, has been incorporated at Gull Lake, Man.

Wm. Wasserman, clothing, has opened new branch store in Regina, Sask.

Kouri Bros., overall manufacturers, Montreal, Que., have been registered.

R. Duguay & Co., hats and men's furnishings, Montreal, Que., have sold stock.

B. Barsky, men's furnishings, Winnipeg, Man., has been succeeded by B. & P. Clothing Store.

Roy Boyes, who for over 17 years has been connected with the men's wear trade in Chatham, Ont., has recently taken over the management of the Chatham branch of the Lyons Tailoring Co.





# SUITS & OVERCOATS



## RAGLAN OVERCOATS TO THE FORE AGAIN

A Word or Two on Styles—Are the Ladies Responsible for Even the Fashions in Men's Clothing?—Double-breasted Coats Gain Somewhat—What of the Belt.

**R**ECENTLY something was said regarding the resolution moved, and almost unanimously carried, at the recent meeting of clothing designers in Chicago—a resolution wherein the need of conserving cloth was brought out and sweeping regulations approved to the effect that this saving might be made.

It begins to seem that after having passed that resolution in a thoroughly patriotic manner the designers hurried home and commenced the preparation of models which were somewhat more extravagant in cloth than ever.

Of course these designers were almost entirely from the United States. The result of their work however, is being seen to some extent in Canada already, and it cannot be said that there is much indication of more economical styles coming early into being in this Dominion.

### Blames Styles on the Ladies

Talking over these question of styles with various clothing men an opinion was secured from one designer which is unique, though doubtless in large measure true. This man always takes a novel view of a situation and at the present time blames the tendency of the somewhat extravagant styles on the ladies—ungallant, well perhaps, but he was speaking from the heart.

"Since the time of Adam" says the man "styles have been set for men largely by ladies. When hoops were being worn by them, men were wearing frock coats with very ample skirts. When the ladies were wearing long trains, men were called upon, by the dictates of fashion, to wear morning coats with coat tails extending half way between the knee and the ankles. Then in recent years the ladies took to the tight short skirts—the hobble skirts—and immediately the designers of men's styles followed suit to some extent and all mankind had to take off their shoes before pulling on their trousers. The trouser also was shortened, under the influence of the short skirts being worn by the ladies."

Now ladies are commencing to wear more ample clothing—larger coats, a



*A conservative Spring model, sure to be popular. Shown by B. Gardner & Co., Montreal.*

little more full, and skirts somewhat longer and more full. The result this designer believes, will be a tendency for fuller styles for men and a lengthening both of coats and trousers.

Whether all of us will go as far as this expert, and blame the men's styles entirely on the ladies is a question; but there is no doubt that the tendency to

lengthen the coat does exist. Some models are 30 inches long now. Some shown by a famous New York designer as worthy of particular attention, are 31 inches long and the indications according to this man are for still greater length.

### The Trade from Missouri

On the other hand there is a feeling in the trade that buyers of men's clothing do not particularly want any great change in coat lengths, and the dealers simply will not buy what is too different in this respect.

A tendency towards greater favor for the double breasted coat is noted at the present time. The large department stores are often considered barometers indicating the way business is going to move. One of these has recently placed an order—a hurry up order—for a number of double breasted suits. Evidently the buyer of the store's men's clothing department feels the demand is better for this class of suits this Fall. The majority of manufacturers do not think there will be a great call until Spring, but look for a good business—considerably more than for years—in double breasted suits at that time. For Fall 1918 they expect a good big demand, though even then of course the call for double breasted will be but a small proportion of that for the sac coat.

### Welcome the Raglan

The Raglan coat, it seems, is going to be worn quite extensively this Fall. Some makers have been showing this for several seasons and without finding a great response. This season the response came almost unexpectedly and the work of manufacturing has to be rushed.

One Raglan coat seen was a handsome D-B model with ulster collar and with a belt going entirely around enabling the coat to be gathered in loosely or closely according to the taste of the wearer.

The pockets were slash vertical—a style which it seems will be quite popular this year.

A Novelty coat which MEN'S WEAR



REVIEW saw was very military in effect having a yoke at the back and full pleats in the skirt, heavy cuffs, and belt all around. This was being made par-

come more general—perhaps our designer's attempt to blame the styles on the women may have something to do with this, however that may be it is

Lapels for Spring are the question of some debate. As time advances it seems that the wide lapels with the soft roll will be very much the thing. The lapel will be in many cases one half inch wider than for the previous season,—at the notch running from three and a half to three and three-quarter inches in width. The notch by the way will be small on the higher class suits it seems. Of course there will be some exceptions as the personal opinion of the designer has much to do with this.



*Young Men's Trench Coat with inverted pleat down centre of back—Belt all round with buckle. Shown by John W Peck & Co., Ltd., Montreal*

**Yes, the Fur Collar**

In overcoats fur collars are going to be worn, whatever may be said to the contrary, a lot are being made at the present time for use this Fall.

As far as suits are concerned the belt continues popular. Many models are being shown for Spring with belt however that will not be sold to the consumer that way. The belt is a thing which can be taken off without much difficulty. Manufacturers are showing their styles to some extent with a view of having the belt changed. It is a matter for the dealer to decide for himself. For a certain class of trade of course belts will be very strong for Fall. They will perhaps tend to weaken for the succeeding season however.

By the way a new feature which is noted in models shown by some of the best authorities is the little coin pocket appearing just above the handkerchief pocket on the right side. This little pocket, when it was formerly in use years ago, was very popular. Then there came the pocket within the pocket, but now it seems there will be a turning back towards a separate small pocket. Certainly the models which MEN'S WEAR REVIEW has seen with this new feature are very smart looking.

ticularly for one customer and is hardly likely to be in general demand.

**More Buttons?**

By the way there seem signs that the free use of the button is going to be-

noticeable that some men's coats are shown for Spring with four buttons at the cuff. One double breasted model, being shown for Spring, has no less than eight buttons on the front instead of six.

**THE TWO BLOOMER SUIT --- ANOTHER VIEWPOINT**

**I**N the September issue of MEN'S WEAR REVIEW something was said regarding the two bloomer boys' suits—an opinion being quoted to the effect that the extra pair of bloomers would probably not be shown so much in boys' clothing for the coming season—this because the high cost of cloth is causing the prices of boys' suits to advance so much that only by dropping this extra pair of bloomers can the figures be made to seem anything like those which have been previously demanded for this class of goods.

Evidently this is a point on which there is some difference of opinion. Says one Maker: "It is a well known fact that the great majority of people prefer to buy their boys' suits in the two bloomer styles as one coat will always outwear two pair of bloomers, and in all the better classes of goods an extra pair of bloomers made from the same material as the coat, is much more to

be desired than an odd pair. Of course in low priced goods it is a question of price almost entirely and a great many people would prefer the suits with single bloomers."

The opinion of dealers corroborates that of the manufacturer above quoted. Some boys' suits, they seem to find it necessary to have to sell at a price. For the most part however it is possible to get figures which in former years would have been considered prohibitive. Many dealers still like the two bloomer suits—have found it in great favor with their customers. others seem to look upon it with less favor than a year ago. The opinion of these is that by the time one pair of bloomers is worn out the coat is commencing to have a shabby appearance and is only good for the rougher wear. An extra pair of odd bloomers is suitable to give the coat this added life.

The question of cloth for boys' suits is a mixed one. Says one dealer: "We are having a great demand for boys' Cottonade suits at the present time as they can be sold for a long way less money than tweed shoddy, and besides they will give much better wear. According to this dealer it may take some little time to introduce this line but with the soaring prices of tweed he regards it certain that the demand for cottonade will generally be established."

Certainly this is a line which will give splendid wear. It is a cloth which will not stand being rained on, and therefore is not altogether suitable for the boys day-in-and-day-out wear. On the whole however it will doubtless give general satisfaction and does seem sure to be much stronger with the trade in the coming months than ever before.

## U. S. GOVERNMENT OPPOSING THE USE OF ALL-WOOL IN THE MANUFACTURE OF CLOTHING

**D**EFINITE frowning down upon the use of all-wool in clothing is now taking place in the United States.

Through the Commercial Economy Board of the Council of National Defence the government has communicated with clothing manufacturers, as follows:

"To the clothing and garment manufacturers of the United States:

"In order to secure economies in distribution and also to economize in raw wool, the Commercial Economy Board has requested you to reduce substantially the number of your models and to simplify your models for the spring season of 1918. We have been gratified at the readiness with which manufacturers have so generally stated that they will assist in making these recommendations effective.

"Now, still further economy in the use of wool has become urgently necessary. Immediate action must be taken to assure, if possible, an adequate supply of wool for the needs of our army and navy and to lighten the demands upon ocean shipping. Consequently, this board recommends that in so far as possible cotton mixed fabrics and fabrics containing reworked wool should be substituted for all-wool fabrics in the manufacture of garments and clothing for civilian use.

"This recommendation is based upon

careful consideration of the entire situation. No requests have been made or will be made that are not based on careful study of the facts and found absolutely necessary. In this case we are acting forehandedly since forehanded action will, in the long run, be most helpful to all interests. We are facing a serious wool shortage. The government is equipping our soldiers with clothing in which wool substitutes are used. Under these circumstances we are confident that the civilian population will not demand or expect to wear clothing and garments made entirely of new wool.

"We trust that we may have your cooperation in promoting the use of these mixed fabrics for the spring season of 1918. Please notify us at once whether or not you will aid in carrying out this recommendation. The situation requires immediate attention.

"Yours very truly,

"Commercial Economy Board, Council of National Defence."

As far as can thus early be learned the United States retailers are falling willingly into line — anxious, apparently, to do anything which will help relieve the situation.

The manufacturers too seem to show readiness to comply—perhaps a readi-

ness in part due to their knowledge of the increasing difficulty of getting all-wool. The manufacturers, however, bring out one or two points which complicate the situation.

Says M. S. Sonneborn: "A ruling or suggestion that all-wool fabrics be given up could not well be made retroactive. I do not suppose it is intended by the Washington authorities that manufacturers should refrain from making use of the materials they now have on hand or on order. That would not be economy, but waste.

The government, however, evidently appreciate this point. Its purpose is perhaps best outlined in the words of one manufacturer who has held several conferences with members of the Commercial Economy Board. He gave it as his impression that, while the government did not oppose the sale of all-wool garments by manufacturers and retailers who have bought their fabrics abroad or who completed their requirements a long time ago in anticipation of a shortage, and still have these stocks on hand, that the officials are determined the advertising of all-wool clothing during the period of the war shall cease.

This state of affairs across the line is sure to have its effect here in Canada—not for a season or two, as manufacturers have for the most part, splendid stocks on hand. But eventually it will probably result in a lowering of the cloth standard. With the effect on the Canadian clothing trade, however, MEN'S WEAR REVIEW will deal fully in November.



## NECKWEAR



### AUTUMN AND CHRISTMAS NECKWEAR

Prices of Silk Tending Steadily Upwards and Supplies Are Difficult — All-over Patterns Popular Again—What About Knitted Ties?

**C**HIRSTMAS offerings are coming more and more to the fore, though naturally fall neckwear is receiving a great deal of attention at the moment. Perhaps of equal interest with the new patterns being offered is the question of price. Steadily this is moving up. The old ties—or rather ties to sell at the old price—are available, but for each fixed price line the quality has undeniably shrunk.

Small wonder that this is so. Every

factor is doing its part toward increasing the cost of producing neckwear. Raw silk is now hovering around the \$9.00 mark, and in the opinion of a large buyer of the raw this price will increase to something like \$10.50—and this before any great time has elapsed.

What causes raw silk to rise?

#### The Very Question

That's the very question MEN'S WEAR REVIEW asked this expert. He

had an answer however. First the silk-worm is not—as a result of war conditions—receiving the attention it formerly did, in such countries as Italy for instance. Then, of course, the cost of freighting the raw is rising with the shipping rates. Moreover here can be seen the fine Italian hand of that old friend, the law of supply and demand. Raw silks are in demand for high explosives, and also are quite extensively used in the production of aeroplanes.





*On Record as the Best*

If you value the workingman's trade of Canada, insist on "Bob Long" Brand Union Made

**GLOVES .: OVERALLS .: SHIRTS**

LABOR DEMANDS THE BEST.

Salesmen are now showing complete lines for Fall Sorting and Spring Delivery.

*Your Wholesaler can supply you with "Bob Long" Brand Goods, or it will be our pleasure to supply you direct. Our Salesman will call on you in due time.*

**R. G. LONG & CO., LIMITED, TORONTO, CANADA**

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



Shipments Coming

Finished silks are none too plentiful just at the moment. Some shipments from Switzerland are being received—



A bright new model being shown by Tooke Bros.

these in every case having been arranged months in advance. From the United States, however, is coming perhaps a larger proportion of the silk used by Canadian neckwear houses than ever before. Yet United States manufacturers are not anxious, or able, to sell large quantities to Canada. One Canadian maker recently offered a 20,000 yard contract to a big U. S. house—the order was at the price which obtained at the moment. It was refused on two grounds—the silk maker didn't want to be tied up for the quantity, neither did he wish to be held to this price of the moment, evidently being on the look out for a rise.

Larger Orders of Single Styles

The difficulties being experienced in getting supplies are causing makers to buy in large quantities—10,000 yards of a certain quality was recently bought. It is a lot of a style in the neckwear business—but a purchase which already is proving itself as sound.

Some faille bought six weeks ago for 76c is now quoted at 87½c. So prices are going continually upward. All might as well prepare to demand still higher figures for ties.

Boxes Somewhat More Plentiful

By the way the box situation has eased off somewhat. Makers seem better able to supply the boxes, and Christmas ties will again be available in these attractive individual coverings.

A Come Back

For fall the once popular Matte Swiss line is staging a come back—a highly successful come back too.

The Regimental Stripe

Prints are generally continuing to find favor—in patterns almost as bright as those of the spring. This tendency is observed in the United States as in Canada. These regimental stripes are proving exceedingly popular. They are being shown here also for fall and even Christmas trade, but the heavy allover patterns are more popular for the holiday business.

How About the Knitted Tie

As to knitted ties. In the States these are said to be going very well. Not so



One of the bright prints, proving popular for Fall as for Spring. This one shown by Wm. Milne

here. The business in this line is rather quiet—because, perhaps, makers have been able more profitably to put the silk thread into ladies' sweater coats, and into women's and men's hosiery. Now the call for silk sweater coats has quieted off somewhat. Will this result in the production of more knitted silk ties? It is a question; and to give a fair view of the situation another question should be asked. Are dealers inclined to shun the knitted silk tie because of its great durability—because they feel that each silk tie sold means one less purchaser of neckwear for the coming six or nine months?

What is the answer?

Any way Christmas is coming. It will be well to lay in neckwear stock early.

NOTES

Fast Mail Overall Co., Ltd., Windsor, Ont., has discontinued.

A. A. Pheene, men's furnishings, McAdam, N.B., has sold to H. Tuck.

G. H. Balfour of Balfour & Balfour, men's furnishings dealers of Carberry, Man., has retired.

Ferne Bros., men's furnishings, Bow Island, Alta., have dissolved, Leonard Ferne continuing.

R. G. Long of the R. G. Long Co., Toronto, accompanied by Mr. Peter McPhail, has just left for his annual trip throughout the West.

A thief recently broke into the basement of Wm. E. McKelvey's men's wear store, Sarnia, and though unable to get any money did outfit himself completely before leaving. Mr. McKelvey, coming to the store in the evening discovered the intruder, who, however, made good his escape through a back door.

SOME NEW LINES

A NEW leather—a genuine Canadian deerskin—is being used in glove making this year. The R. G. Long Company, who are making up these gloves feel confident they will be appreciated by the better class mechanic. This firm has several other new lines, this year—Teddy bear suits, caps, toques, mitts and pure worsted jerseys for children.

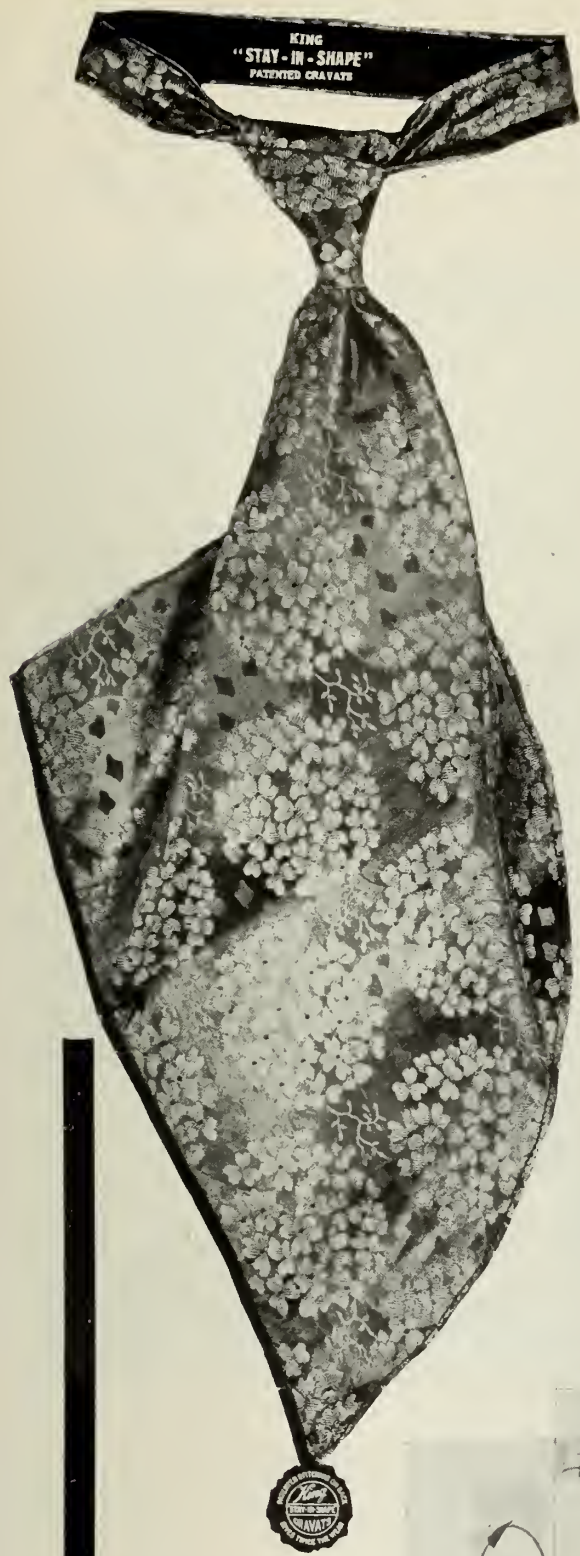
W. J. KEENS CO. TO HAVE NEW HOME

W. J. Keens Co., Limited, Toronto, will, about the end of the year, move into splendid new quarters in the Keens now being built on Spadina avenue. The building, which will be of six storey and basement, will have 60,000 square feet of floor space.



One of the latest examples of printed Mogador stripe ties. Shown by the Crescent Mfg. Company.





← **this big dollar shape**  
with silk ribbon, easy-sliding neckband

**\$7.50**

**IN XMAS BOXES**

*Switzerland's Latest Novelties*

This is one of the best values shown anywhere. *Gorgeous colorings, rich qualities,* and every tie made with the famous

**“STAY-IN-SHAPE”**

patented stitches on back. Neckband faced with easy-sliding silk ribbon. Printed, as photo, in silver.

This King shape is full length, folded flap back, and is 6½" wide at apron. **SOME SHAPE!**

Here are the “trappy” Xmas boxes they come in.

**WAIT FOR THE KING SALESMEN**

**The King Neckwear Company**  
TORONTO, CANADA



**This Small Seal  
Means Big  
Sales**



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

# A Booth Full of Interest

## Was that of Miller Mfg. Co., Toronto



Many Men's Wear Dealers attending the Toronto Exhibition inspected eagerly the Spring offerings of the Miller Manufacturing Co., Limited, 44 York St., Toronto, as shown in the booth of this well-known supply house.

Cotton goods, which by reason of favorable buying of raw materials, this firm has been able to hold at exceedingly low prices, attracted a great deal of attention. So did the wide range of Summer-weight clothing. The variety of patterns shown was the subject of much comment. It surprised many in the trade, apparently, to realize that now Canadian-made Summer Clothing leads in workmanship as well as in price.

The Boy Scout lines also attracted much attention, as did this firm's display of Military goods, made in a special booth in the Army and Navy Building. Evidently realizing the call there will be for Military lines when conscription is put into effect, merchants were greatly interested in the display of this leading Military Supply House.



# You Appreciate Quick Sales and Good Profits

Make Yourself Acquainted With the **KANTKRACK** Collar Proposition for Dealers



12 to 19 2



14 to 19

Their remarkable linen-like finish have popularized **KANTKRACK** Collars with the most particular men. They are made in all the best selling styles to suit all classes of trade.

You will be delighted to find how readily they sell and how well they are liked by the men who buy them. Every **KANTKRACK** Collar is guaranteed to give satisfaction.

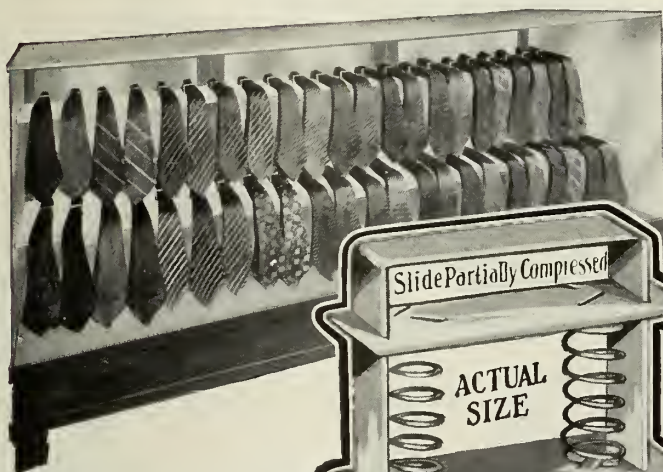
A small trial order will convince you of **KANTKRACK** selling value. Remember the three **KKK** when ordering waterproof collars.



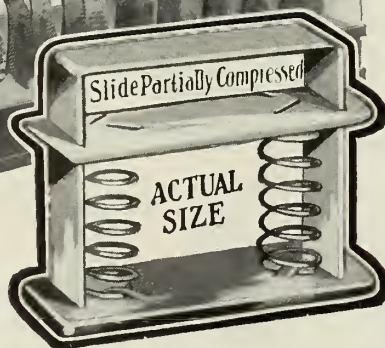
12 to 18 1/2



12 to 19



The price is only \$3.50 per dozen. One dozen in a box.



## The ONLI-WA Tie Holders

Will Increase Your Neckwear Sales

They hold your ties so that the full assortment is always visible and always neat, so that any Tie can be pulled out without disturbing the others.

Your customers will appreciate the completeness and the attractiveness of your display.

Get an equipment of the Onli-Way Tie Holders and be ready for the big selling season. You will find them more than worth while in the quicker service and larger sales.

*We are Canadian Manufacturers.*

# The Parsons and Parsons Canadian Company

Makers of the famous **KANTKRACK** composition collar

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada 1908

### STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

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

#### THIRTEEN CHAPTERS

Here is a sample:

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

ABSOLUTELY NEW JUST PUBLISHED

Send us 1/10 Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co., TORONTO

### LARGEST CANADIAN DEALER



KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

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

# 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

# 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 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

When you require

## ARMY and NAVY

Badges, Buttons, Swords,  
Caps, Helmets, Belts, Spurs,

and

## ACCOUTREMENT MANUFACTURERS

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

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

Beaver Hall Hill, Montreal

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

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



**Semi-ready Tailoring**

It's for Men who like  
"Nice Stuff"

... in Canada cannot  
... Semi-



The price in the pocket

**Smart Overcoat Styles  
Semi-ready Tailored**

Here is



The season's newest patterns and styles in Suitings are now on view in the finest product of scientific and modern methods.

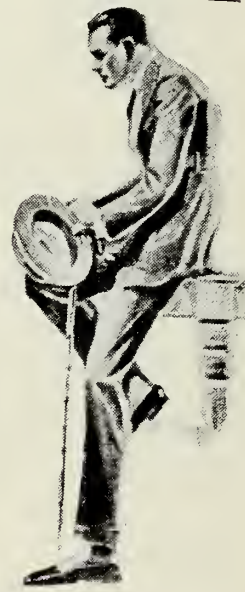
**Semi-ready Tailoring**

Variety and values unsurpassed —with the best weaves from both British and Canadian looms—and it's surprising the impetus of good quality in the Made-in-Canada Woollens.

Semi-ready Suits are shown with the label in the pocket—at values and \$30 and \$50.

in pure wool cloth

proved the higher sporting finer wore used only in the London shops.



There are  
Semi-ready

There has been less advance in the Semi-ready Clothes than in many other cause of intensive efficiency methods making.

Actually, Semi-ready Clothes come from the sheeps' back to your back—under man's guidance—for the Semi-ready Cloth buy the wool in England, have it woven and import the cloth into Canada.

Suitings: \$18 to \$45.  
Overcoats: \$20 to \$40.

Special Order Tailoring—Suits made to order measure for \$21 up.



Young men find the smart styles in Semi-ready Tailoring. Their elders prefer the more conservative designs.

Of all the 40 models in Semi-ready Clothes, the major choice is confined to five.

Every year more and more men are attracted to adopt Semi-ready Tailoring because of Efficiency, Economy and Cultured Style in the garment

The "label in the pocket" means a square buy—you pay no more, nor do you pay less than the man who knows cloth value.

Semi-ready Suits this year—\$18 to \$45—a great range of values.



Some of the Advertisements appearing in the daily papers for the Autumn selling of Semi-Ready Tailoring.

MADE BY

**Semi-ready Limited**

MONTREAL

*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 Collarette.*
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



## See our assortment of Pants for immediate and Spring 1918

We offer you all the latest in fabrics and designs. As we specialize in the making of Pants, we can give you values not obtainable elsewhere.

**From \$1.25 to \$6.00**

*Shall be pleased to submit samples upon request.*

**National Pants Company**

299 Notre Dame St. West  
Montreal, Que.

## *Taylor-Made* **Garment Hangers**

No. 74B

**\$12.50**  
per hundred



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

*The Taylor Mfg. Co.*  
*Hamilton Ontario*



Here you'll find the very  
newest things in

FALL  
and  
CHRISTMAS  
NECKWEAR



*Printed Mogadore*



*Ombre and Printed  
Warps Fie and Pic  
Broche*

We would direct your special  
attention to the

Liberty  
Satin  
Stripes

—positively the latest creation from American  
fashion centres.

You'll find our \$5.50 range a pace-setter.  
Others \$4.25, \$6.50, \$7.50, \$9.00, \$10.00,  
\$12.00.

*Our salesmen are showing an exquisite line  
for Holiday delivery. A postcard will bring  
one.*

**Crescent Manufacturing Co., Limited**  
Montreal

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

Look  
Them Over.

Our travellers are now showing  
full range of the

"Davis Storm Resista"  
Waterproofs.

Sold at all the leading stores  
in Canada.

H. E. Davis & Co.  
117, 119 and 121 St. Henry Street  
Montreal.

*Craftana*

Registered No. 262,005



THE HALL-MARK OF

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

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

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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

**THE HOME OF PERFECTION IN FOOTWEAR.**

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

*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*

Have better window  
displays this Fall

The Dale Half-bust Form Shirt Displayer shown here will simplify the arrangement of unit trims in windows or show cases, or wherever else space is available.

Displays on Dale Forms are eye-catching and sales-creating.

See the *Dale Coat Forms* with the natural curved neck.

Use Dale Artificial Flowers to brighten up all Fall trimmings.

Ask for particulars.

CANADA'S LEADING  
DISPLAY FIXTURE  
HOUSE



Dale Wax Figure Co., Limited

109 King Street East, Toronto, Ontario  
Montreal Office - 142 Bleury Street





# A LINE OF SPECIAL ORDER SAMPLES

is a necessity this year more than any other.

Have you considered the advantage of MADE-TO-MEASURE business?

NO BAD STOCK                      NO BROKEN SIZES  
NO INTEREST CHARGES              NO INSURANCE

Do not waste your time and energy on an unproved line. Write to

## THE CAMPBELL MFG. CO., LIMITED MONTREAL

### Recommend This Underwear To Your Most Exacting Customers

MAPLE Leaf Brand and Dr. Neff's Sanitary Underwear have all the qualities that the most particular customers demand in Undergarments. You can depend upon these reliable, high-grade lines to satisfy the requirements of your most exacting trade.



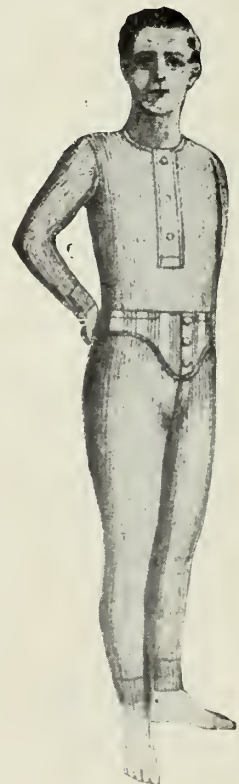
Maple Leaf  
Brand  
and



Dr. Neff's  
Sanitary  
Under-  
wear

THIS label on an undergarment is a guarantee of superiority in fit, finish and durability. Fit and finish constitute comfort, while durability is a principal part of value.

GET a stock and give these brands a good try out. You will find that they will bring you satisfactory profits and build permanent business for your store.



### Thos. Waterhouse & Co., Limited INGERSOLL, ONTARIO

WOODS & HOWARD, Coristine Bldg., MONTREAL.  
Selling Agents for Quebec and Maritime Provinces.

*We Make*

# Boys' Blouses and Youths' Shirts

OF GOOD STANDARD PERCALE AND GINGHAM

Blouses Retail for 50c., 75c and \$1.00. Youths' Shirts to Retail for \$1.00.

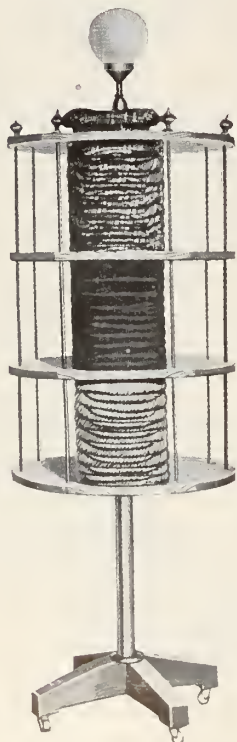
*Samples Submitted Upon Request*

## SAVADA BROS.

583-587 Broadway - NEW YORK

*CHAS. E. YORICK, of HAMILTON, ONTARIO, Representing, will Show You this Line by Dropping Him a Card as he is en route.*

### 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



*Make your Boy's Department a real source of Profit to you and satisfaction to your customers.*

### Lion Brand Bloomers

will build business in your Boy's Department because they offer fit and style and they are

made to stand the wear and tear of healthy boyhood.

*It is worth your while to get acquainted with this line. Write us.*

**The Jackson Mfg. Co.**  
LIMITED

Head Office: CLINTON, ONTARIO  
Factories at Clinton, Goderich, Exeter, Seaforth





## “DOMINION RAYNSTERS”

MADE IN CANADA FOR CANADIAN TRADE

Three Raincoats by which to judge “Dominion Raynsters.” Judge them from any standpoint you wish, the more critical you are the better shall we be pleased.



**BELMONT**  
*For Men and Youths*

**RODNEY**  
*For Boys*

**ARLINGTON**  
*For Men and Youths*

In our “Dominion Raynster” Style Book, we illustrate over sixty distinct styles of Raincoats for men and women, boys and girls. This Style Book with price list, will be mailed free if you write to our nearest branch.

### 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.





# THE MEN'S WEAR REVIEW

OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO

NOVEMBER, 1917

## —FEATURING—

Conditions in the Trade

□ □

Combatting the Conscription  
Argument

□ □

How to Pack, Stamp and  
Address Overseas Parcels

□ □

Merchant Tailor Competi-  
tion in the Smaller Centres

□ □

Selling Window Trims

THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO





©

YOUTHS' FALL AND WINTER OVERCOATS  
READY FOR SERVICE OR TO MEASURE.

ORDER NOW.

**Coppley, Hoyer & Randall, Limited**

HAMILTON

CANADA



Make sure of the  
Boys' business by showing

## Proper Clothes

Don't underestimate the importance of the boy's buying power. With his increased earnings (resulting from the present labor shortage), he is ready and willing to buy the best there is in suits and overcoats.

The snap and style of our new offerings in

## Proper Clothes

will be the magnet to draw this profitable trade to *your* store.

Particularly now, as the Holiday Season approaches, it will benefit you to connect with these well-made, well-wearing boys' togs.

We therefore suggest your seeing one of our fourteen representatives who are now out with a full range of Suits and Overcoats.

Just let us know—a postcard will do—when you wish our man to call. We'll make arrangements to suit your convenience.



BUY  
VICTORY BONDS  
and maintain Canada's  
Prosperity.

**Coppley, Hoyer & Randall,  
Limited**

Hamilton, Ontario



## We all know him

We know his tendency to indulge in tussle and tear, with the consequent dire results to clothes in general and clean collars in particular.

### The Arlington Collar

—the collar that defies dirt and emerges from the hardest tussle as good as new—is the ideal collar for every boy.



The office boy, the messenger boy, the schoolboy—boys of every description will appreciate the many advantages of the Arlington Cleanable Collar.

Dealers should draw the attention of the boys, and their parents also, to the Arlington Collar. Feature the Arlington in prominent displays and watch this trade grow.

*Arlington Collars have stitched-edge, full linen finish — and all the better styles (1½ sizes).*

**The Arlington Co. of Canada, Limited**  
56 FRASER AVENUE, TORONTO

SELLING AGENTS

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

MAKERS SINCE 1889

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

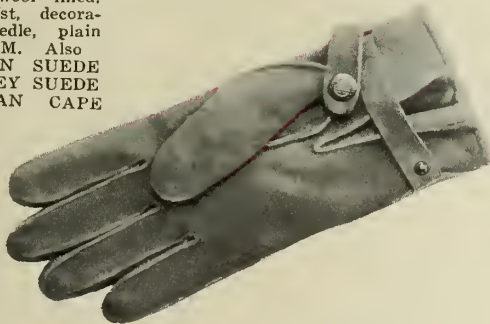


# You'll find these three lines particularly good sellers for Xmas trade

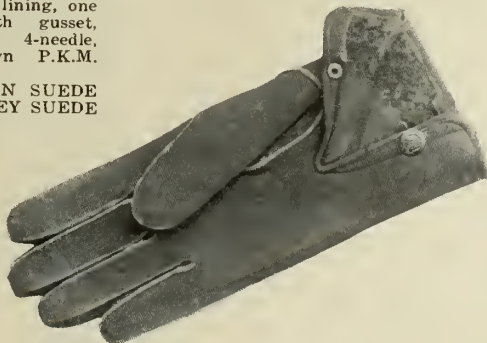
3456 5 TAN SUEDE  
GLOVE, pure silk  
lined, one dome,  
decoration 4-needle,  
plain sewn P.K.M.  
Also  
3556 5 GREY SUEDE  
6056 15 TAN CAPE



3688/S—GREY BUCK  
seamless wool lined,  
strap wrist, decoration  
4-needle, plain  
sewn P.K.M. Also  
3488S TAN SUEDE  
3588S GREY SUEDE  
6088S TAN CAPE



3680 5 GREY BUCK,  
pure wool lining, one  
dome with gusset,  
decoration 4-needle,  
plain sewn P.K.M.  
Also  
3480 5 TAN SUEDE  
3580 5 GREY SUEDE



And we are able to promise immediate deliveries.

The standard of quality for which the "H. B. K." brand has grown famous is very evident in all three. These are timely big value offerings with which you should immediately connect.

*Prices on request.*

Our men are presently on the road with a complete showing of **Fine Dress Gloves for Men, Women and Children, Fine Fabric Gloves for Men and Women**, as well as a full line of **Heavy Work Gloves and Mitts**.

See these lines and convince yourself that our values are good and our prices are right.



## The Hudson Bay Knitting Co.

LIMITED

MONTREAL

# Atlantic Underwear

*will earn your customer's lasting good-will.*

A man's good-will and his permanent patronage are easily acquired if you sell him Atlantic Underwear.

There's a clean, comfortable feeling about every suit of Atlantic, a snug fit and a neat finish that wins the critical man's approval.

The fact that we have doubled our output in the last two years is ample evidence of the merit of our goods.

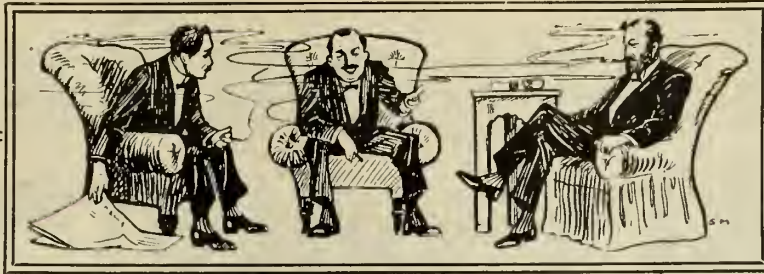
Atlantic Underwear on your shelves will be a guarantee of better things during 1918.



*Ask your wholesaler to show you  
the new season's Atlantic lines.*

Atlantic Underwear, Limited  
MONCTON, N.B.





# IN GOOD COMPANY

You are sure of being in good company if you join the army of up-to-date merchants who are selling



Many of the better retailers are selling COLLEGE BRAND CLOTHES.

They recognize that we are a good organization to join forces with. WHY?

Because all our energy—all of our skill—all of our power and all of our resources are devoted to the making of CLOTHING for young men and men who know.

Clothing you can sell with confidence—clothing with the little things right—clothing easy to sell and that stands up after it is sold.

The line for Spring, 1918, represents the concentrated essence of a life-time of experience and success.

**Fall and Winter Suits and Overcoats in the newest models and fabrics in stock for quick shipment.**

*Are you fond of good company—the kind that brings success?  
Then join us. A postcard will bring you full particulars.*

## The College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)

# 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



# Broadway

Clothes  
for exacting men

Unusual Values

November, 1917



## The man who is particular about his appearance

is a man whose clothing trade is worth getting.

And dealers stocked with the right goods can get this trade—get it and hold it—and extend it to other lines such as underwear, shirts, ties, hats and general furnishings.

Every little fashion “wrinkle” that appeals to men of good taste is shown in the new season’s

### BROADWAY CLOTHES

creations. Fabric, Style, Fit—everything combines to create in Broadway Clothes a standard of excellence that’s unusually attractive and unquestionably superior.

We strongly urge you to get acquainted with our values before you place your next order. Be assured we have something that will win you the custom of the particular man and leave you a very attractive margin of profit.

*Write, phone or wire now, and we’ll put our proposition before you.*

**Randall and Johnston**  
LIMITED TORONTO

# 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 Collarette.*
3. *Snug-Fitting Flap.*
4. *Closed Crotch.*
5. *Improved Knit Cuffs and Anklets.*

In Combinations and Two-Piece Suits.  
Stock Imperial now.

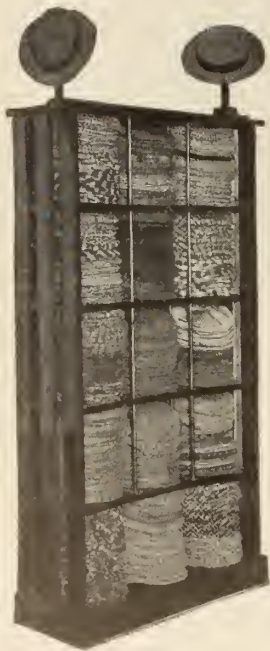
## Kingston Hosiery Company

Kingston, Ontario



## *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*

## Military Accoutrements

The first call to the colors under the MILITARY SERVICE ACT will bring with it a renewed demand for Military Equipments. Are you prepared?

We can supply you *now* with a good assortment of necessary Accoutrements for Officers and Men.

Buttons, Regimental Badges, and Badges of Rank, Swords, Caps, Belts, Spurs, etc.

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

Beaver Hall Hill, Montreal

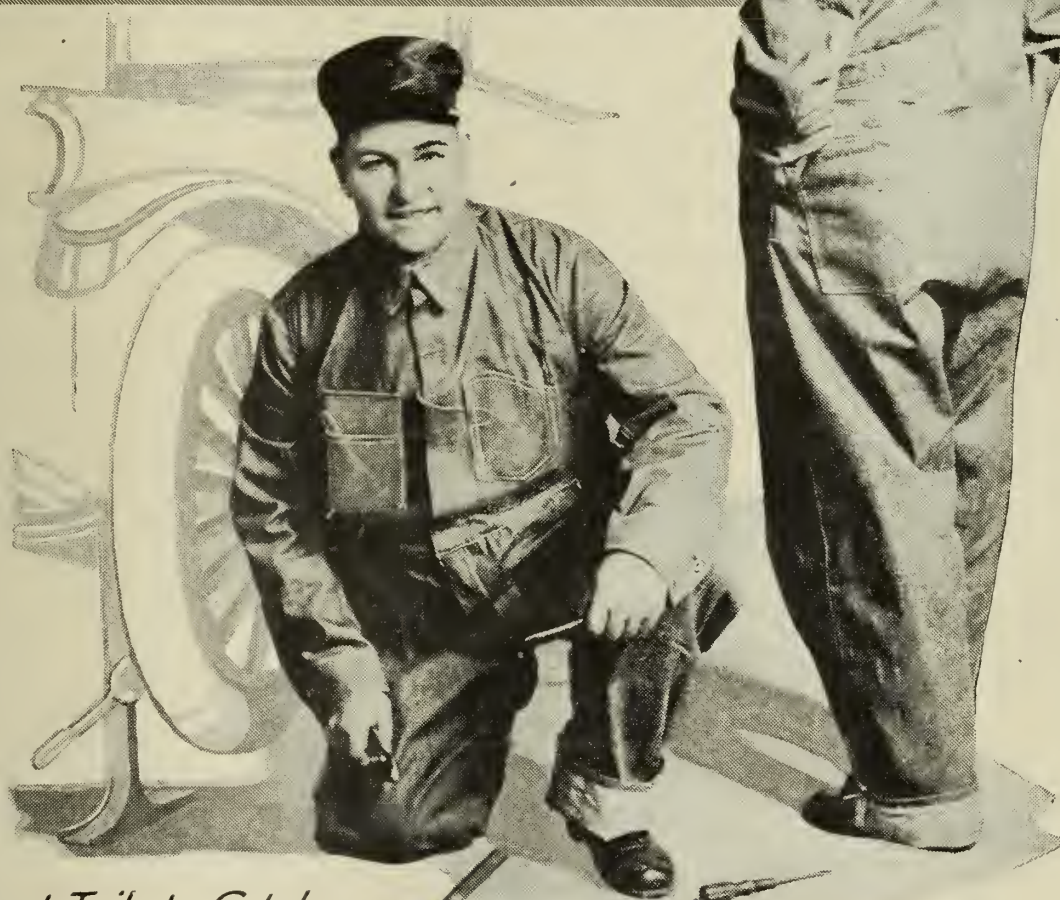
53 Conduit St., Bond St., London } ENGLAND  
Warstone Parade, Birmingham }  
Bombay, Melbourne and New York



# HEADLIGHT *combination* OVERALLS

fit right, look right  
feel right, wear right

UNION  
MADE



*"No Coat Tails to Catch  
No Buttons to Scratch"*

**LARNED-CARTER & CO., SARNIA**

WORLD'S GREATEST OVERALL MAKERS

FIVE FACTORIES

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



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



MADE IN CANADA

# THE *Lang*

## SHIRTS

### Cover Your Needs

We don't counsel buying more than you need—though we are certain prices will advance. We do counsel, however, making sure of your goods—making sure of the patterns, the values, the workmanship—that will bring big business to your store. *Lang* Shirts will give everything you require.

We make our shirts with your name on them, if you wish. But the workmanship and quality are always that of the *Lang* Shirt.

### Boys' Shirts and Blouses

*The Quality Suits Mother*  
*The Price Suits Father*  
*The Blouse Suits the Boy*

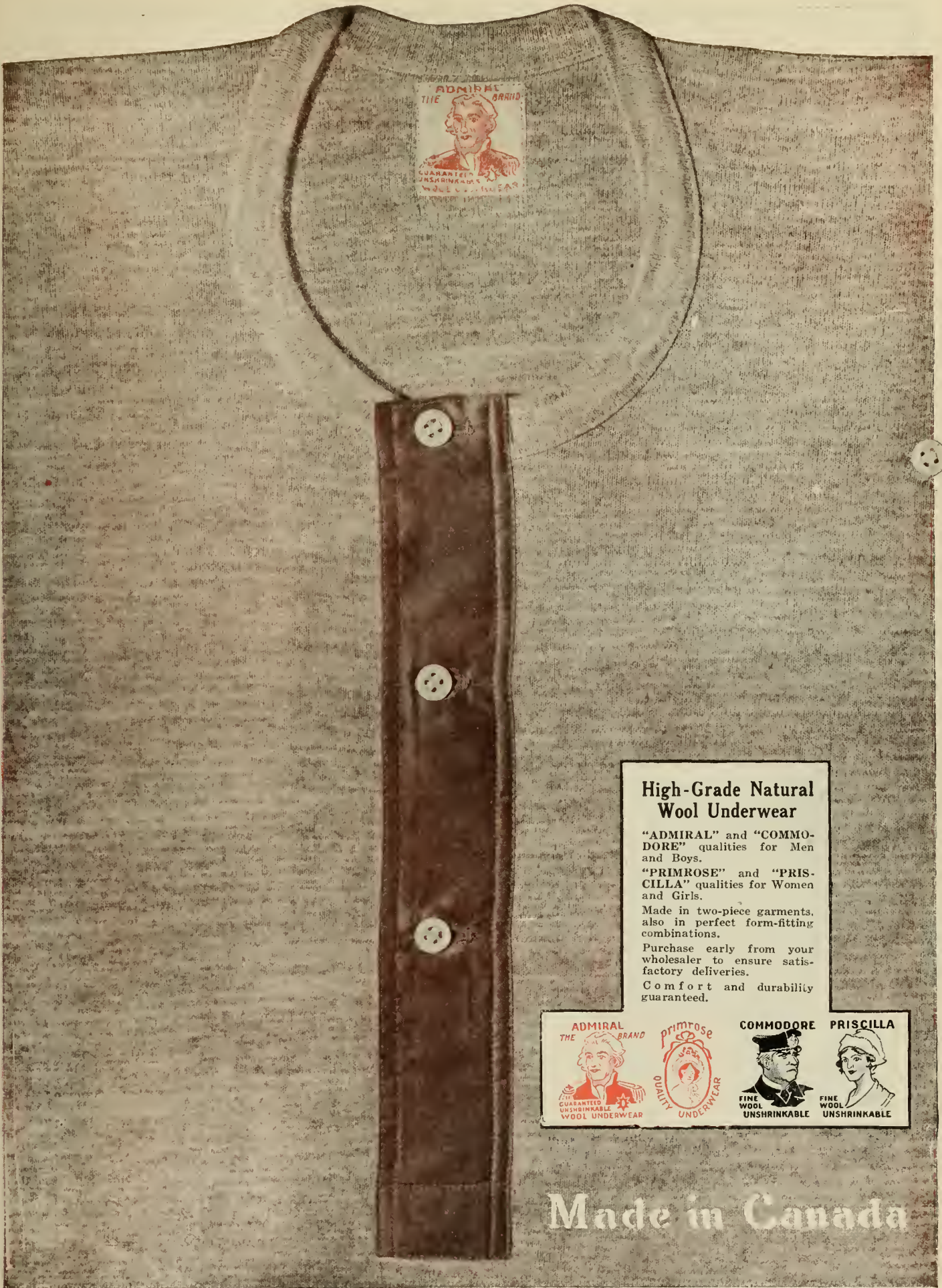
Now that the boy has such buying power you want his business more than ever. *Lang* Blouses will bring him. They are made for the Canadian boy.

Examine our full Range. If our Traveller does not call soon, send us a line or wire.

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







**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 ensure satisfactory deliveries.

Comfort and durability guaranteed.



Made in Canada



# An Eye on the Cotton Market

Raw cotton is to-day more than three times the price that it was three years ago. The tremendous consumption of cotton for explosives, coupled with its more extensive use due to the scarcity of wool, are responsible for the increase. But the end is not yet—authorities predict that cotton will reach thirty-five to forty-five cents a pound by the end of the year.

## Buy Your Cottons Now

Miller roadmen are now out with the complete range of *Duck Clothing* and *Specialties* for Spring, 1918. Our prices, which naturally had to be increased, are based on materials bought favorably. It is worth every merchant's while to place his orders with us now and avoid paying much larger increases in a few months.

*WHITE DUCK PANTS*  
*LUSTRE COATS*  
*DUCK CLOTHING*

*BOY SCOUT UNIFORMS*  
*KHAKI COMBINATIONS*  
*WORK SUITS*

## Miller Made "PALM BEACH" Clothing

for Summer, 1918, now being shown. Excellent styles. Superior workmanship. Good values.

ORDER EARLY AND  
ORDER PLENTY!

## 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

## Interest Quickening in Military Matters

The number of communications about Military Equipment we daily receive indicates the widespread interest that the country is taking in the raising of new forces. With the calling out of the first draft there will be a country-wide demand for

## The MILLER WALKING BREECHES

EVERY TOMMY WANTS A PAIR

Are you ready to supply your quota? If you have not this line in stock, write for sample assortment and be ready!

**MILLER MFG. CO., LIMITED**

*Makers of the Famous Miller Breeches*

44 York Street

TORONTO





# You can fit every customer with Cooper "Three-in-One" Caps

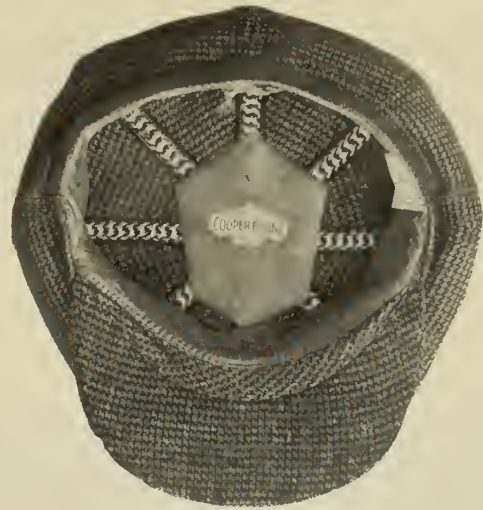
Because every "Three-in-One" Cooper Cap is self-adjustable to three distinct sizes—a  $6\frac{3}{4}$  cap will fit a 7 head.

Think what this means to you. You will have no "off-sizes" left over. For

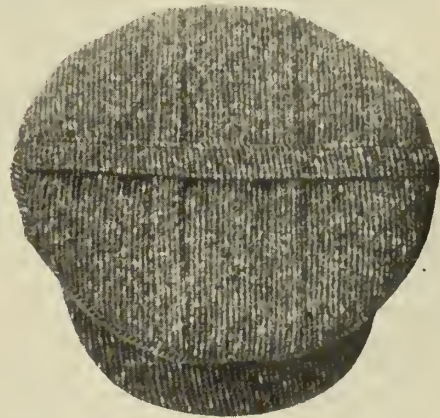
## There are no "off-sizes" in Cooper's Three-in-One Caps

Don't place your order for holiday stock without seeing the values in this rapid selling line. Our men are now out with the most attractive styles at the best prices on the market.

*We'll arrange a call to suit your convenience or submit samples by mail.*



THE COOPER  
THREE-IN-ONE FEATURE



TWO RECENT  
COOPER OFFERINGS

**The Cooper Cap Company**  
260 Spadina Avenue, Toronto



**SHOREHAM**  
Back 1 $\frac{3}{8}$ ". Front 1 $\frac{3}{4}$ ".  
Fine Poplin, 14-16 $\frac{1}{2}$ . \$1.50.

**RELIANCE**  
Back 1 $\frac{7}{8}$ ". Front 1 $\frac{1}{2}$ ".  
White Poplin, 14 $\frac{1}{2}$ -17 $\frac{1}{2}$ . \$1.35.

**BUICK**  
Back 2". Front 1 $\frac{3}{4}$ ".  
Silk Crepe, 14-17. \$2.10.

**MERCER**  
Back 2 $\frac{1}{8}$ ". Front 2 $\frac{1}{8}$ ".  
Fine French Pique, 13 $\frac{1}{2}$ -16 $\frac{1}{2}$ .  
\$2.75.



**PACKARD**  
Back 1 $\frac{7}{8}$ ". Front 1 $\frac{3}{4}$ ".  
Check Mat Cloth, 14-17. \$2.00.

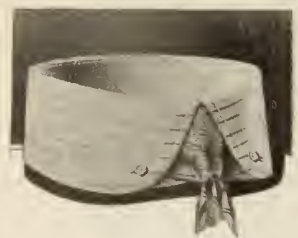
**BRISCOE**  
Back 1 $\frac{3}{4}$ ". Front 1 $\frac{3}{4}$ ".  
Points 2 $\frac{3}{4}$ ".  
White Poplin, 12 $\frac{1}{2}$ -17 $\frac{1}{2}$ . \$1.35.

**HAYNES**  
Back 2". Front 1 $\frac{3}{4}$ ".  
Points 3 $\frac{1}{4}$ ".  
Fine French Pique, 14-17. \$2.75.

**PEERLESS**  
Back 1 $\frac{7}{8}$ ". Front 1 $\frac{3}{4}$ ".  
Check Mat Cloth, 13 $\frac{1}{2}$ -17. \$2.00.



**FIAT**  
Back 1 $\frac{7}{8}$ ". Front 1 $\frac{3}{4}$ ".  
Satin Bedford Cord, 13 $\frac{1}{2}$  to 17.  
\$2.10.



**DOVER**  
Back 2". Front 1 $\frac{1}{2}$ ".  
Fine Eng. Pique, 13 $\frac{1}{2}$ -17. \$2.10.



**WOLSELEY**  
Back 1 $\frac{3}{4}$ ". Front 1 $\frac{3}{4}$ ".  
Jap. Ivory Silk, 14-17. \$2.10.

TRADE  
*W.G.R.*  
MARK

## SOFT COLLARS

Soft Collars are increasing in popularity daily.  
Good dressers are wearing them effectively.  
Have you got the variety the trade demands?

The Williams, Greene & Rome Co.  
LIMITED  
KITCHENER, ONTARIO

*"The excellence of the product has established the brand"*



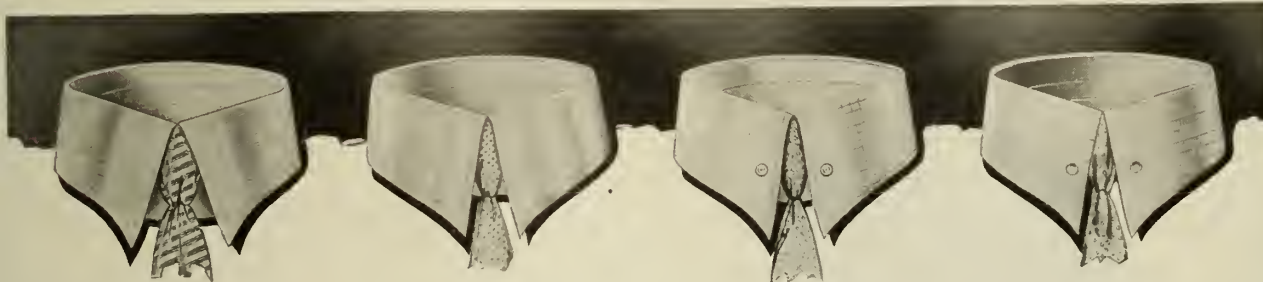


**REO**  
Back 1 7/8". Front 1 3/4".  
Faille Silk. Price \$3.50.

**BAYSIDE**  
Back 2 1/4". Front 2 1/4".  
Fancy Pique. Price \$2.75.

**MITCHELL**  
Back 1 7/8". Front 1 3/4".  
Fancy Fibre Silk. Price \$2.10.

**HANLAN**  
Back 1 7/8". Front 1 3/4".  
Points 2 1/2".  
Fancy Jacquard Silk. Price \$3.50.



**MEADOWS**  
Back 2 1/4". Front 2 1/4".  
Pique. Price \$2.00.

**DUNKIRK**  
Back 2". Front 1 3/4". Points 3 1/4".  
Satin Bar Silk. Price \$3.50.

**GREELEY**  
Back 2". Front 1 3/4".  
Points 3 1/4".  
Fibre Silk. \$3.50.

**STANLOW**  
Back 2". Front 1 3/4". Points 3 1/4".  
Fancy Pique. Price \$2.75.



## SOFT COLLARS

From our wide range, dealers will be able to choose a complete range of styles, cloths and prices that will meet the requirements of their individual localities.

Orders filled promptly from illustrations on these two pages.

The Williams, Greene & Rome Co.  
LIMITED  
KITCHENER, ONTARIO

*"The excellence of the product has established the brand"*



**SIMPLEX**  
Back 1 7/8". Front 1 3/4".  
Fancy Pique. Price \$2.10.



**PERSHING**  
Back 1 7/8". Front 1 3/4". Points 2 1/2".  
Fancy Jacquard Silk. Price \$3.50.



**BRIGHTON**  
Back 1 7/8". Front 1 3/4". Points 2 1/2".  
Silk Poplin. Price \$3.50.

# You can pin your faith to the selling value of the goods listed here.



They're made to sell, to meet the requirements of exacting customers.

You owe it to your business to carefully inspect the values in the latest

**ACME**

assortment. Even a casual examination will show you their unusual selling possibilities.

Our travellers will call on you with a grand showing of *Dress Gloves for Spring, Women's, Children's and Men's* in all the latest shades in the following leathers—*Washable Cape, Doeskin, Suede, Buckskin* and *Real Arabian Mocha*.

We can give you immediate delivery and attractive prices on *Men's Lined Mocha Gloves* in *tan* and *grey* as well as *Unlined* and *Silk Lined Suede* and *Chamois Gloves*.

Also *Plain Knit* and *Jumbo Knit Sweaters* in *Grey, Navy, Crimson, Khaki, Seal, Olive* and *Maroon*. *Shawl Collars* and *Military Collars*.

*Get connected with ACME values.*

**Acme Glove Works, Limited**  
Montreal





# AVENUE BRAND CLOTHES

*for Boys and Youths*

Avenue Brand Clothes "Fit Well," "Look Well," "Wear Well" and come at prices that enable merchants to realize handsome profits. The fourth Avenue Brand consideration is, they "Sell Well."

Every one of these points are Avenue Brand points, and alert clothiers from Coast to Coast are aware of these facts and are benefiting accordingly.

Our Spring line is the best ever put on the road, and if you have not seen it post-card us and our representative will call on you.

All the latest styles in pinch-back, belted and pleated styles in Boys' Clothing, including "First Long Suits" for the grown-ups, are in the range, with variety of dependable cloths to suit the trade of every part of Canada.

STOCK AVENUE BRAND CLOTHES—  
*That's all.*

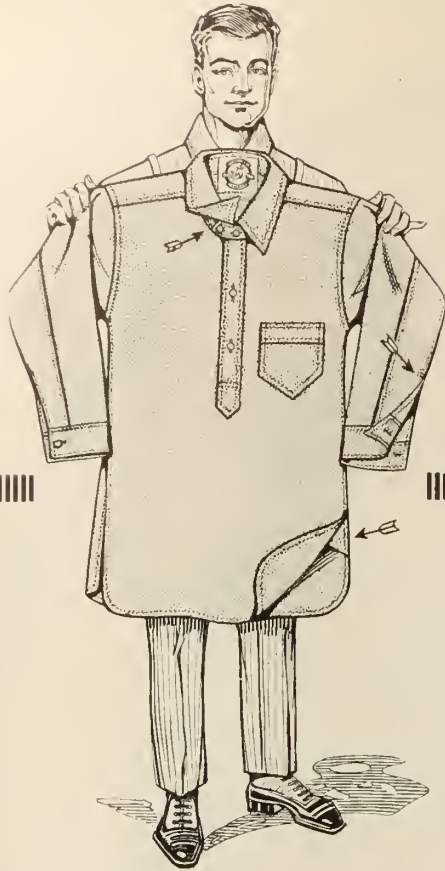
The W. J. Keens Co.  
Limited

107 Front Street East, Toronto

Successors to

C. M. Gilchrist & Co.

107 Front Street East  
Toronto



Note the seven selling arguments of this work shirt

- 1—Extra generous size.
- 2—Double stitching of all seams.
- 3—Extension neck band.
- 4—Reinforced at all points subject to hard wear.
- 5—Good quality buttons.
- 6—Reinforced pleats and button stays.
- 7—Arm and Hammer Brand standards of workmanship and materials.

When you sell a man one of these big value shirts you've got his future patronage cinched.

And it's easy to sell. The value, the big, sound, long-wearing value will be quickly perceived by the working man and your stock will keep moving briskly. Show this line in your shirt department and prove our statements true.

The J. A. Haugh Mfg. 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 Trousler Bar, at

**\$7.50** PER HUNDRED

*Orders shipped the day they are received.*

*The Taylor Mfg. Co.*  
*Hamilton Ontario*

**These are scarce goods and big sellers**

English Cashmere socks, black and khaki. \$4.50, \$5.50, \$6.00  
 Khaki ribbed wool socks.....\$4.50 to \$8.50 doz.  
 Heather ribbed worsted.....\$3.50, \$6.50, \$8.00 doz.  
 Khaki mufflers .....\$7.50, \$10.00 doz.  
 Camelhair .....\$16.00, \$18.00, \$25.00 doz.  
 Woolen Gloves, House Coats.

**Easy Selling British Goods**

We are Canadian agents for:—Young & Rochester shirts, neckwear, dressing gowns, house coats, etc. Tress & Co.'s Hats, Caps, Straws, Service Helmets, and Military Caps. We stock "Emcodine" and "Glen-gardeau" Trench Coats and Aquatite Raincoats.

**A Full Line of Military Accessories**  
For C.E.F., R.F.C. and U.S. Army Officers, Cadets.

We carry complete lines:—Fox's Puttees, Trench Coats, Aviation Helmets, Triplex Goggles, Spurs, Crops and Whips, "Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks.  
 English Leather Leggings, Sam Brown Belts, Badges for all ranks.

**Wreyford & Company**  
*Wholesale Men's Furnishers and Mfrs.' Agents. Military Outfitters*  
85 King Street West Toronto, Canada

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



# 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

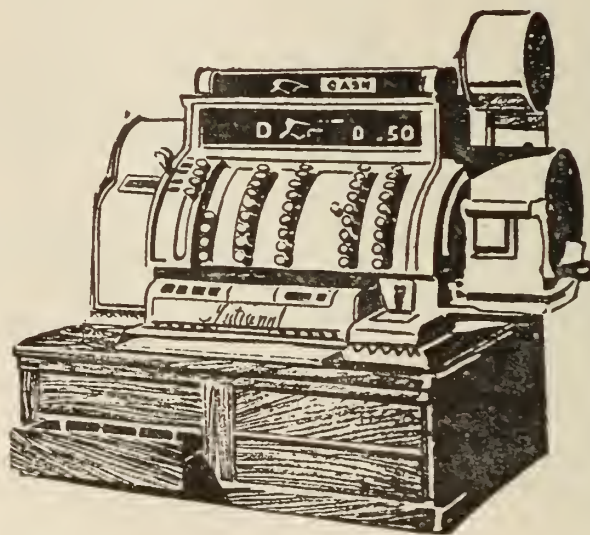
PROMOTION DEPARTMENT

**Fashion Craft Mfrs. Limited**  
MONTREAL

# Full Profits

**I**N these days of narrow margins, a merchant must secure all his legitimate profits. Losses mean failure. Mistakes and carelessness cause losses. If a charge transaction of one dollar is lost or destroyed, the profit on a ten-dollar sale is eaten up.

Safeguard profits. Install the National Cash Register system for protecting retail merchants. The electrically operated National Cash Register and the National Credit File are earning their way in thousands of stores to-day. Write us for full information. This request will place you under no obligation.



**The National Cash Register Company**

OF CANADA, LIMITED

**Toronto**

**Ontario**





For years Canadian men have bought their sweaters by this brand and they recognize the "MONARCH-KNIT" trade-mark as a guarantee of quality in knitted goods. They are learning through advertisements appearing in the leading magazines and periodicals throughout Canada, that "MONARCH-KNIT" now applies with equal significance to *fine quality hosiery*. Every pair of "MONARCH-KNIT" Hose bears the trade-mark. It is the constant assurance of quality.

The 1918 Spring Range of MONARCH-KNIT Hosiery Silks, Mercerized Cottons and light-weight Cashmere lines for Men, Women and Children is now ready for your viewing.

## 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.

# CHRISTMAS TALK

The Shirt Specialist from Dept. F says:

## Smart Shirts for Men

make *acceptable* Xmas gifts and *emphasizes* the *necessity* of *toning up* your present stock with

## Smart Stuff

standardized under the registered trade names "HERO" and "STRAND" (chemise de luxe.)

The buyer of Men's Fancy Furnishings Dept. I says:

## Bigger Business than Ever

in Ties, Scarfs, Braces, Gloves, Sox and all other Xmas goods for men—

*The Proof of Having Outstanding  
Desirable Merchandise.*

Do we call on you? Do you call on us? Do we write to each other? Departments "F" and "I" want to meet you.

## ALPHONSE RACINE, LIMITED

60-80 ST. PAUL STREET WEST

MONTREAL, CANADA

*Specialists in Fine Furnishings for Men*

Sample Rooms: Ottawa Quebec Three Rivers Sherbrooke Sydney, N.S.  
Factories: Beaubien St., Montreal St. Denis St. Hyacinthe



*This is the label that the good  
dressers of Canada look for—*



*which is attached to the pocket  
of every Fit-Reform garment.*

## ***FIRST and FOREMOST***

Fit-Reform first and foremost in the esteem of well-dressed men.

For over a quarter of a century this label has stood for the best in High Class Tailored Clothes.

Our aim to produce faultless clothing appealing to the best dressers over all Canada has been consistently followed and steadily maintained until Fit-Reform is recognized by the most fastidious.

The advantages of being able to offer the public of your city or town such a branded line as Fit-Reform are obvious. If we are not represented in your town, write us about our proposition.

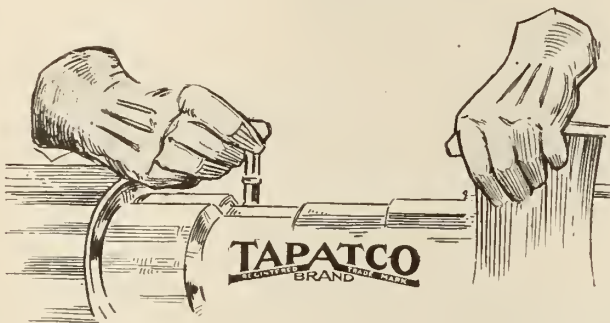
*Our Special Order Department  
is in a Class by Itself.*

**E. A. SMALL COMPANY, Limited**

*—the first in Canada to manufacture Tailor-made  
Garments for Men*

112 BEAVER HALL HILL - - MONTREAL

**TAPATCO**  
REGISTERED BRAND TRADE MARK



Get the good-will of the workingmen by selling them "TAPATCO" Gloves.

The demand for good wearable working gloves was never stronger than it is to-day. Increased activities in every branch of production is boosting this demand and no good retailer can afford to miss his share.

When you sell a man a pair of "TAPATCO" Gloves you give him the very utmost value for the money. For "TAPATCO" Gloves are comfortable, carefully made, and stand up under the severest service.

These gloves are made in Gauntlet, Knit-Wrist and 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 man.

Have your jobber supply you.

**THE AMERICAN PAD  
& TEXTILE CO.,** CHATHAM  
ONTARIO

*They're made to last*

**Lion Brand  
Bloomers**



A juvenile line with a style, a fit and a wearing quality that's certain to satisfy.

Made purposely to stand the strain of healthy Canadian boyhood.

Get connected. A post card will do it.

**The Jackson Mfg. Co., Limited**

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

*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*



## Our salesman is now ready to show you a grand line of Boys' Clothing

Just the right line to swing a larger share of this very profitable business to your store.

The boy's buying power has materially increased owing to the present labor situation, and the dealer who plans on featuring his juvenile lines is certain to secure a larger turnover and correspondingly larger profits.

Our showing for Spring, 1918, is particularly attractive. See what we offer you in *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.*



## Helleur, Gariepy & Broderick, Limited MONTREAL

Office and Sample Room—16 Craig Street West

Factory—124 St. Lawrence Boulevard

Western Representative—H. E. Robinson, Hammond Block, Winnipeg, Man.

Toronto Representative—W. T. Eyres, - - - 468 King Street West

## Are you selling the Merchandise the Public desire?



In gloves it is easy! You are certain to be asked for Dent's Gloves because they have held the confidence of the Public for upwards of two centuries.

Wearers of "Dent's" only exercise one precaution—they look for the name, it is their guarantee of satisfaction and a marvellous selling help.

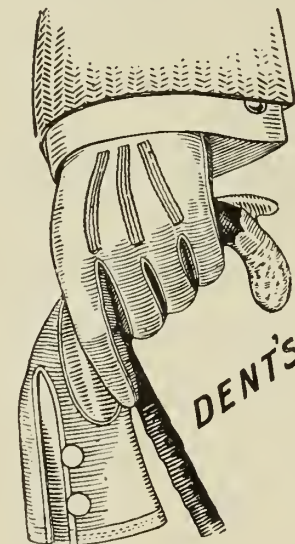
Sort up your stock now and be prepared for the coming demands.

PROMPT ATTENTION GIVEN TO MAIL ORDERS

### DENT, ALLCROFT & COMPANY

128 BLEURY STREET

MONTREAL





## Build up a big made-to-measure shirt trade

Well-groomed men nowadays are very particular about the shirts they buy. Which accounts in large measure for the increasing popularity of the Made-to-Measure Shirt.

We are supplying some particularly attractive Made-to Measure Models with a style, quality and fit that will bring the best dressed men in town to your store.

Write now for Self Measuring Forms and full particulars of them. We guarantee prompt deliveries. Three days after receipt of order shirts are on their way back.

### R. J. INGLIS, Limited

SHIRT MAKERS

291 Garry Street, WINNIPEG



It needs just  
this small space  
to advise you  
to see the range of the  
"Davis Storm Resista"  
Waterproofs.

which our travellers are now  
showing for the  
Spring of  
1918

H. E. Davis & Co.

117, 119 and 121 St. Henry Street

Montreal.



### CHRISTMAS GIFTS Useful and Ornamental



ARROW ARM BANDS

Neatly done up in Holly covered boxes.

LEATHER BELTS

We carry a full range of Men's Leather Belts. Just the thing for your Christmas selling. QUALITY HIGH. PRICES LOW. See the line now in the hands of our travellers, or write us direct.

ARROW GARTER MFG., CO.  
314 Notre Dame Street West, - MONTREAL



# Style and Value have made WEARBEST Clothing the choice of "men who know"



The SAVOY—Shawl and Notch Fur Collar

WE have always aimed at living a bit ahead of the times, both in style and value, and the growing popularity of this line proves that the men are "wise" to WEARBEST superiority.

WEARBEST Clothes for Men and Young Men are good profit-makers because they sell well and they always satisfy. Your margin makes it decidedly worth your while to push them constantly.

The WEARBEST line for Spring, 1918, is particularly strong in style and fabrics. Will be glad to show you what we've got upon receipt of a post card.

*Get it mailed to-day.*

## The Wearbest Clothing Manufacturing Company

Manufacturers of Stylish Clothes for Men and Young Men

149 Notre Dame Street West

MONTREAL

# H. S. PETERS' METHOD OF MARKETING OVERALLS IS APPROVED

A distinct and unique principle is followed by us in both the United States and Canada for the distribution of

## Brotherhood Overalls

SALESMEN are not employed to call on Dealers. Jobbers do not handle Brotherhoods. These are middlemen that add to the cost of placing overalls on your shelves. These costs are eliminated and we advise dealers to get our overall proposition and save money for themselves.

BROTHERHOOD Overalls are made to wear and wear well. The stitching and materials are the best obtainable; the dyes are "fast colors."

Brotherhood Line—Always complete. All Styles and Sizes in Stock.



Look for the  
Brotherhood Button

WRITE US TO-DAY FOR OUR SALES  
PLAN. IT MEANS MONEY FOR YOU.

THE H. S. PETERS, LIMITED  
WELLAND ONTARIO

## 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.

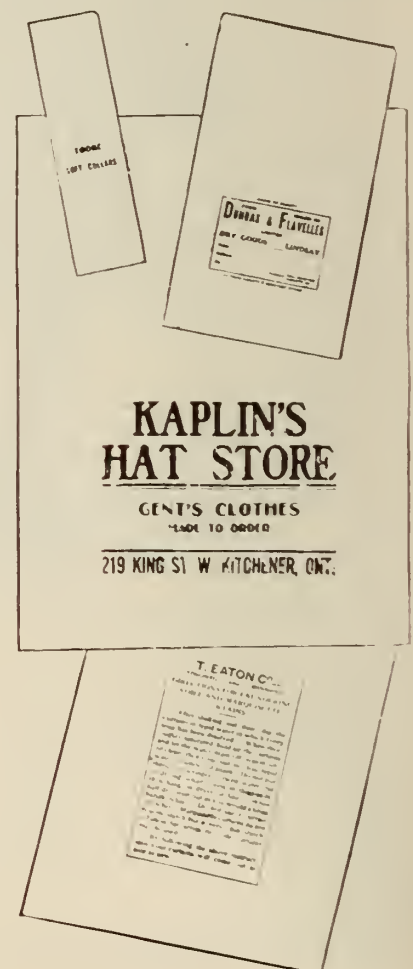
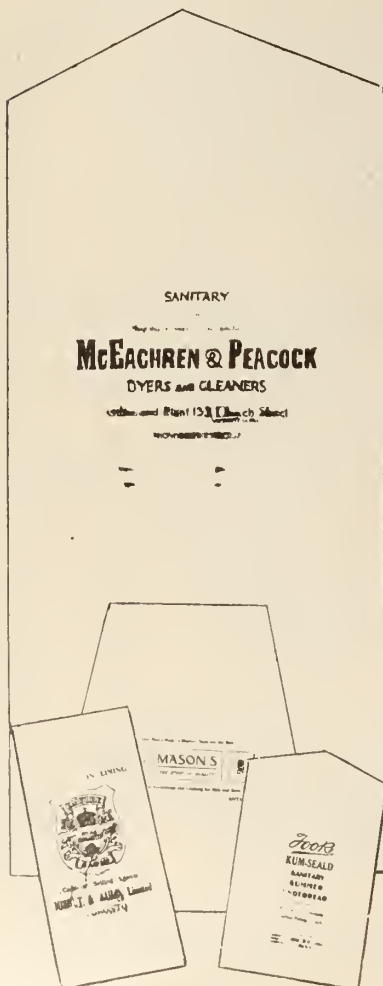
Many dealers are enclosing each purchase in a bag.

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





# 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.



**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.



Copyright 1917, J. L. Stifel & Sons



Is he particular about his Underwear?

Show him Maple Leaf Brand

You can "bank on" the excellence of Maple Leaf Underwear to please the most exacting—the most critical man coming to your store.

Get the very most out of your underwear department by featuring and pushing

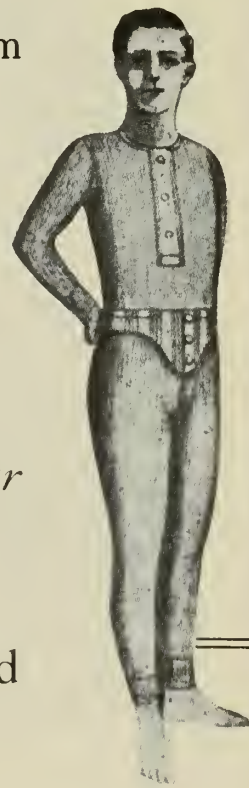
*Maple Leaf Brand and Dr. Neff's Sanitary Underwear*

There's a Fit, a Finish and a Durability to every garment that will clinch the underwear custom of every man.

See if a trial will bear out our statements. Write us.

**Thos. Waterhouse & Co., Limited**  
INGERSOLL, ONTARIO

WOODS & HOWARD, Coristine Bldg., MONTREAL  
Selling Agents for Quebec and Maritime Provinces





# Milne's Neckwear News for November

THE BEST VALUES

THE BEST RANGES

## THREE HOLIDAY NUMBERS

ON the right, two samples from our \$5.50 range—one a Persian pattern on satin ground; the other bright satin stripes on all-over taffetta ground.

Beautiful new colorings in both these and all our other ranges.



### Crepe Faille Mufflers

SORT UP NOW.

Here is illustrated a single piece Muffer, 12" x 42", with knotted fringe ends—a \$21.00 range. It will not wrinkle. Let your customers crush it into their pockets as a test. This, we feel, will be perhaps the biggest Christmas seller.

New lines continually arriving. Always inspect the Milne offerings.

**WILLIAM MILNE**

50 YORK STREET TORONTO, ONT.

*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, NOVEMBER, 1917

No. 11

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# The Success of Canada's Victory Loan will Provide your Customers with Money to Spend

**G**REAT BRITAIN cannot continue to buy the agricultural and manufactured products of Canada unless Canada is prepared to grant credit to Britain.

And if Great Britain were compelled, through the lack of this credit, to buy in some other producing country, where she **COULD** get credit, think of the effect it would have upon **YOUR CUSTOMERS**.

The farmers would lose their best market for live-stock, grain, cheese and other products; miners would have to work short shifts; workers in manufacturing industries of every kind would have their wages reduced, and many would be thrown out of employment.

You would have to face **IMPOVERISHED CUSTOMERS** with your shelves loaded with merchandise bought at above normal prices.

For the great business prosperity of Canada is very largely due to the millions upon millions of dollars expended in Canada by Great Britain.

And, as Great Britain requires credit so that she may continue to buy, Canada's Victory Bonds are offered so that this credit may be established.

The money so raised will be **SPENT IN CANADA**—will be used so that those who **SELL** to Great Britain can be paid **IN CASH**.

Therefore, it is in your interest as a business man—to say nothing of your duty as a patriotic citizen—to **DO ALL YOU CAN** to make the issue of Canada's Victory Bonds a **GREAT SUCCESS**. Suggest it, discuss it with your customers. Study the question so that you can advise those who are sure to ask you about it.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada, backed by all the resources of Canada. Any bank will lend money upon their security alone, and the bonds can be sold at any time.

Buy Canada's Victory Bonds when offered in November, to the limit of your ability. Even anticipate future profits so that you may do so. Your bank manager will help you—he will arrange any accommodation within his power for this patriotic purpose.

## That's the Way to Keep Your Business Booming

Issued by Canada's Victory Loan Committee  
in co-operation with the Minister of Finance  
of the Dominion of Canada.





# Men's Wear Review

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

VOL. VII.

TORONTO, NOVEMBER, 1917

NO. 11

## Conditions in the Trade

SINCE the commencement of the war, perhaps at no time have so many serious problems confronted the men's wear trade as at this very moment. Conscription is still an undefined menace—much more dreaded because of its indefiniteness than because of its final striking power. Interference with munition work, in some centres, has brought disquietude; and over all the merchant is confronted with the daily problems of buying. Shall he dispose of the reserve stocks he has on hand? Shall he lay in still larger stocks, as opportunity offers, against a steadily rising market?

*Indeed this is a time for quiet thinking.*

### DEFINITE ACTION THE NEED

As far as Conscription goes it still holds true, as indicated last month, that men's wear dealers do not particularly fear the passing of the measure. What they want is action—conclusive action—that this uncertainty may be removed and definite knowledge given as to who goes to the front and who stays in Canada. Then, the purse strings of many will be loosened.

### WILL THERE BE GIRL CLERKS?

Merchants, in some districts, are wondering as to their own help problem. Some believe the girl clerk, in the men's wear store, will be seen before very long. If the war drags on that may well be a further development.

Yet, despite any depression which has come as a result of this indefinite menace of Conscription, the men's wear trade has enjoyed a good month. A sale, conducted in one of Canada's larger cities, brought two Saturdays' business far in excess of any other October Saturday the store had ever had.

### THE WAR LOAN AND BUSINESS

In a 30,000 town, where munition work has been stopped in part, buying from the farming community is so large that merchants predict the biggest Fall trade on record. They feel, moreover, that the successful floating of the \$150,000,000 war loan will result in a considerable resumption of war orders. They appreciate the great need of this loan being an entire success, and many of this city's dealers are planning to buy good sized bonds.

### BIG BUYING IN KNIT GOODS

Buyers of knit goods have been given cause for pause in the word of big orders being taken by Canadian manufacturers from the United States Government and of big shipments being made by wholesalers to the French Government. Will this mean a scarcity of knit goods?

Elsewhere the situation is discussed more fully. Here, however, it will be well to summarize the facts.

### UNCLE SAM HUNGRY

The United States Government wants woolen gloves, socks, underwear. Canadian manufacturers of these lines could sell their output for the year to Uncle Sam. A few, perhaps, have. More have booked orders which will ensure their plants being kept running at top speed, but not so large as to preclude delivery of goods to Canadian wholesaler and retailer.

### SITUATION HAS UNDERGONE A CHANGE

This point is to be remembered. Canadian manufacturers took goodly U. S. orders knowing Canadian wholesalers—yes and retailers too—to be well stocked with such lines as wool socks. Since, however,

the French Government has been buying wool socks through the Hudson's Bay Company, and consequently the supply in Canada of the cheaper socks has been greatly reduced.

#### TWO HUNDRED AND FIFTY THOUSAND DOZEN SOCKS BOUGHT

At first 150 thousand dozens were bought, at a price up to \$3.25. Then, it was found this price was too low to get what was needed. It was, therefore, raised to \$4.00 and another hundred thousand dozen socks were bought. The word now is—though at the time of writing proof is lacking—that a further fifty thousand dozen is being purchased, in fact that the order is practically an open one.

Probably these sales will cause the wholesalers to buy socks more heavily than otherwise. But the retailer, MEN'S WEAR REVIEW believes, has, in the majority of cases, heavy stocks. It is not likely therefore that he will suffer by reason of deliveries.

#### ANOTHER CAUSE FOR HIGHER PRICES

The large sales of knit goods to the States and France will, however, use up a good part of the wool supply. That seems almost certain to bring in its wake higher prices for next season.

The same scarcity of wool is having its effect on the clothing industry. Cloth is to be further reduced in quality. Only in the really high priced suits will all-wool be available. Fair quantities of the Australian wool clip have been received by cloth makers, but not sufficient to supply the market.

#### MORE GOODS EXPECTED FROM THE OLD COUNTRY

A development, which seems likely to mean much for the trade, relates to shipments from the British Isles. To the end of maintaining the balance of trade an effort is being made to have British houses ship all they can to Canada—and to the other countries which are so largely shipping goods to England now. Raw material is being given British firms to be made up for export trade when they can not secure this to make up for home consumption. It is expected, therefore, that before long goodly shipments from the Old Country will be reaching here. The belief of some manufacturers, indeed, is that this is to be one of their difficult problems—a problem which will make the manufacture of some of the cheaper lines in Canada very difficult.

#### RUMOR OF COMING LOW PRICED GOODS

The air is full of rumors along this line, one, which we give as a sample, and without any support whatever, is to the effect that English capital has opened mills in Japan for the manufacture of half hose. Paying only some \$3 a month for labor it is believed it will be possible to pay freight, tariff, and sell the product of this labor almost anywhere.

## Using Window Trimming Helps



By reason of the great width of D. E. Macdonald & Bros.' store front, the illustration here shown depicts everything on a small scale. This is unfortunate for here is a display—arranged by W. Hallgarth—which shows how full benefit may be had from the splendid window trimming helps sent out by some manufacturers. It shows how a store may couple up with the advertising of a clothing manufacturer.

Mr. Hallgarth had the clothing manufacturer send the posters which were being used in bill boards. These were framed and used as window backgrounds—they may be seen in the accompanying illustration, though a little dimly. This device, and the show cards, and by no means least the clothes, attracted widespread interest.



# HOW TO PACK AND ADDRESS OVERSEAS PARCELS

Information Which Will Help Men's Wear Dealers Draw the Trade of Those Anxious to Send Christmas Presents to the Boys in England or France—  
Just Three Weeks to Get Their Business.

**D**URING the coming month all the Christmas parcels which are to be sent to soldiers overseas will have to leave Canada, and it is altogether probable that many who will want to send these presents will not thus early have thought of the subject. Much therefore remains to be done by the merchant who handles lines suitable for these presents to the soldiers. It is for him, by window display and by advertising, to make the need of immediate buying evident to relatives and friends of soldiers, and it is for him to give definite information as to the time parcels must be sent from Canada, as to the postage, etc. The more information of this character which the dealer is able to give, the better will be his chances of securing a larger share of this business.

## A Message From the Store

And by the way, this business of supplying presents to the soldiers overseas, has what might be called a by-profit. The merchant, if he undertakes the packing of the parcel, may see that with each package goes some little message of goodwill from his store to the soldier who is overseas. It will be good advertising this. A man so far away will be struck by the fact that the merchant in his own home town is interested in him. That kind of goodwill does not always seem to bring results but a tremendous amount of good is accomplished by just such methods of building goodwill.

These are going to be busy days. A merchant will still have a good deal of buying for Christmas to do. The time for reading will be short, and **MEN'S WEAR REVIEW** will give as concisely as possible the information about parceling and dispatching these Christmas boxes to the soldiers.

By the way the term "boxes" is used only in its time-honored holiday sense. As a matter of fact the gifts to be sent overseas must not be put in boxes if this can be avoided. Parcels are the thing which the post office wants.

## Dates of Mailing

A word first about the time when parcels for the soldiers must be mailed

from Canada in order to reach the recipient before the holiday.

Information on postage rates will also be of value for this will enable the merchant to tell exactly what a parcel will cost to post thus either saving the customer a long wait at the post office, or better enable the merchant to despatch the parcel for the customer and immediately fix up the little transaction regarding cost of stamps.

## The Rates Charged

Here then are the rates for parcels overseas.

### To England:

- 1 lb. 12 cents.
- 2 lbs. 24 cents.
- 3 lbs. 36 cents.

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

The limit weight of parcels is 11 lbs.

### To France:

- 1 to 3 lbs. 24 cents.
- 3 to 7 lbs. 32 cents.

Limit to weight of parcels to France, 7 lbs.

### To Egypt and Salonika:

- 1 lb. 32 cents.
- 2 lbs. 40 cents.
- 3 lbs. 48 cents.
- 4 lbs. 74 cents.
- 5 lbs. 82 cents.
- 6 lbs. 90 cents.
- 7 lbs. 98 cents.

## Consult the Local Post Master

As regards the packing, it is a little more difficult to give specific information. In a general way the ordinary regulations with regard to parcel post will apply. There is a preference for parcels as opposed to boxes; indeed at some post offices urgent requests are made to refrain from using boxes. It would be a very wise thing for a merchant who expects to ship a good many of these parcels to make some inquiries from the post master—then there would be certainty of making, or advising, the style of package which the local post office wants.

## Have Information Re Addressing

Just one more point—this with reference to addressing.

There will be many sending packages to the soldiers overseas—especially if the sending of these packages is made easy by the work of merchants who have not ordinarily been writing the soldiers. At Christmas time people think of their friends and though they may not be in close touch with them throughout the year want to remember them at this season. In view of this it is quite probable some will be doubtful as to the form of address and it would be well to give each customer accurate instructions along this line. The number must be used, and of course the package must be sent in care of the expeditionary force. We are giving a sample address:

Corporal B. Thomas,  
No. 45464  
No. 1 Company, 2nd Battalion,  
1st Canadian Contingent,  
British Expeditionary Force,  
London, Eng.

The foregoing hints simply make the skeleton—the bone which will make possible the building of a splendid body of Christmas business. To put the flesh on this bone, a good deal of work will have to be done by the merchant. Through window trimming and various forms of advertising he will require to bring to the attention of shoppers, the need of getting these overseas parcels off early. He will have to so present his case as to make his store one to which the shopper of presents for soldiers naturally comes.

A trump card for the merchant will be his offer to look after packing and despatching the boxes. That will appeal to both men and women.

**FIRE AT KITCHEN OVERALL CO.**  
FIRE breaking out in the workrooms of the Kitchen Overall & Shirt Co., Brantford, on October 15, did some \$10,000 worth of damage. The loss is covered by insurance, but some stock which will be very hard to replace was destroyed and it is feared deliveries will be delayed to some extent. The fire, as far as can be determined, resulted from defective wiring.





## "EVERYBODY GET A NEW FRONT"

Slogan Used by Tobey & Co. of Hamilton When Recently Installing Handsome Windows—Business Kept up During Alterations—Some New Features Adopted When Designing New Front.

**T**EARING out a store front and installing a new one is an experience that, apart from the expense involved, does not appeal to many merchants owing to the possible loss of business entailed by having no show windows and having the entrance to the store cluttered up for a period of several weeks.

When Tobey & Co. of Hamilton decided that their old front was not worthy of the business they were doing and that a new front was therefore advisable, it was decided that no loss of business would be tolerated during the alterations and plans were laid accordingly.

### New Front Sale Inaugurated

The result of Mr. Tobey's cogitations was the announcement of Tobey's New Front Sale. The leading features of the advertising used to announce this sale were a photograph of the smiling face of the genial proprietor and the reiterated slogan "Everybody Get a New Front."

Throughout the advertising this feature was prominent, and everyone was invited to get "a new front" as Tobey's were doing and incidentally to come in and "get a famous Tobey smile."

### Handbills Circulated by Auto

Handbills were circulated broadcast in the city, and by automobile throughout the surrounding country. Special prices were quoted and Mr. Tobey assures *MEN'S WEAR REVIEW* that, in spite of the torn up condition of the store and the fact that they were without the selling power of windows for a period of about six weeks, the month of September showed a large increase over the previous year.

The new front is now installed and is among the finest men's wear windows to be seen in Canada. The store width is 24 ft. 6 in. and the depth of the doors from the street is 22 feet.

When planning these windows the idea foremost in the mind of the designer was to have the greatest possible expanse of each window visible from the street.

In this he has succeeded wonderfully well.

As soon as the passer-by comes on a line with the limits of the Tobey store, if he is walking near the middle of the sidewalk, the whole length of the window facing him is visible right to the rear of the entrance-way. That this is a result not always obtained can be ascertained any time when walking down any business street, but the extent to which this increases the selling power of the window is patent to all.

### No Island Window

The designer of this window was opposed to the popular idea of an island window at the front of the entrance, and installed in its place a showcase, this being placed at the back, between the two doors of the double entrance. His theory regarding this is worth considering. He says the passer-by can only see one thing at a time and he usually passes an island window when stepping into the entrance, looks at one window, crosses to the other and passes out to the street, without having even noticed the island

window which was at his back all the time. He believes that the showcase at the rear of the entrance way, however, merely serves to carry the spectator over to the other window and the whole display is seen before the street is again reached.

Another feature of this window is the placing of the different panes of glass at such angles as to prevent any reflection to be thrown while purchaser is facing the store entrance.

The backgrounds of the windows are made of stained glass with grey fumed



The cover of "Tobey's" New Front Sale Circular—reproduced, of course, without the color. The inside was full of information on prices, the lowness of these being hammered home by quoting opinions from manufacturers all predicting heavy advances.



grounds are movable, being on sliding tracks, so that any part of the window may be reached without disturbing the rest of the display. The outframes of the window are mahogany, and the base is composed of marble panels enclosed in mahogany frame.

Two doors are used at the entrance to the store and these are very handsome being composed of French designs of bevelled plate glass set in copper frames.

Silk drapes cover the transoms over the doors and the name "Tobey" is embroidered thereon in large letters.

The valance around the top of the window is also silk tapestry with the letter "T" embroidered at intervals.

#### Special Attention Given to Lighting

Another feature is the ceiling, in which the beams are left exposed thus permitting the lights to be more thoroughly concealed. Special attention has been

paid to the lighting and fewer lights perhaps are used for the effect gained than in any other store on the street. Mr. Tobey believes that a mistake is made sometimes in lighting a window too brightly, a glare resulting, which deadens the colors and patterns of the goods displayed. A slightly more subdued light scientifically arranged so as to leave no dark or shaded spots in the whole window, will, it is felt, show color values better.

The window floors are of quartered oak with inlaid patterns for border. Combined with the fumed oak backgrounds these act as an excellent foil for the class of goods usually displayed in men's wear windows.

Altogether the effect achieved is splendid and Mr. Tobey may feel justly proud of his new front. Combined with the famous Tobey smile, it should cause a merry tinkle on the Tobey cash register.

## TOBEY'S MESSAGE FULL OF NEWS

Tells of Advances in Price and of His Sale in Most Entertaining Way.

HERE is a part of the news story regularly run in connection with Tobey's advertisements in the Hamilton papers. There is a novel entitled: "Personality Plus." The phrase would suit this energetic Hamilton merchant:

I have had a queer old week. Troubles commenced when I sent my New Front Sale bills, with my picture, through the country. You know, the farmers have money, they read, and know about market conditions of all kinds of woolen goods, and by getting these bills in their homes I figured I would help them and help myself. I sent one of my clerks and two of the boys in my Lizzie Pierce Arrow Ford, with instructions to put one of these photographs of mine with the story of the Sale of the New Front, in each farm house. Well, it is easier putting them in the Rural Route mail boxes than it is walking up to the farmer's house, and moreover in the former case there is less chance of losing a portion of your pants to a vicious dog. Anyway, I didn't know it was against the law to put a bill in a mail box. I thought the farmers owned the boxes; but they don't, and any fellow who has bills to deliver in future shouldn't use the Rural mail boxes. When I get a good thing I pass it along, and this is a good thing—to leave alone. On August 22 I received an official-looking letter from the Post Office Inspector, telling me what I had done, frightening me nearly to death, and asking me how many bills I had delivered in the boxes. It took me some time to figure it out, and to-day I paid the postage. That is going some—paying the postage and delivering your own mail. But it is all right, and the returns I am getting are worth it.

Last Sunday I had to take a minister and his wife out through Waterdown in my Ford, and I saw for the first time in my life, on Sunday, a farmer cutting grain, and two men stacking. Well, it got my goat. We do expect people in the city to work on Sunday sometimes, but one looks for something better from the men in the country. Perhaps everybody don't, but I do. It sent a sort of a chill through me; and to that farmer, and any other farmer who thinks he has to cut his grain on Sunday, I say: leave it alone; you will be better off at the end of the year. When I was about 17 years old, I thought up a wonderful advertising scheme for selling boys' clothing, and my boss made a lot of money out of it. I started to sell the idea throughout Canada, and did well. I will never forget a firm—Clayton & Sons, Halifax, N.S.—sending me a big Bank of Nova Scotia \$20 bill, and, I think, a five, for the use of the idea in their city. I was the happiest boy in the world! It was the first time I had ever owned a \$20 bill. I showed it to all the merchants around that section, and a fellow named Adams, in the hardware business, next door, wanted me to spring the scheme in the United States. But to do that we would have to work every Sunday. All that Summer, in the Adams office, Sundays, we worked our heads off. I mortgaged my wages ahead for two years, lost over \$900, and that settled the Sunday business for me.

\* \* \*

On Monday I was in Toronto on business—looking at hats, that had jumped from \$42 to \$72, and from \$13.50 to \$21 per dozen. I interviewed one of the oldest hat men in Canada, who informed me that most of his Fall hats are at the bottom of the sea, and ventured the pre-

dition that the prices of hats will be more than double for next season. And I believe him.

In the United States the people will soon have to wear old clothes. This is from a Chicago paper: "Need for more wools grave. The need for more wool to meet the requirements for the government and for civilian clothing is so grave and important that this bureau has not dealt and will not deal with questions of economy in clothing, says a statement issued to-day by the National Sheep and Wool Brokers. It is true that unless a great increase of wool producing is made possible quickly civilians will be obliged to wear old clothes. George C. Little, of the Hub, has said to us: 'Warm clothing is hardly less important than sufficient food. Unless everybody takes a hand in the present need for more sheep, an emergency brought about by the war and the cutting off of imports, the public and the government will find themselves in a situation serious indeed. The same thing is going to happen here, and since the British government has passed an Order-in-Council compelling the manufacturers to use 40 per cent. cotton, in a short time all the good clothes will be used up. Take our stock, for instance, or that of every other merchant who does a good business; he turns his stock right over three times a year. You had better buy your suits ahead for a couple of years, for in six months you may be pushing your money in to buy clothing the same as you chased the coal dealers to buy coal last Winter and this Summer. I picked up a stranger with a valise on Aberdeen Avenue the other day. He was on his way to the C. P. R. train. He turned out to be the buyer of worsted cloths, including blue serges, for the largest firm in Canada. In three months cloths had advanced 30 per cent., he said, and he was scouring the country, buying anything at any price, and when he finished in Canada he was going to try New York."

\* \* \*

The New Front Sale of mine is giving you clothing and anything I have advertised at prices in cloth-for-cloth and linings-for-linings you couldn't buy them wholesale. The Taylor Manufacturing Company want to start on my front Tuesday, and I would like to sell the old front, and will sell it cheap. I have got to have the space where the straw hats are. All straw hats from \$2 to \$5, at 50 cents, and Panamas \$1; and a lot of other stuff that we will tell you about in our ad.

L. R. TOBEY.

T. A. Ardell who has for some time been on the staff of the Hudson's Bay Store at Calgary, has accepted a position with the Stanley Clothing Co., in High River. He succeeds Harry Bellis.

Early in October fire broke out in the factory of Greene-Swift, clothing manufacturers, of London, Ont. Damage to the extent of about \$500 was done. Heavier loss was probably prevented through the construction of the building.

# MEN'S WEAR REVIEW



VOL. 7. NOVEMBER, 1917 No. 11

JUST three weeks to sell Christmas presents for the soldiers overseas. Now for a short campaign, but a profitable one.

\* \* \*

SOUTHERN Cotton Growers, to the end of diversifying their crop, have been putting some land in peanuts. This reminds us that despite advancing prices peanuts are still retailing at five per.

\* \* \*

THE mailed fist of war will be followed by a male fist of peace—a begloved fist of industry.

## PREPARING FOR CHRISTMAS

**A** GAIN the useful present will be to the fore this year. Win-the-War talk has undoubtedly had an effect, and the same gift will be more than ever the appreciated gift.

This offers to men's wear merchants a splendid opportunity for large holiday business. There may yet be need of some preparation for this business. Perhaps a line which past experience has shown will sell splendidly is a little low. Now is the time to look into this. Now is the time to sort up all stocks.

It is well to remember that deliveries in December are uncertain. Then every one ordering wants goods in a hurry. But a sorting order placed now will bring the goods in time to be of greatest use—will bring the goods with the least possible amount of trouble.

And this brings up again the question of insurance. Don't forget to cover that extra Christmas stock.

## PLAYING THE GAME

**T** HIS month—while calling on a number of retailers—the editor observed some sales methods which offered a contrast sufficient to start one thinking—even an editor.

In one store a clerk was asked for a collar. Without a word he produced it, accepted the 20c. and without a word as to any other goods he let the customer go.

In another store, doing business in a similar community, a clerk led a customer from one thing to another. First he suggested a better suit than the customer—a farmer—had thought of. Then he spoke of underwear, of gloves, of an overcoat. He took, in cash, \$136.00 from that farmer, and gave

that farmer \$136.00 worth of goods. He gave also to the farmer and his employer a full measure of service—and he gave himself, doubtless, the thrill which comes from playing the game.

Playing the game. It's the big thing in life.

One clerk in a Winnipeg store always took pleasure in getting a customer to buy something a little better than the customer had thought of—something which would give a little better service. He would show what had originally been asked for—then would lay beside it the something better; would perhaps say, "You will be interested in this. It is one of the best lines we have because—" Then would follow the reason it was the best.

Ah there's a great point—to know the reason.

To have the spirit of play in work—to want to sell, not only to *hand over* goods—that's a great thing. Back it up with a thorough knowledge of the goods—which study will bring—and sooner or later the boss will notice. Sooner or later some traveler will notice and some one else will hear of you, to your great advantage.

But perhaps your greatest benefit will come simply from getting into the spirit of playing the game.

\* \* \*

**T** HESE travelers are grand fellows to know, and to be known by. They are counsellors to many business men. They have daily opportunities of doing a good turn, and the first clause in the creed of ninety-nine per cent. of them is to do a good turn to-day for to-morrow—well to-morrow is to-morrow.

## THE PAPER THAT IS NOT WANTED

**T** HE Montreal *Daily Mail* has suspended. It is a class of paper which should never have come into existence. It has been financed to a great extent—if not entirely—by contributions from Montreal financiers. When will financiers learn that such a policy is very unfair to the legitimate old-established publications? They create unnecessary and often nasty competition and are seldom successful. In most cases where a rich man gives money to establish or help a newspaper it can be put down to vanity, or to serve some ulterior object. There are, of course, some exceptions. Sir Joseph Flavelle sunk nearly half a million trying to put The Toronto *News* on its feet. He had the money made in a fortunate investment outside of his business. He decided to give that money for the public good, and he tried—with the aid of an equally public-spirited man, Sir John Willison—to make The *News* a University for the masses, and it was conducted strictly on these lines. The same cannot be said of The Montreal *Mail*.

It is rather an interesting coincidence, that M. E. Nicholls, the promoter and conductor of The *Mail*, prepared a report on the Newspaper Postal Situation in Canada. He singled out trade and technical



papers for attack, saying they should not be allowed newspaper postal rates as they were of no public service. When the public were telling Mr. Nicholls his spoon-fed product was not wanted, the public of Canada, the United States, Great Britain, Australia and India, as represented by their Governments were calling on the trade and technical editors and showing them that their papers were indispensable in these times of stress.

THE NEW WAR LOAN

CANADA is about to call for another War Loan. It is necessary to raise funds to meet the increasing cost of maintaining the Canadian Expeditionary Forces; it is necessary for supplying additional credits in Canada to enable Great Britain and the Allies to continue to purchase agricultural products, munitions and other war supplies in Canada.

The safety of a Canadian Government Bond is secured by the entire resources of the country, the safest security obtainable—in fact, you really hold a mortgage on Canada, one which will pay you a much higher rate of interest than can be obtained on any other equally or nearly as safe security.

There should be a Bond in every household in Canada. This is a privilege and a patriotic duty, and it is to be hoped that every individual in Canada will secure a Bond or at least a War Savings Certificate.

The money markets of the United States and Great Britain are practically closed to Canada now and the Government cannot count on the large subscriptions from outside of Canada that were secured in the preceding loan. The necessity of everyone doing his or her bit must be emphasized.

You do not necessarily tie your money up for 20 years in buying a bond. It is negotiable and this feature should not be overlooked. Canadian Government Bonds can be sold at any time or can be used as security for temporary advances from a bank. The purchaser can get his money back (through a sale) whenever he wants it.

HOW TO MAKE MONEY GROW

IN the October issue of *Conservation*, a monthly bulletin published by the Commission of Conservation, Ottawa, the above heading draws attention once more to Canada's War Savings Certificates, which can now be purchased by even the small investor. The bulletin goes on to state:

"War Savings Certificates for the small investor are almost too good to be true. They are so good that the Government will not sell more than \$1,500 worth to any one person. They yield over five per cent. on the investment, may be redeemed at any time, and have the whole Dominion of Canada back of them as security. In other words, they have all the advantages of a savings bank account, but have

greater security behind them and yield over two per cent. more.

The following table shows how money will grow in three years if invested in War Savings Certificates:

\$ 8.60	loaned now	grows to...	\$ 10.00
21.50	" " " "	" " " "	25.00
43.00	" " " "	" " " "	50.00
86.00	" " " "	" " " "	100.00
430.00	" " " "	" " " "	500.00
860.00	" " " "	" " " "	1,000.00
1,290.00	" " " "	" " " "	1,500.00

There are, undoubtedly, many who have not looked at these certificates in this light, and will be glad to have before them details relating to the investment necessary to securing returns.

CASHING IN ON PERSONALITY

ONE huge handicap under which the mail order houses work is due to the lack of personality. The heads of these concerns may secure honors—may keep their names and their pictures to the fore, where they may be seen of men and women. But these men can not be personally known to their customers in any such way as may the merchant in a town or city.

Here then is the merchant's opportunity. He may cash in on personality.

This is being done in many ways. Some merchants make a point of meeting every one, of going every place. One, gifted with Irish wit, is frequently called upon to act as chairman at entertainments. He is a genial soul who loves such affairs and would probably attend many irrespective of the business advantage, but the point is that profit does come. People all over get to know this man—to think of him as a friend—to turn naturally toward his store when in need of such goods as he supplies.

Another merchant, of a different temperament, has secured a wonderful connection, especially with the farm trade—by quietly going about seeing that every one is getting satisfaction; by taking up personally little matters about which the customer inquires. This is not the class of man whom people just naturally address by his first name. But he is a man of the greatest integrity, and he has quietly made his character stand him in good stead as a business asset.

Personality is the scourge to make the mail order house wince. It should be employed continually, but naturally—each merchant using *his* personality, not trying to adopt that of another. Traveling under false colors tends to make one ridiculous, but for each in his own way to make the customer feel that his affairs are of interest to the merchant is sure to build for present and future profit.

## STILLING THE OBJECTION TO HIGH PRICES

*From the ordinary customer, objection to the high prices which have to be asked just now can be understood. Indeed the objections, all know, come from a full heart—or rather from a rapidly emptying purse. But where a farmer objects to price—he who is tearing down his barns to build greater—well then the merchant boils over. Perhaps—if he has the information at hand, and the gift of words—he holds forth as did one of the Ludlow Bros. of Brantford the other day.*

*“Yes,” agreed Mr. Ludlow, “when a farmer had complained of a \$30 price for a suit, recalling that he had formerly bought much the same quality at \$22.50;” “yes,” said Mr. Ludlow, with a quiet smile, “you did get much such a suit for \$22.50.”*

*“But,” he continued, “you then sold your wool for 16c and to-day you get 67c. I know, for I read the quotation this morning. It's that wool—or wool like it—which went into that suit. The wool advances over 400 per cent., and we raise the price of the suit 30 per cent. Oh! we're robbers all right.”*

*“And you,” continued Mr. Ludlow, “still smiling,” used to chuckle when you got a dollar for your wheat. You sold it to-day, didn't you? Yes. And you got \$2.20 for it. I read that price in the paper too.*

*“And on top of that, and scores of similar price increases, you wonder at this advance in price for clothing.”*

*The farmer saw. He was a good sport, too, and took with him, when he left, not only the suit, but a fur-lined overcoat as well. He left behind \$91 in cash and a real salesman.*

*By the way, that method of explaining advancing prices can be used with mechanics, or any who—by reason of the war—are earning more than formerly. Such will be quick to see that what makes their efforts more valuable is what also makes goods more valuable, and consequently higher in price.*



# HAT-SMASHING CAMPAIGN FROM A WINDOW TRIM

Montreal Store's Window of Broken up Hats Drew Action on the Street and Brought Sales of Fall Lines—Good Plan to Make Wearers of Straw Hats Look Cheap—Played Pool for Better Hat.

**W**ONDERFUL stories have been told of the power of window trims on the human mind,—how this one drew a crowd that strung itself out, half across the street, and made the somnolent policeman take two steps in the time he took one before; how that one sold out the last of a slow line; or this prompted your neighbor and rival to rush in a similar trim and under mark you by six cents, and draw the sales of the bargain hunter.

But when a window trimmer fixes up his show in so vivid a form that it prompts one young man to smash down the straw hat upon the noble brow of another young man, and draws both, laughing, into the store to buy a Fall hat to replace the damaged "lid," then that trimmer—Livinsons of St. Catherine Street, Montreal, for it was this firm which achieved these results—may conclude that he has built up a real, up-to-date, impressionable window display.

To show what this trim was like *MEN'S WEAR REVIEW* had a photograph taken of it and it is reproduced in connection with this story.

## Piles of Smashed Straws

As will be seen the window was a small center one between the double entrances of this store, an arrangement that is quite frequently seen in Montreal. The main purpose of the display was to suggest the idea that the time for the wearing of straws was at an end. It was a modern interpretation of "Ring out the Old, Ring in the New." There was a pile of smashed straws in the bottom of the window; literally smashed; not as is the case in some trims, a gathering together of the remains just as they appeared in life. No, this trim started out to KILL the straw that was still worn by young men who passed, and to do it the more effectively, a killing was made of the cast-off straws that had been left in the store by customers. When the Brothers Livinson were through, those straws looked as if a small army of tramps had entered that store, and jumped in a body upon the collected pile of the coverings that had done duty on their heads for a dozen years or more.

Just above this pile, was an inscription:—

DIED  
Sept. 2nd,  
1917.  
It Breaks  
Our Heart  
To Leave You.  
May You  
Rest In  
Pieces.

## Pointing to Display of Fall Goods

The further to carry out the idea that straws were done with, a card was hung above in the window pointing to a dis-



*The straws which showed the way the wind blew. A trim which hastened the change to fall hats, and which resulted in a fine early fall hat business.*

play of the new Fall lines of soft hats in the window on the right hand side, with suitable wording. This last was a rather clever touch, as the eye instinctively turned to the second display. Indeed there might have been criticism offered of the realistic display in the center, if it had not been followed by what may be called the "constructive" part of the plan.

The make-up of the "deceased straw" window was very inexpensive. The tomb stone was a box that umbrellas had come in, covered with a coat of white paint and lettered. A Xmas wreath added a funereal touch.

This window was so successful that it

was allowed to stay in a whole week, which is strictly contrary to the rules of this store of bright ideas.

Now to return to the two young men as they stood laughing inside, for the owner of the smashed hat took it all in good part.

He didn't want a cap, as he had one. He had intended to buy a Fall hat—some time—but thought his straw would do a little while longer. However, as it had been done for—here he looked at it a little ruefully—he supposed he had better buy a new one. He looked at several. There was a \$3.50 one; it was smarter than the others. But he hesitated at the higher price.



### Played Pool for Extra Dollar

"Tell you what I'll do," broke in the Hat Smasher. "I'll play you a game of pool to see which of us puts up the extra dollar for this hat."

They went out, nodding to the Livinsons that they would be back. Soon they were, and the owner, had lost. Luck was running against him.

He bought the \$3.50 hat, and donated his own to the collection in the window. Several times a broken straw came

flying in through the open door that week. The sight was contagious. The owners in nearly every case followed their hats in, and bought a Fall one.

### Made Young Fellows Look Cheap

"A window like that helps to kill the straw," remarked Mr. Livinson to MEN'S WEAR REVIEW. "The young fellows feel cheap walking past with all these hats smashed.

"There is just one point that is difficult. When they buy a new hat they

usually leave the old one here. Whether they intend to call for it or not we do not know. But we have a sign that we will not be responsible for goods left more than three weeks, and if they come back for their hat,—and it has been broken up and adorns the window, we point to that sign and say we did not think they wanted the hat again, and they are satisfied.

"We found that window a good introduction to our Fall season.

## COMBATING THE "CONSCRIPTION" ARGUMENT

Hamilton Men's Wear Firm Offers to Refund Purchase Price to Drafted Men—How This Firm Has Figured Out the Advertising Value of This Offer—Expense Involved Not Likely to be Very Great.

AS of course the men's wear trade well knows a disquieting feature has been the uncertainty attending the conscription issue. While it is not believed that the real drafting of 100,000 men from the country will materially diminish the men's wear trade while conditions otherwise remain as prosperous as they are at the present time, nevertheless, salesmen have often had this argument presented to them when introducing some new article: "Oh! it is no use buying as I may be in khaki in a couple of months."

Largely with the idea of having a counter argument to offset this, Shannon & Grant, men's wear dealers of Hamilton, Ont., decided to try the plan, adopted in several American cities, of advertising that they would refund the purchase price of any suit bought from them between July 31, 1917, and January 1, 1918, if the purchaser should be drafted into the army in the interval.

A number of dealers felt that the offer—as indicated briefly in MEN'S WEAR REVIEW'S October issue—might involve a tremendous outlay and would not be a business getter commensurate to the expense involved. There has been, indeed, considerable speculation as to the feasibility of the whole plan.

A MEN'S WEAR REVIEW representative had the pleasure of discussing the proposition with a couple of the staff of Shannon and Grant and found that this firm had given the matter much more consideration than may possibly have appeared to some to be the case.

### Outside Solicitor Finds Good Talking Point

This firm keeps a man on outside work practically all the time soliciting clothing orders, and it was largely through his experience that the offer was made. As was said in last issue of MEN'S WEAR REVIEW the salesman who goes out to solicit business runs up against different arguments to those given the man whose work is only behind the counter. One of these frequently put to this outside salesman was the so-called "Conscription" argument. Now it was felt that could the salesman be supplied with a definite guarantee that in the

event of the purchaser being drafted before the first of the year he would not be the loser, all opposition to the purchase would be broken down. It was also felt that the use of this offer would tend to make the boys feel that the firm of Shannon and Grant was not only anxious to grasp all their loose dollars but that they really appreciated the sacrifice a young man was making in giving up everything to go and fight the battles of democracy and decency, and were willing to do their part and see that draftees would not lose the amount invested in what would become a useless suit of clothes.

### Returning Soldiers Considered

It was also felt that advertising features such as this would possibly have more of a value in future years than in the immediate present. The business of the returned soldiers when the day that all are looking forward to materializes and the boys come marching home—was considered when the offer was made. It was felt that many of these lads, when discarding the khaki, as is to be hoped, forever, will not forget the firm which tried to be fair to them when they were leaving home.

On being asked whether it was not felt that the expense involved might turn out to be a pretty heavy advertising appropriation it was found that this had been well considered by the members of this firm. It was believed in the first place that comparatively few of their suit customers would really be drafted, as Hamilton factories are largely engaged in munition work and it is believed that the young men so employed will be exempt from service. Then the figures given by the medical boards show that there are under 50% of the men inside the scope of the draft who can qualify physically for the trenches. Watching their business and noting the number of customers who were liable for the draft it was felt that it would be very improbable that more than 10% of their suit customers in the time given would ever be drafted.

In addition to this, the spirit of independence of our young Canadian manhood is known to be so great that it is questionable if 25% of those entitled to

the refund would ever turn up to claim it.

As this works out we will suppose there are a thousand suits sold in the time at an average of \$20 making a business of \$20,000, estimated 10% drafted would be \$2,000 and 25% of this claimed would bring the actual outlay down to \$500 on a \$20,000 business and it was felt that under the exceptional circumstances this would not be an out of the way figure.

Then of course the returned suits would be sold to a second-hand dealer and the sum derived would still further decrease the expenditure.

It was known of course that all this was largely conjecture and the figures might run higher, but this firm feels that the benefit derived both for future and present business will be of sufficient importance for them to be willing to take the risk.

Asked as to whether they could trace any direct sales to this proposition MEN'S WEAR REVIEW was told that a number of customers had referred to it but it was very hard to say how many sales had actually been effected thereby. The salesman who does the outside soliciting for clothing orders was however enthusiastic over the "talking" points that it had given him and said it was a very useful scheme for his particular end of the business.

It is the intention of this firm to make a window display of all suits returned, if there are any, giving name of party, regiment, etc., and it is considered that the advertising value of this window showing that promises made have been cheerfully kept, will be considerable.

Shannon and Grant are honest enough to wish it understood that they were not the originators of this idea, as Clennahan's of Buffalo as well as other men's wear dealers in the States had already given the plan a try out.

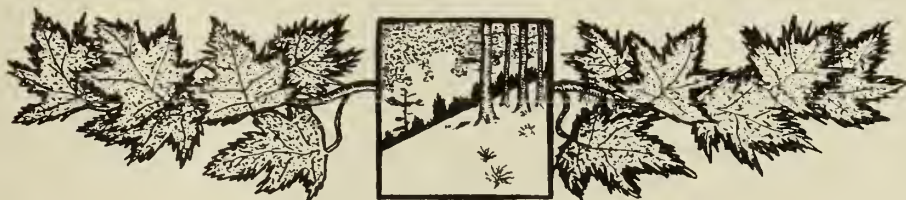
This, briefly speaking, is an outline of the advertising scheme used by this Hamilton firm which has aroused considerable interest in the trade. Readers must decide for themselves the value, practicability and possible expense that such a scheme would have in their own community.





### Autumn Atmosphere Here

**T**HE accompanying photo of a general Fall trim as shown in the Eighth Avenue window of the W. Diamond Company, Calgary, will convey a fairly good impression of the effective results obtained. In arranging this display, C. L. Brown, the firm's window dresser, employed Autumn leaves and a careful selection of plush of the desired harmonious shades. The addition of a few colored plates of Fall styles combined with carefully worded announcement cards is fine. The night effect of this display is particularly good, care having been exercised in arranging the window lighting of the store. This provision will be a continuing satisfaction to the W. Diamond Company.





# NOW IS THE TIME TO STUDY BUSINESS INSURANCE

Take Time by the Forelock in These Days of Unusually Profitable Conditions.

By Henry Johnson, Jr.

**R**IGHT now I want to induce you to give serious consideration to the question of Business Insurance.

What is business insurance? At the risk of having you turn the page without reading further, I'll tell you: It is saving money and putting it away where it will accumulate.

Now, you'll miss it if you do not read further—take my word for it. So let's get the outline first and tell the why afterwards.

The scheme is to provide for business expenses only, as a starter. Determine what you must keep each month with which to pay your rent, help, heat, light, etc. Then settle on a certain minimum sum which you will take out and put away before any profits are figured, before you take out any "spending money," before you pay your bills! Get that last: **BEFORE YOU PAY YOUR BILLS.**

Begin small. Take as little as \$5 per month for a beginning, if you do not feel sure you can take more. But make it \$10 or \$25, or more if possible; and remember that this system is going to make a lot of things possible for you that hitherto have been in the "Can't-be-done" class.

**Never Reduce—Never Quit—Never Withdraw**

The idea is that the beginning must be modest because the most fundamental point is that money once saved must not be used again—except as I shall indicate later on—and, though you will gradually increase the monthly savings, you must live up to the new schedules whenever you make the sum larger. For the keystone drops out the minute you permit yourself to backslide.

What ever the sum fixed upon, take it out of the safe first thing on the first business day of each month and deposit it in a separate savings account. So entirely separate must it be from the rest of your funds, that it is well to use a separate bank for this account. Never mind the interest now—let it be 3 percent., 3½ per cent.—the present point is to accumulate it. **And every cent of interest earned must be redeposited to accumulate with the capital.**

And note this: It's no matter whether your bills are paid or not. Pay no attention to any other obligation on that first morning of the month. Do nothing, think of nothing, keep your mind free and clear of all other things until this particular money is drawn out and put away.

The benefits are almost beyond computation. Here are a few:

First, there is the accumulation itself, which grows wonderfully. Just how wonderfully may be sensed from the fact that as little as \$25 per month thus put away at an average of 6% compound interest will yield just about \$30,-

000 in 30 years—a comfortable competence for the merchant 30 years old to look forward to when he's sixty. In other words, the saving of \$9,000 during those years, at \$25 each month, will produce \$30,000—\$21,000 of it earned for you by somebody else!

Second, you are kept scratching for funds. You return to your store and every bill you have stares you in the face. The effect is surprisingly sobering. It makes you think seriously and figure closely on every purchase you make. You invest neither in merchandise nor in "improvements" of dubious value or utility. Better have the money in a business-insurance fund than tied up in a lot of fancy fixings which often are merely in the way.

### Become Brisk, Insistent Collector

Third, you become a keener collector. You are actually more sincerely in need of funds and therefore more convincing—because you do need the money.

Fourth, you have a constantly growing sense of security, of power, of independence, because your bulwark of financial fortification is growing higher and more substantial every month.

Fifth, you feel that you are working for yourself. You are making tangible progress. You are gathering real money. You are absorbing the most vital lesson that can get lodgement in any man's consciousness; that the one way to make real money is to take money out of your business steadily.

**AND THIS CAN BE DONE BY EVERY BUSINESS MAN NO MATTER HOW HE IS SITUATED, NO MATTER HOW SMALL HIS BUSINESS, NO MATTER HOW MODEST THE SUM ACCUMULATED MAY BE. IT IS THE DUTY OF EVERY BUSINESS MAN TO DO THIS.**

### Benefits Summarized

To summarize the benefits, we have:

- 1.—The money safely put away.
- 2.—We buy more conservatively.
- 3.—We become more effective collectors.
- 4.—We have SECURITY — Business Insurance.
- 5.—Working now for ourselves we acquire Independence.

And there are any number of collateral advantages. Ask your jobbers. Ask your banker. Take note of the tone of enhanced respect with which each will listen the minute you suggest what you have in mind.

Why, bless your old heart! Financial independence, competence, everything worth working for lie in this direction and only in this direction when all is said and done.

### The Next Step

Suppose, now, that you have piled up \$100, \$200, \$300. On the first interest day, draw out what may be needed to

buy solid bonds. The first you buy should be the solidest—war loan bonds are ideal at this moment.

Because those are the soundest, safest security that can be found anywhere. Buy 'em. Put them into your safety deposit box. Then the bank can "bust" and most other things go to thunder—your money will be secure.

Next, accumulation should go into bonds of second line convertibility. Such will yield 4½% to 5%. Buy those until you have, say, \$2,000 to \$10,000, depending on your own circumstances. (You will be able to take care of yourself after you have bought a few bonds with the advice of your banker.)

Third, buy bonds of narrow market, but sound. These will bear 5½% to 6%. In some cases bonds bearing even 7% can be bought safely—only be sure of the house from whom you buy.

Then follow small mortgages, which in the west pay 7% and even more; and seasoned stocks which have long record of solid earnings.

In this way your savings eventually will earn you an average of 6%—and that is enough to try for in most cases.

### "Can't Spare the Money!"

"But I need all my capital in my growing business," says the business man. "It keeps me scratching to meet my daily needs."

That is precisely why YOU need this plan more than some others. The man who skates on thin ice needs to have a life-line handy. When operating on a narrow margin, one most needs a little surplus on which to draw in case of real necessity.

So this Business Insurance is VITAL to you — that is just why it is called Business Insurance.

For the money is not lost. It is your business to think of it as put away where you cannot get it. But as a fact, the money is there in the bank or invested in securities so sound that they can be hypothecated without a moment's notice in any bank.

If real, pressing need hits you—if illness or misfortune visits you—take your securities to the bank and borrow against them. Then work like a beaver to get them free again!

Compare, if you like, that kind of assets with a quantity of stock for example, bought far in advance of need. You can dispose of that stock—how. By taking a heavy loss. But the bonds—why you do not need even to dispose of them!

All times are the right times to begin this system. But right now is the RIGHTEST time that has come for many a long year. For these are days of liberal profits. See that you conserve a lot of yours in Business Insurance. And if you start, you will be safe—you will never be without Business Insurance again.





# SUITS & OVERCOATS



## MERCHANT TAILOR PROBLEM IN SMALL CENTRES

This a Factor at Present in the Clothing Business—How it Works Out—Is the Small City and Town Merchant Tailor Doomed?—Many Are Widening Their Scope to Take in General Men's Wear Lines—Labor Scarcity One Big Cause of This Change.

**A**SSUREDLY, as the old negro preacher remarked, "The world do move." Time was when merchant tailors were known to complain of the competition they received from men's wear dealers selling cheap clothing. Now, the tables are somewhat turned, and from various parts of the country comes the complaint that the men's wear dealers are facing what is almost cut rate competition from merchant tailors in their city or town.

Owing to the huge advance in cost of material, the ready made suits which merchants are now able to guarantee have moved up very much in price. The special measure suits which they are selling—and selling largely—frequently go as high as \$45. There are merchants indeed who are able to secure orders for suits costing still more. On the other hand of course many merchants are taking orders for suits at lower price than this; but on the whole the tendency is to push the high priced line. This has to be the case in the special measure business particularly if the merchant is to give a guarantee.

### Tailors Quote Low Figures

At present, some trouble for those making a specialty of the better class clothing is caused by the local merchant tailor. A number of these men are quoting lower prices for tailor-made lines than the merchant is able to quote for his special measure suits—or even for his better class made up suits. There is of course still the idea prevalent in the mind of a good number that the tailor-made garment is better, and the low price quoted by the tailor is consequently taking some business away from the men's wear dealers. An investigation of this situation reveals some interesting points.

The local merchant tailor, has, at the present time, a certain amount of stock on hand in the way of cloth, which he bought at favorable prices, one, two or three years ago. During the past three years his business, perhaps, has not been all that he could have wished. Inroads

have been made each year by the men's wear dealers handling high grade ready-to-wear and special measure lines of clothing. The merchant tailor, therefore is trying to stimulate his own business and perhaps to undermine to some extent the growing clothing business of the men's wear dealers, by offering to sell suits made of his old cloth at figures which are practically based on the original cost of this cloth plus the cost of production.

### A Case in Point

For instance, in one city of 25,000 people, the merchant tailor is advertising indigo blue at \$27.50. The cloth, moreover, is good—as good as is going into the suits sold by local men's wear dealers at as high or even at somewhat higher figure.

There is this to be said about the matter, however, from the customer's standpoint. The merchant tailor may be in difficulty as regards labor. The labor question has become so acute that good journeymen tailors are able to pick and choose jobs. They go naturally to the district where employment is steady, and the merchant tailor as a rule is not in as good position to offer this steady work as are the large manufacturing tailors. The result is that in the smaller places at least, the workmen in the merchant tailor's establishments are often not of the highest grade, and the product they turn out may therefore be somewhat lacking in finish.

There is reason to wonder, moreover, if this cut price tendency being shown is not in the nature of the signal of distress with a number of these smaller merchant tailors. They are able to meet favorable prices at the moment by reason of having stocked cloth some time ago. This stock is not often very extensive. When it is used up, what? That is indeed the question. It is no easy question to replenish stocks at the present time, and certainly the merchant tailor will not be able to get anything without paying the very highest price.

### Has Only Staples

Another point which investigation has brought to light, and which men's wear dealers may find of use in offsetting to some extent the undermining influence of this cut price tendency of some local merchant tailor is the fact that it is only the staples which the merchant tailor has on hand in any quantities. The suit lengths which can be sold only to one customer in a community are scarce.

Here is a specific instance. One tailor—an exceedingly good one—states that he is keeping his prices to the lowest possible point at the present time; says he is able to do this by reason of early buying. He goes on to state that he will not be left in a bad position as a result of this policy for he has very large stocks of the staple lines on hand.

He is frank to admit, however, that for the more fancy lines, he is in anything but a good position. He ordered for the past season 98 of these suit lengths and received exactly 13. He has been depending for his business on his blues and his greys and other staples.

This is indeed a point for the clothing merchant to bear in mind. The manufacturing tailor, from whom he is buying, is able to get these fancy materials in large quantities by reason of his trade being scattered the Dominion over. He has many lines which serve to brighten a dealer's stock, both in the ready-to-wear and in the special measure. As one means of offsetting the competition of the merchant tailor at the present time, it might be well to play up strongly these cloths which after all stand out in contra distinction to those which the local merchant tailor will have.

### No Attack—Just Facing the Situation

This article is in no way intended to reflect on the policy of the small city and town merchant tailor. It may be freely admitted that his action, in keeping his prices low in order to hold up



his business, and perhaps to win back to his store business which he has formerly lost, to the handler of ready made and special measure clothing, is perfectly proper. The situation however, is one of moment. It has to be faced by the men's wear trade throughout the Dominion.

**Merchant Tailor Passing**

On the whole the turn of events seems to simmer down to this—that the merchant tailor, outside of the large cities, is pretty well doomed. There are a number of reasons. Perhaps the biggest

is the high quality of clothing made by the big manufacturing tailors—the splendid service given by the special measure departments.

Another reason has been briefly referred to—labor. The truth is that few are learning the tailoring trade. Men learn one operation, that is enough. They can make, from a big manufacturing house, more for doing the one operation rapidly and well, than they could earn from tailoring a suit. Then in the smaller places the work in a tailor shop has always been uneven—most uneven.

Labor can not be kept the year through, and so, when wanted for the Spring rush it is not available. Hence the favor the special-measure idea is finding with many old tailors. The "cut, make and trim" business of course may be another development in the coming years.

Signs are not lacking that the merchant tailor is changing his business—giving it up? No. Just changing—adding in some cases first ready-made overcoats, then furnishings, then little by little ready-to-wear or special-measure clothing—one or both.

## MAKING MOTHER AND SON FEEL WANTED

This a Big Feature in Building up Boys' Department—Methods Adopted by the 2 Macs—How Their Boys' Department is Feeder For Men's Side of Business.

A STORY is told on a Toronto newspaper reporter—famous for his ability to "bring home the bacon," somewhat as follows:

The reporter saw a light in a lodge room.

"There must be something doing up there," he said to himself. "I'll go up and see."

He went, and was thrown out the front door.

He went up again and was thrown out the back door.

Nothing daunted he ascended once more, and as he alighted, after being started on his way through a window, he rubbed his head. Then a look of enlightenment spread over his face. "I know what's the matter," he murmured. "They don't want me up there."

\* \* \* \*

Now the average person—it requires no proof that reporters are not average—is quicker to perceive he is not wanted than was this newspaper man. Also he is quick to perceive that he is wanted, where evidence of this is at hand. This feeling of being wanted, perhaps, brings people back to a store more certainly than anything else.

**Comfort Provided For**

It is for this reason that the 2 Macs, Ottawa, have, at the entrance to their boys' department, a carpeted space, furnished with tables and chairs—big chairs for mothers and large boys to use, while

waiting—little chairs for the little folk.

The mother and the boy—big and little—is wanted in this store.

This has been the attitude in the 2 Macs for many years, and commenting on this attitude F. W. Gervan, manager of the boys' department says:

**Boys Grow Up—Still Customers**

"It is interesting, and pleasing, to see so many of our boy customers in the men's department."

Mr. Gervan does not say this is profitable, also. That fact, however, needs no proof. The boy buys his clothes, then he grows up and buys his first long pant suit and all the accessories. Next he buys his men's clothing. What could be more profitable? The boys' department is indeed a feeder for the men's side of the business.

Speaking of methods and results Mr. Gervan says:

**Like Two Bloomer Suit**

"One feature which we have been trying to educate our customers to, this last five years, and which is now coming into its own, is the extra bloomers with each suit. This trade has grown to such an extent that we buy extra bloomers to match every suit that goes into our stock for boys seven years to seventeen. Of course the customer has the privilege of buying the suit with one pair, but this privilege is used very seldom."

He adds: "We find the mothers are buying better clothes for the boys this last two or three years than ever before, and we find the reason for this is that they have come to understand that it is economy as they find that they give more wear than the difference in price."

**Difference of Opinion**

There is, we know, a difference of opinion on some points here raised. Notably on that of the two bloomer suit. All readers, however, will be interested in the argument made by this manager of a boys' department which has proved so highly successful.

Ketcheson & McCune, men's furnishings, Abbey, Sask., have been succeeded by Langman & McCune.

Calgary, Alta.—Lettman Davids, men's furnishings, has sold out.

S. S. Siberry has been admitted to partnership with E. J. Siberry, men's furnishings, Toronto, Ont.

Calgary, Alta.—Benj. Shenkman, men's furnishings, has started business.

Medicine Hat, Alta.—W. H. Todd, men's furnishings, has closed out branch at Redcliff.

W. J. Chantler, men's furnishings, Moose Jaw, Sask., has been succeeded by The Maumkeag Clothing Co., Ltd.

A. Bueritt & Company, manufacturers of hosiery and underwear, Mitchell, Ont., suffered recent loss by an explosion.







### A Permanent Boys' Window

**T**HE time to advertise, someone has wisely said, is all the time. So, where space permits, surely the time to display boys' clothing is all the time. The 2 Macs, of Ottawa, have the necessary window space, and the year round devote the section illustrated above to boys' apparel. A window space 16 feet long by 6 feet deep, three hundred days a year, is, this firm feels, none too much to give to the boys—and to the boys' mothers.

J. L. Beaudry, who has charge of the 2 Macs' displays, sometimes divides this boys' window into two or four sections—thus being able to show boys' furnishings, Jerseys or knitted suits, Fall and Winter clothing, etc. In the display illustrated the entire window has been given over to Fall and Winter clothing, this being the line upon which F. W. Gervan, manager of the boys' department, was planning his big drive.

The main idea of the trim is made clear by the picture. Designers, however, will appreciate a detail or two not made evident. The panels were decorated with Autumn tinted maple leaves—the tops of the forms were covered with golden yellow sateen—while the plush on the floor was of the same color.

## SELLS THE BOY—THEN THE BOY GROWN UP

N. J. Fraid of Cornwall Tells How, in Thirty-two Years, He Has Seen Little Fellows Become Big Buyers on Their Own Account—Some Cornwall Problems Outlined.

**S**ATISFYING the demand for boys' clothing in a prosperous industrial town of ten thousand inhabitants where most of the buyers are of the wage-earning class, is in the main a matter of giving good value for money.

In conversation with several of the leading men's wear dealers handling boys' clothes in Cornwall, MEN'S WEAR REVIEW found that the mothers, as is often the case, play a large part in the business transaction. The boys have their ideas regarding the suits they want, ideas which range chiefly around the question of presence of pockets, and absence of fussiness, but the mothers exercise the feminine prerogative peremptorily and see to it that the suits selected are strong and of good wearing quality.

### Don't Want Two Bloomers.

Demand for boys' suits with the extra pair of bloomers has never been very

strong in this particular town, and there is not much evidence that this demand is on the increase. Parents prefer not to pay the extra price for a suit with two pairs of pants, but rely on being able to buy the additional pants at a bargain amongst the stocks of ready-made boys' pants which are usually available. In such stocks there are often strikingly cheap pants made from small ends of good rolls of cloth, and quite often a good match can be found for a boy's suit purchased previously.

In regard to the sale in this town of boys' suits the principle is to "sell the mother." Many dealers in other places are finding that the boy—now a large earner—is doing his own buying, but not so in Cornwall apparently—at least not to such an extent as to allow the mother being at all passed by.

N. J. Fraid, who has thirty-two years' experience of the business in this one

town, has found excellent profit in getting into the boys' clothing line and staying with it to the satisfaction of customers.

### The Mother's Influence

"I have sold many little fellows their first suit with pants, and supplied them with clothes right on through boyhood and up to manhood, and they are still my customers," he said. "This is one great feature of going in for boys' clothing. Lasting business reputation can be built upon good boys' clothing, and the policy of pleasing the mothers. Few men ever forget the influence of their mother throughout life, and the store she used to go to for their clothes, if still in existence when they are men, will get their business nine times out of ten provided that as boys they have had pleasant associations with the store. That of course is a matter up to the men's wear dealer."

"There was once a men's wear dealer who featured boys' clothes, and who saw to it that every pair of boy's pants with suits for a certain age had good deep trouser pockets in one of which there was always a serviceable clasp knife when the suit was delivered home. Did he get the boys' business of his town? Well, didn't he just!"



## KNITTED GOODS



## UNCLE SAM PLACES ORDERS WITH CANADIAN MILLS

Heavy Purchases Made, Particularly in Gloves and Socks—Canadian Mills More Used to Manufacturing Lines Wanted—Manufacturers Claim Home Trade Will be Well Looked After—French Government Also in Canadian Market.

**W**HEN last issue of MEN'S WEAR REVIEW went to press there were many rumors of large orders for knit goods having been placed in this country by "Uncle Sam's" Government agents. It was at that time, however, very hard to get absolutely definite information. Since then, however, much has leaked out, and it is now certain that orders approximating at least \$6,000,000 have been placed with Canadian mills. The lines purchased seem to have been mostly gloves and socks, though large orders have also been placed for underwear, and it is known that the large Canadian wholesale houses could, if they wished, dispose of their entire stock of Scotch knit underwear in

this way. That brings up the interesting fact that Uncle Sam will not buy ribbed underwear, it being practically unknown in the country to the south of us, while the Canadian trade, on the other hand, demands ribbed lines almost exclusively, in so far as the heavier grades are concerned. Most of our military men think a mistake is being made here, as the heavy pure wool ribbed underwear has proven its value in our Northern Winters, but the fact remains that only Scotch or flat knit is desired.

### Heavy Glove Orders Placed Here

Considerable feeling has arisen among some of the United States mills over the glove orders placed in this country, it

being estimated that the total would equal 12,000,000 pairs, but it appears that the experts who were placing the business found that the Canadian mills had better machinery and facilities for knitting the style of glove desired, and were also able to quote closer prices. Then, too, it was felt that the supply of wool was better assured in Canada than across the border, and the possibility of prompter deliveries was undoubtedly a factor that helped our Canadian mills.

It is known that orders have been placed with the following mills for about the amount mentioned, and there are doubtless others about which definite word has not been given out:



Gloves.

	Amount
Stratford Glove Mkrs., Stratford.....	\$203,362
Scotch Glove Co., Stratford .....	210,600
Ferguson & White, Stratford .....	207,360
Mitchell Knitting Co., Mitchell.....	210,600

Stockings.

Boyd, Caldwell & Co., Lanark .....	\$ 60,000
Mercury Mills, Hamilton .....	27,600
J. McMurchy & Sons, Brampton.....	50,400
Kingston Hosiery Co., Kingston .....	157,500

No Shortage Expected This Fall

MEN'S WEAR REVIEW was interested to know what effect this business would have on deliveries to the Canadian trade, and several of the mills named above were asked to state their opinion along this line.

From the answers received, it is evident that no shortage is expected for this Fall as placing orders have already been well delivered, and it is a well known fact that the average retailer is overstocked with the heavier lines of half-hose.

French Government Buys Socks

Incidentally the French Government was in the market for heavy socks and practically bought up the entire surplus stocks of all Canadian wholesalers in lines that could be bought for \$4 or less. One mill wrote that if a shortage in these lines should materialize that the wholesale houses who thus disposed of their stocks would be to blame, not the mills which had accepted the United States Government orders when business had begun to slacken perceptibly. The wholesalers on their part claim that they found the retailers well stocked in these lines, and not anxious to buy, and in consequence they were very glad to unload what appeared to be a surplus of heavy lines.

Both mills and wholesalers agree, however, that this new business will doubtless cause shortage a little later in the season and increased prices are a possible consequence.

The Hudson's Bay Knitting Co. in this instance acted for the French Government, and it is felt that this demand will possibly be followed by others, as it has become recognized that Canadian mills are particularly well adapted to turn out lines of knitted goods that experience has shown to be well adapted to the rough life of the trenches. All indications are that the demands upon this branch of Canadian industry from now till the end of the period of hostilities will only be limited by the possibilities of production.

Meanwhile the regular trade is inclined to be a little tardy in placing both sorting and Spring business. The vastly increased prices of nearly all lines are undoubtedly checking the sales to quite a considerable degree. When a man could purchase a pretty good pair of cashmere socks for 25c he was content to throw them away after they developed a peek-a-boo aspect, but the same sock at about 75c is entitled to more respect and sister, mother or wife is pressed into service with the darning needle. In consequence the quantity volume of sales has diminished considerably in most retail stores, although business volume does not show this drop off owing to the increased prices.

Lisle and Silk Hose Will be Good

The coming Spring and Summer will undoubtedly be another record year for lisle and silk hose. Men's wear dealers the province over report marvellous increases in the sales of these lines during the past Summer, many Toronto retailers claiming that while the average in past years was 50 per cent. cashmere and 50 per cent. cotton and lisle, last Summer's sales showed only about 10 per cent. to 15 per cent. cashmere, and the balance lisle and silk. While the principal reason for this evolution was possibly the high prices asked for fine cashmere lines, yet the average man, having experienced the coolness and neatness of lisle or silk lisle socks, is going to continue to wear them whenever the weather permits.

Large Hosiery Mill Announces Prices

One of the largest hosiery mills in Canada recently announced their Spring prices. These show enormous increases, in some cases running close to 100 per cent; but it is claimed that even these prices are not based on 27c cotton, and that further increases are in order as soon as contract yarns are sold up. This mill, which created a mild sensation in the trade a couple of months ago by cancelling all back orders, is adopting the principle of selling only within their assured output, and jobbers are consequently being in most cases allotted only a portion of the business they desire to place.

The same condition applies to the larger underwear mills. Prices are very firm, and the retailers who balked at the high prices asked when Spring samples were first shown will, it is feared, pay still more if they delay after the first of the year in placing orders for their known wants. In addition, there is the risk of being without stock when the season opens.

It is, however, in the opinion of practically all branches of the trade, no time to speculate, and the wise dealer will cover his known requirements so that no loss of business will arise from being out of stock when the demand comes, but he will be equally careful not to overload himself with stock bought at top figures, when even the wisest cannot tell what a year's time may bring forth.

NEW "SEMI-READY" STORE

David J. Will Opens For Business in Men's Furnishing Line in Kingston, Ontario

IT is announced in the Kingston local press that Semi-Ready, Ltd., Montreal, are to have representation in that city for the first time, David J. Will having opened a men's furnishing and Semi-ready store on Princess Street. With Mr. Will is associated Ed. Somerville, and both have a wide experience of the men's wear trade in Canada. Mr. Will has selected Kingston, Ontario, as his location in this line of business, after visiting many other centres in the Dominion. He was open for business on October 15, and a campaign of advertising

in the local papers featured Semi-ready clothing, the store being styled "The Semi-Ready Store" as in the case of other establishments specializing in this line throughout Canada.

R. S. HENDERSON PASSES

REGINALD SHERIN HENDERSON, general manager of The Tower Canadian Oil Clothing Company, Toronto, passed away suddenly in Boston where he had gone to receive treatment from a leading specialist. He was only 35 years of age. The sympathy of many men's wear dealers will go out to the father Mr. S. Henderson, and to Mr. Jack Henderson, a brother. While devoted to business the late Mr. Henderson found time for other activities, being especially interested in the Parkdale Canoe Club. He was a member of the Toronto Board of Trade.

CLOTHING AND HABERDASHERY ROBBERY

SHATTERED plate glass windows, large sized stones and missing clothing and haberdashery are clues the Toronto police recently had in connection with the theft of a suit of clothes from Glass Bros.' tailoring establishment, 229 Spadina Avenue, and of some shirts and collars from Cooper & Co.'s store at 69 King St. E. The thief, evidently hard up for some new clothing and haberdashery, shattered the window with a stone and then stole the articles.

THE PALM BEACH SUIT

By Edgar A. Guest, the noted humorist of the Detroit Free Press

*I have a Palm Beach suit of tan,  
I bought it from a clothing man  
Who sells such things to gentlemen.  
This nobby garment cost me "ten."  
I stepped into his stylish store,  
A heavy suit of blue I wore,  
But when the place I quitted, I  
Was rigged up like a wealthy guy.  
My chest was out, my head erect,  
So curious was this suit's effect,  
My step seemed lighter than before  
I went into that clothing store,  
And life itself seemed more worth while  
In that ten dollars' worth of style.*

*The very breezes of the street  
The filtering of that garb made sweet;  
It seemed to me no touch of care  
My back had ever had to bear.  
In that glad suit which cost me ten  
I ceased to envy wealthier men  
And walked along the busy street  
As one whose rapture was complete.  
The custom tailors that had shaped  
The robe in which my form was draped  
Had given it every touch of style  
That nobby people count worth while.  
And oft I wondered, strolling then;  
How they could do so much for "ten."*

*Across the sun a gray cloud passed,  
And I stood trembling and aghast!  
The summer sun had ceased to shine,  
And something real of woe was mine.  
The pinch-back coat, so snugly made,  
Through which a stripe of white was laid,  
Now seemed a thing of fright and pain  
That shouted "Duck! it's going to rain!  
If ever I get wet, all men  
Will know I set you back but "ten."  
Stare to the weather now I am,  
And all my vaunted style is sham,  
Doomed in my Palm Beach suit to be  
Afraid it's going to rain on me.*

\*No wonder Mr. Guest wondered. They can't do it for ten any more.—Ed., M.W.R.

# CONSERVATION AND ITS EFFECT ON STYLES

Our New York Correspondent Fears Individuality May be Lost — Yes, Even While Admitting That Some Will Wear Spats—The Cane Coming Strong in New York—This Will be Military in Style, of Course.

WERE one endowed with foresight to picture nineteen eighteen model clothes from the nineteens seventeen chatter of the clothing manufacturers, it would appear that a good deal of the picturesque will depart from the masculine world. Everybody is getting so patriotic it appears and it urged that when we put a belt around our expansive middle, or add a perfectly unnecessary cuff to our trousers or sleeves, we are keeping some unfortunate Johnny across the water standing round shivering in his underwear. Of course it would take quite a lot of belts and cuffs to go any appreciable distance toward the more satisfactory adornment of this doleful chap; and it's mighty hard to get the idea that you are achieving anything useful, in giving up that belt especially. We always had a hunch anyway that we looked at our best in such a garb, and perhaps there is a touch of personal pique in our idea that we're all going to look so much alike that our wives are going to have draw lots for us if we ever stray away from the family flat in company with others of our kind. But perhaps the picture is too doleful. Probably, the cheerful ruffler of the time of Queen Bess felt just that gloomy way about it, when the National Retail Clothiers' Association of that time got out with its mallet after the slashed doublet.

## INGENUITY STILL EXISTS

Well, even suppose we are dispossessed of these unnecessary masculine vanities, one can surely count on some ingenious chap to find some loophole through which he may crawl, bearing his little cherished idea whereby even humble I may be somewhat different from the few odd millions of my fellow men.

In fact, even before those self-denying chappies who hand out the styles for the coming season have quite finished denying us our belts and cuffs, these boys, whose bump of ingenuity starts at the chin and works therefrom in a circle, have managed to wriggle through and provide us with a few little kinks, which no one up to the moment has had time to consider an infringement of the liberties of anyone else.

Let us therefore adopt a cheery tone, and make the most of these little foibles.

## HATS MORE CONSERVATIVE

To begin at the top, consider the hat. As a sop to the busy folks, who think that anything novel is as unpatriotically inclined toward our side as siding with W. Hohenzollern, the latter folk have decided to describe the hat creations as fashioned on more conservative lines. With a little higher crown and a little more roll to the brim, they actually look a little more like—well like hats. Soft hats and Derbies alike are a mite more skimpy as to brim. In speaking of soft hats it might be well to note that the sombrero effects have suffered a temporary eclipse, and in their place also has come a more moderate style, indeed the brims are narrower than they have been for many a day, and it has to be admitted, too, that the soft hat has all the best of the argument with any other form of hat you care to introduce. While we're laying emphasis on what is new, let us introduce this little stranger. It is a soft felt, but made in an ermine mixture, which means that it has little white hairs sticking out all over it. If there had been only one or two, there might be the suspicion that the cat has slept on it, but their multitude is a sufficient disproof, no cat could have so generously dispossessed itself of hairs without catching cold.

## UTILITY THE THING IN BOOTS—YET WE HAVE SPATS

With startling suddenness we drop from hats to boots, to note that here also there is a tendency to reflect in some far away manner the spirit of the time—that is to say they will be a bit more substantial, just a trifle less emphasis on the decorative idea, and just a trifle more emphasis is on that of utility. In the same breath with which we point out this Spartan trend in boots, we have to point out that spats are to be quite the thing, and we misdoubt that spats would have been considered the thing by Spartan mothers, who seem to have been regular out and outers when it came to urging the gentlemen of the family to get into the melee.

We'd better let these Spartan friends remain in the background for the moment, while we look over these other matters. The spat is to be quite an important item this year it appears. It will be worn with the sacque suit, and of course will tone in with the other details of the costume.

It's a curious fact that nobody as yet has cast a dour eye on the swallowtail ends of the evening suit: yet even one of the most versatile of legal chappies would be hard put to it to make a case for them.

(Continued on page 53.)



# In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE:—The following is the second instalment of the article entitled, "In Russia Through the Revolution." This article deals with business conditions in Russia, and should prove of interest to all Canadian business men. The first instalment of the article appeared in last issue of of MEN'S WEAR REVIEW.

## PART III.

**G**ETTING out of Russia is a harder task than getting in. Although authority is about non-existent in every internal matter, it is very much in evidence when a traveler takes it into his head that he wants to start for home. He can make up his mind to a long and arduous tilt with the authorities. Getting out of Russia is very much like an obstacle race.

Of course, this is necessary. When a country has suffered as much as Russia from the work of spies, it behooves the Government to exercise the maximum of caution. I question very much if a spy could get out of the country as things are to-day.

In the first place it took me ten days to get my passport vised, approved, signed, countersigned and finally and definitely passed upon. It had to be scrutinized, studied, signed and rubber-stamped by many officials in many different quarters. I was passed from one to another, put off continually till "to-morrow," and cross-examined. Finally, everything was positively and officially complete and I was ready to leave Russia.

All that remained was to get my railway ticket. This may sound simple enough, but I knew full well that I was "up against" perhaps the hardest part of all. The railroads in Russia are in a condition of almost unbelievable congestion. In the first place there were at this time, about two million foot-loose soldiers in the country. Some were coming back from the trenches, some were returning to the colors, others were just moving around. These soldiers simply took possession of the trains. The platforms might be crowded with passengers who had secured tickets after endless trouble and at very great expense; but at the last moment a mob of soldiers would come down and crowd into the train. The civilians would have to wait for the next train. As far as I could make out, the soldiers did not pay fares.

I had intended to visit Moscow and other prominent interior cities, but I had finally abandoned the idea for obvious reasons. It was probable that I would never have been able to get to Moscow. It is certain that once there, I would not have been able to get back.

### Two Days in Line

It was supposed to be comparatively easy to get out of Russia by way of the

Baltic line through Finland to the border of Sweden. There was not as much military movement in that direction. I found, however, a line at the ticket office so long that it stretched practically out of sight.

There was only one thing to do, and that was to pay somebody to stand in line for me. I located an honest looking fellow for the task and offered him a small fortune to do this. He stood in line exactly two days and nights before reaching the wicket. Probably he hired friends in turn to "spell" him at this weary work. Needless to state when my man was getting near to the wicket, I kept close at hand and watched him. There were always plenty of people ready to pay any sum for a ticket, and my man might not prove impervious to temptation. When he came back from the wicket, ticket in hand, I was right there to get it. I had to pay him 250 roubles for that little job—about eighty dollars in real money.

### The Lynx-Eyed Law

The trip up along the Baltic coast was punctuated with regular visits from the military authorities. Every stop pretty nearly meant the appearance of an officer and a demand for passports. On each occasion we were asked every imaginable question and our answers were carefully marked down. I discovered that everything I had said on all my previous visits to the authorities had been systematically relayed on. The officer who came on to check us up at Torneo knew everything that had been said at Petrograd and at every point along the line. Woe-betide anyone who gave information that differed in any respect from what he had previously given. Back they would go to Petrograd to start it all over again.

### Half Were Sent Back

Torneo was the last point on the Russian line. Sitting in the train we could look across a beautiful bay to the Swedish side and say to ourselves: "Once over there our troubles are over." I was not nervous at all for myself for my papers were straight and my conscience clear. I was anxious only to escape the insistent attentions of the Russian authorities: But some of my fellow passengers had real reason for anxiety. I could tell this by their furtiveness and the nervousness they showed when officials approached. They stared across that neck of bay with

such longing in their eyes that you could not help feeling sorry for them.

Most of them had good reason for the nervous apprehension they so clearly showed. When the authorities came through the car, they ordered at least half of the passengers off. Apparently they were not going to be allowed to leave Russia.

### Getting Into Sweden

Getting into Sweden is not an easy matter either. I was very closely questioned and subjected to a search that was thorough and minute. Finally I was passed and allowed on the train for Stockholm.

The railway service in Sweden is, I would say, one hundred per cent. perfect. The cars are big and easy running and comfortable. They are clean and attractive. There are women polishing and dusting all the time, and no dust or smoke gets in. The sleeping compartments are comfortable and commodious. You have your own running water and bath. Anything you want seemingly is forthcoming.

I found afterwards that the perfection of this railroad was typical of everything in Sweden or for that matter, in all the Scandinavian countries. They have a very high order of civilization in those countries, much higher in many respects than our own. The Scandinavian people have all the thoroughness of the German without his other qualities which militate against his efficiency. They are not arrogant or bumptious to excel as the German is. Consequently they have brought all their national arrangements and their public services to a high degree of perfection. There is much that we can learn from Scandinavia.

### The Hunger Pinch

Sweden is feeling the pinch of hunger a little as the result of the war. They issue bread tickets and each individual is allowed a certain amount each day. One of the coupons is taken from you after each meal. If you have no coupons, you get no bread. The system is followed with typical Swedish thoroughness. I was able to get a little ahead of the system, as I still had part of a loaf left that the wife of our Russian agent had made for me. I treasured that loaf until the last crumb of it was gone. As a result of this private store, I did not use all my bread checks and so was able to bring some of them back with me.

It is rather astonishing to see how complete the communications still are between Sweden and Germany. Steamers leave Stockholm every day. Germans

(Continued on page 62)

# COLLARS & SHIRTS

## MILITARY SHIRTS NOT MOVING YET

Conscription Has Not Yet Caused Revival in the Demand—Pyjamas Selling Well—The Wing Collar, is it Gaining Friends?—Prices Still Tend Upward.

**W**HAT will conscription mean with regard to the shirt end of the men's wear business?

This it does seem to mean—an opportunity for those dealers who were left with goodly stocks of officers' shirts on hand, when the bottom fell out of recruiting, to clean up their stock. Reports as to how much of this rather dead stock is on hand vary. One man, who wanted to buy in this line and others such as puttees to resell to the soldiers across the line, advised *MEN'S WEAR REVIEW* a little time ago that after canvassing the trade he was able to get little of this. Other information to hand causes *MEN'S WEAR REVIEW* to doubt if the situation is quite what this man's report would indicate—whether military shirts really are so scarce on the dealers' shelves.

### Doubtful About Demand

Certainly Canadian shirt manufacturers have good stocks of khaki shirts—or of the materials from which these can be made. So far there has not been a large call for this line, and manufacturers seem a little doubtful if such a demand will develop—at least if it will be anything like the demand of voluntary enlistment days.

### Need Front Door Neighbor's Aid

There is this highly cheerful side to the manufacturer's situation, however. Khaki cloths in both cotton and wool are much higher in price to-day than a year ago, and in a number of lines quite double what they were at the opening of the war. If, therefore, the manufacturer finds no need of keeping these cloths to satisfy the needs of his trade he will be able to sell the cloth at a profit to Uncle Sam—or perhaps make up the shirts for Uncle Sam. Old Uncle Sam is a heavy buyer these days, and is taking a lot from his front door neighbor

### Prices Likely Steady

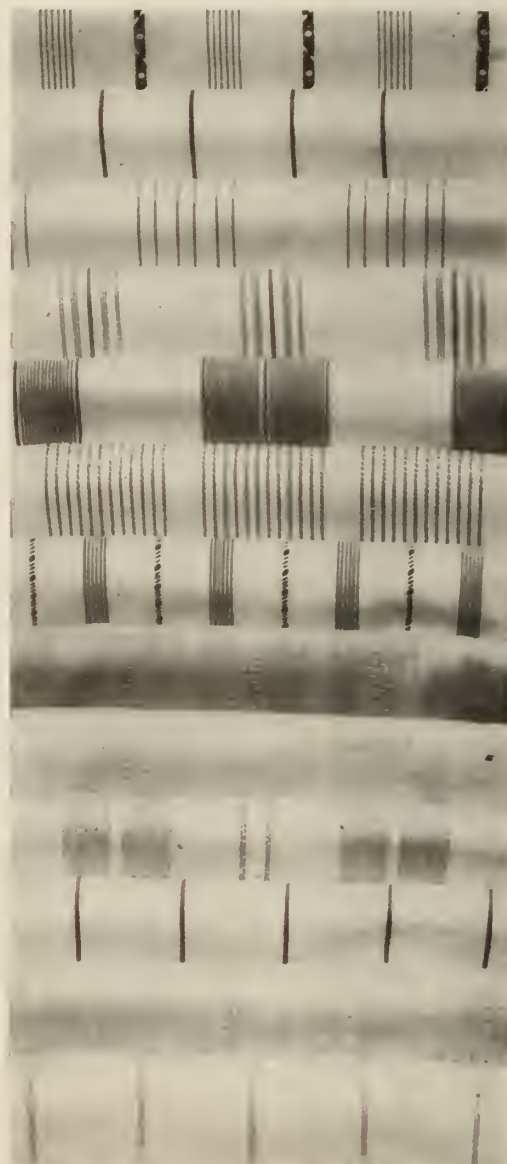
Here is a prediction regarding khaki shirts which will interest many who look for a revival of business in this line. It is made by a manufacturer: "Regarding prices on khaki shirts, from our view-

point the prices would not be as greatly advanced as in the other lines, as most of the manufacturers have been carrying more or less stock of these goods bought previous to the big advance in the prices of cotton. As for ourselves, prices on khaki lines would be the same as they

were a year ago and we would be glad to dispose of all we have at the old prices."

Speaking of prices is not the most pleasant subject nowadays, yet there is always something which needs saying on the point. This month, as for so many

*Some Spring pyjama cloths being shown by the Williams, Greene & Rome Company. They are, in order from the top, madras, cashmere, cashmere, cashmere, taffeta (broad stripe of union taffeta and narrow stripe of cotton taffeta) plain pongee, pongee, pongee, cashmere, taffeta, fancy pongee, madras.*





months past, the needful word is: "Expect still higher prices."

But another manufacturer has this to say:

"With regard to khaki shirts we have already experienced an increased demand or rather revival in same and the coming into force of the Military Service Act, undoubtedly should increase this demand.

"We are stocking up a regular khaki flannel in strong and untearable cloths for the privates and finer flannels, repps and plain mercerized cloths for the commission men.

"With regard to prices for same, they will undoubtedly be high. We cannot give you any definite information as to what these figures will be, except to say that shirts will be sold to retail at from \$2 to \$6 a piece."

Says one manufacturer, with regard to this point:

"There have been two New York salesmen in with shirtings for fall, 1918, with prices considerably advanced over spring prices. One of these salesman predicted 35c cotton within six weeks. As you will have noticed during the past week cotton on the Cotton Exchange has been sold as high as 28c which is a new high level."

This business of predicting the price of cotton is a mean job. MEN'S WEAR REVIEW refuses to be drawn in on that; but there is this to say: The crop isn't to be as large as was hoped—not by a good deal. Then the demand will be huge—huge by reason of Uncle Sam's war needs—by reason of the needs of the other belligerent countries. The saving by reason of the absolute cutting off of cotton supplies going to the enemy will hardly offset the increased demand within the United States.

Referring to the cotton crop brings to mind the weevil—an insect which has done cotton almost incalculable harm in the past. Science has defeated the weevil. That insect did harm principally because it came along just when the cotton plant was flowering. Science, therefore, decreed that it would be a good plan to make the cotton plant flower at a slightly different season, thus missing the visit of the weevil. The end was achieved by a change in the time of planting. Perhaps in time the weevil will get even by altering his calling hour, but at the moment the cause of science triumphs and this pest is rendered at least much less dangerous.

Pyjamas and night robes are in good demand. Dealers evidently still need supplies for fall and are taking in some lines for immediate reselling. A pyjama for all the year wear now being shown is made of medium weight cotton cashmere.

For spring fancy pongees—so popular in the States—are being quite widely shown. Taffetas also are going finely, and cashmeres, especially in the finest grades, are in demand.

Some talk has been going around—MEN'S WEAR REVIEW believes it may have started as the result of a discussion on the bat-wing tie, when the point

was made that this went very well with the wing collar—as to the probability of a return to favor of the wing collar.

The fact is that the wing collar doesn't seem to have a chance for leadership, though it will doubtless always be on sale, and always entirely good form.

Said one maker, when discussing this collar:

"It is our experience that it is getting less consideration from season to season, and that any little flurry it may have, in the way of increase of demand in any season, will not be of moment or lasting. The wing collar is really not comfortable, and in addition some wing collars, according to the size of the points, cut or chafe coat lapels. We would be very glad indeed to see a larger portion of wing collars worn, as the cost to produce is considerably less in these days of costly materials. There was a time when the making of collars was the greatest expense in connection with them, but, at the present time, on account of the high cost of cambric and interlining of which the collar is made, the material is a very important item."

This seems to be a correct summing up of the situation. But again we pause a moment to consider the soft collar. It assuredly is gaining friends steadily. It will not, in all probability, take the place of the stiff collar, but it seems sure to have more and more a heavy all the year sale.

#### CONSERVATION AND ITS EFFECT ON STYLES

(Continued from page 50)

However, we had best remain as mute as a deceased robin on this subject, lest some of these energetic conservators should get wind of the idea.

Continuing on this interesting subject of evening clothes for a moment, there is a noticeable tendency toward the angle and straight line instead of the curve. This is supposed to suggest the idea of masculine strength, an idea that judging from past fashions seems to have rather fallen into the background. The shoulders are as a rule cut square, with a considerable degree of breadth, or at least as much breadth as the gentleman inhabiting the suit can provide upholstery for, for the padded shoulder is still taboo. Lapels, the front line, and all other lines are cut with a severe straightness that we must admit rather appeals to us. Even the buttons get the military idea, and follow one another in a straight line, instead of following the cut of the coat front as has been the custom in the past. These are but one indication of how deeply seriously we are taking things. Even the opera coat has a military air. Straight lines and a belted back give it that little touch of severity, rather marred unfortunately by the flowing sleeves. The swallowtail is being made mostly in unfinished worsted, and the lapels are finished in dull grosgrain silk. There is not much change in the waistcoat. The V cut or semi-oval are the

preference this season, with the odds just showing a slight tendency to favor the former. Buttons are three in number, and show a tendency to cluster together. As for materials, the garish patterns of days gone by have passed with those same days. The discriminating boys, who must be just a little different, can have the collar a different weave from the body. Probably no one will notice it but it will be a little ray of gladness to one human soul anyway.

As for shirts the good old comfortable days of the soft shirt are gone. It must now be a starched bosom of linen or pique, anything else is unthinkable. With the dinner coat, a little more latitude is permissible, and the pleated bosom is allowed, always provided that the pleats are wide enough. The day of the mushroom shirt, the pleasant thing with the small pleat and cosy warmth and softness of a chest protector, are as dead as Job's turkey.

In the evening collar line there is no change. Same old correct styles are still correct. In the informal collar there is a general tendency toward easier styles, with perhaps a turn toward lowness. The widely cut curved front is very much the thing, as is also a straight front collar with a decided tendency toward lowness at the front.

But let us return again for a moment to shirts, long enough to say that our best dressers, who have not much else to do but be that very thing, and consequently ought to be pretty well up in the matter, are turning to more modest color combinations. The colored shirt with the white collar and cuffs attached, is becoming quite the go. Small patterns too have the edge on the shirts of more pronounced design. There is no limit to the color combinations, and it is possible to indulge any little pardonable personal preference, always provided that one has carefully pondered and learned by heart the sage words inscribed above regarding excessive buoyancy of design.

In ties there is to be, some believe, a return of the silk knotted tie to popular favor. Folded squares of silk are also the thing.

Canes are coming back into favor. This is partially a result, no doubt, of the growing military feeling. One of the most popular canes is one such as is used by British officers, a straight cane with a leather covered knob, a leather loop to permit its being hung from the wrist. The good old fashioned rattan and jointed canes are also quite popular.

Here is a little new wrinkle in handkerchiefs—crepe de Chine. Think of that my friend. Doesn't it make you feel like a blushing bride? It happens, however, that there is nothing particularly bride-like about this handkerchief. It is checked in various colors, or black, and has a monogram at the corner. We can only presume that this is a corrective, lest the masculine looking chap we have been speaking of should get to look too like a Cave Man.



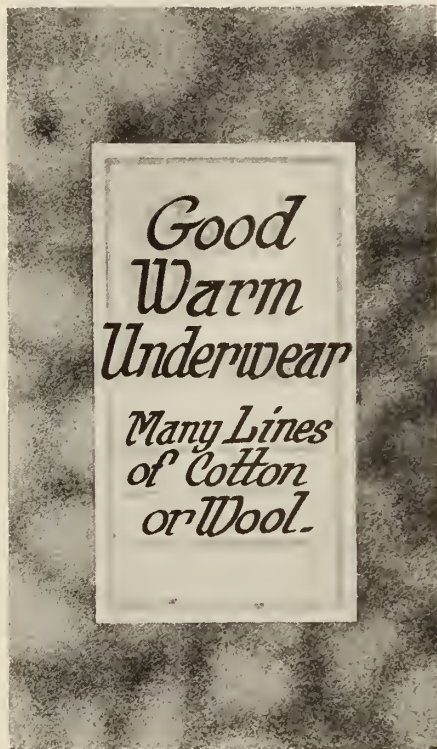
# SOMETHING NEW FOR THE CARDWRITER

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

WE now enter upon the second lesson in air brush work and before going further it might be well to state for the benefit of those who may have missed the previous article that the next few lessons are to be devoted exclusively to air brush work—that is to say the use of the air brush for work on show cards which cannot be accomplished by the ordinary sable-hair brush. Show-cards made in this way lend an air of distinction to a window display or counter decoration.

So many pleasing effects may be produced through the agency of the air brush that one can truthfully say its possibilities are unlimited. For the exquisite blending of various colors, for working out border designs with stencil patterns, for composing a background or for the making of floral and scenic designs it is unrivalled. So many and varied are the uses to which this wonderful little instrument may be put that in the hand of an expert it becomes a veritable magic wand through whose agency are evolved countless delightful creations and all sorts of wonderful transformations. Certainly no cardwriter can afford to be without one. Should you happen to be also a window trimmer there is a double reason why you should own one. The window trimmer uses it for tinting backgrounds, flowers, foliage and groundwork. Scenic backgrounds can also be made with it and these are particularly attractive for spring or fall openings or special displays. But this is a digression, that branch of the work being a subject in itself and one which we may take up at some later date. For



the present let us return to the apparatus itself.

To get the best possible results from the air brush it must be kept scrupulously clean. You may remember that I laid stress on this point in our last lesson as this is an essential which we cannot afford to overlook. A dirty air brush will not throw a fine, even spray, and uneven work is the result. This is something to be avoided. The ink also must be kept free from foreign substances if you do not want it to corrode the fine passageways it has to traverse. A careful regard for these two points alone will save you from many failures and much unnecessary trouble. The best method for keeping the ink clean is represented in Fig. 1.

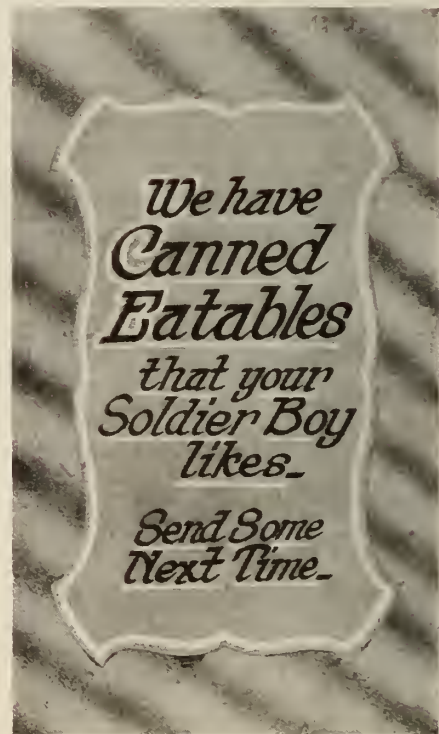
Here is shown a funnel placed in the neck of a clean bottle. Several thicknesses of cheese cloth are placed over the mouth of the funnel; pour the ink through the cheese cloth. This will remove any sediment which might otherwise prove troublesome.

We have already dwelt on the many uses of the air brush and of the various styles of show cards that can be made with it, from the quite simple to the most complicated examples. Last month we illustrated and explained minutely the ovaling of heavy faced letters. This is one of the simplest varieties of air brush lettering. In this lesson, there-

fore, we will take up another variety of simple air brush work, namely, background blending and clouded effects. This class of work makes very effective show cards and is very easily executed once you know how. Anyone can do it with a few instructions. Of course practice with the air brush is just as essential as practice with an ordinary brush, therefore it is best to spend a good deal of time in getting background effects before attempting to make a card.

As a start, therefore, get any old white cards you may have and practice.

First let us call your attention to the air brush work on the "Underwear" card. This is a clouded effect background, in the centre of which a white card is mounted on which is placed the lettering. For the sake of reproduction the lettering on this card was done with black ink on a white card but for a show window display many more pleasing effects can be produced. For instance a combination light blue and black would make a very striking card. Spray the blue sparingly in the light parts. That would give you a heavy clouded effect over a blue sky. Be very careful not to get any of your color on too heavy. You must use your own judgment in this respect but practice will help you most. Make your work dainty, not gaudy. There are many other color combinations for a clouded background card, for in-







with the wide spray of the air brush and should not be made too dark. The background card is cream and the air brush work is done in brown of a sepia shade. This makes a pleasing contrast with the light grey panel, which is lettered in black and trimmed with white. This is only one of the many color schemes that may be worked out on this class of card. Another very effective combination is made with a white background, using the same diagonal stripes with a black spray and putting a second stripe of blue close to and on the under side of the black stripes. For these colors use a white centre panel. Pleasing fall tones, such as brown with a touch of yellow for the diagonal stripes and a cream colored panel would make a very suitable card for present displays.

The spotted background, as shown on the "Weather Stripping" card is a very simple one to make as you will soon find out when you come to try it. Many color effects can be used here, as in the case of the cards previously mentioned, to make this more attractive. The other cards demonstrate to what extent this idea of a fancy, air brush card may be developed. They were purchased from the manufacturer already air brushed and are exceptionally well done. Similar effects can be procured by using a very rough surfaced mat board. Hold the air brush so that the heavy spray will be thrown almost parallel with the surface of the card. This causes the ink to be thrown on the one side of the "miniature hills" and not on the other, thus giving it an embossed effect. To obtain an even prettier effect use a very light color from the top of the card down and a very heavy color from the bottom of the card up. This adds greater depth, in appearance, to the surface of the card.

The Alphabet

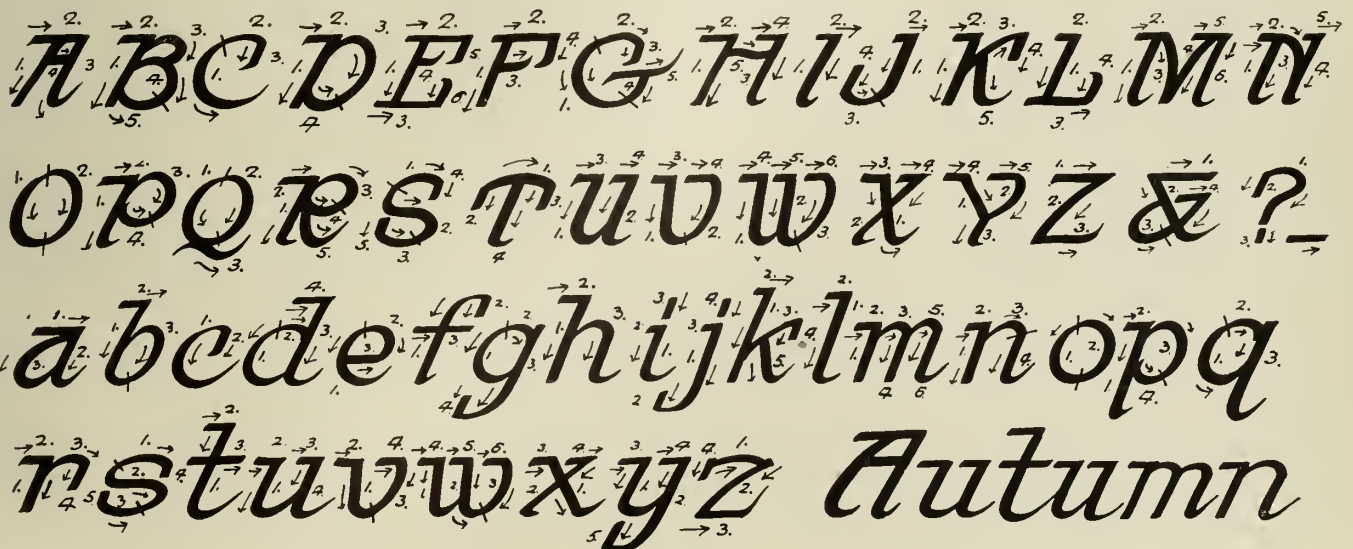
The lettering lesson this month is a new style which should be quickly picked up and while it can be formed speedily is very effective. It is a very practical type and looks well when used on completed show cards as the illustrations prove. The entire alphabet is in italics,



being all on the slant, and in most cases is a square faced letter. One of its features is that it is of brush stroke formation which means that each stroke is made with one stroke of the brush, no second stroke being required to complete it. This method of stroke formation renders this a quickly made alphabet and therefore a good one to use in the busy times that are coming. Nevertheless all new alphabets require a good deal of practice so it would be advisable to practise each of these letters several times. Follow the strokes as they are numbered and make them in the direction in which the arrows point and you should experience no difficulty in mastering this type. Remember, practice is half the battle.

Window trimmers and cardwriters are

(Continued on page 58)







# MARKET REPORTS



## THE MARKETS AT A GLANCE

**M**ARKET conditions in the men's wear trade have held firm during the month. There is a slight disposition to play safe by retailers, in view of conscription, until they know better how the latter is going to affect trade. In some lines manufacturers are confident there will be very little difference noticeable. Underwear and hosiery are in very strong market at present due to the big demand for socks by the French and United States Governments. Prices on sweaters and other knitted goods that will be announced by manufacturers in December are expected to carry a material advance over those of last December.

All cotton goods are in a strong position, due to the rapidly advancing market for raw cotton during the month. In this commodity an advance of approximately 7c per pound was recorded, or an increase of 33 1-3 per cent. As a result of this condition, overalls, cotton underwear, cotton hosiery and like commodities into which cotton enters have taken on a corresponding firmness.

Cloth is increasingly hard to get from Great Britain, owing to the demands of the Government in that country and to the scarcity of labor. Overcoatings are expected to be short, and prices for next year's goods will undoubtedly be higher. Certain classes of straw hats have again advanced. Waterproofs are in firm market with intimations made in some quarters that advances are likely. Manufacturers of gloves report booking for Spring, 1918, delivery to be good. The shoe market is one of strength, due to the release for export by the United States Government of quantities of leather purchased by British manufacturers.

### UNDERWEAR HOLDS

**Keen Demand for Underwear to Equip United States Forces Has Made a Very Active Market—Very Little Obtainable From Mills Now**

**UNDERWEAR.**—There is a very firm situation in the market for underwear as the big demand to equip the forces of the United States has kept the mills busy in that country and has even given business to Canadian mills. Canadian mills in consequence are working to capacity, some of them having three shifts and running a full twenty-four-hour day. Representatives of manufacturers have been offering only in limited quantities to the domestic trade as their capacity is pretty well booked up. The prospect for future cotton underwear is not encouraging so far as prices are concerned. With a steadily upward trend to the raw cotton market, manufacturers can see nothing ahead but a continued upward trend in prices. Placing orders for Spring delivery, 1918, carried a big advance, but the raw cotton market was not anywhere near present figures. The fact that the British Government is now requiring that any cloth manufactured for the domestic trade must contain 40 per cent. cotton is

throwing a heavier demand on that commodity. With a lower crop prospect than was at one time anticipated for raw cotton and the increased demand there is no intimation that any easier conditions can be looked for until some distant date.

#### Raw Cotton Climbing

On September 13 the price of spot middling uplands cotton in the New York market was 21.8c per pound. Starting from that point there was a steadily upward trend due to the lower estimate of yield by the United States Government report until on October 18 the price had reached 28.65c per pound. This is a clear gain of approximately 7c per pound. This represents a gain of \$35 per bale of 500 pounds in the price of cotton. In other words the cost of cotton has increased about 33 1/3 per cent. during the month. There are those who are looking for even higher prices in view of the conditions and there is no telling to what heights prices may go. Concerns who were covered on their purchases of cotton goods when the cotton market was a little more favorable than at present will undoubtedly consider themselves lucky.

### FRENCH TAKE SOCKS

**French Government Recently in Canadian Market to Buy 300,000 Dozen Pairs of Socks But Canadian Mills Could Not Take All Business**

**HOSIERY.**—Hosiery mills are no less busy than underwear mills. Within recent weeks the French Government has been seeking to place orders in Canada for some 300,000 dozen pairs of socks of a certain grade, running from \$2.50 to \$4 per dozen. It is understood that Canadian mills were unable to take any more than 100,000 dozens of these socks in addition to the orders for which they had already obligated themselves with the domestic trade. Specification was made that delivery should be made by November 1 and this naturally restricted the amount that Canadian mills could handle. Such an order as this had the effect of cleaning the spot market up pretty well on these grades. Any surplus stocks that wholesalers or others may have been carrying could find a ready market. Hosiery in consequence is scarce. Mills who are concerned more with the domestic trade and by whom prices were announced some weeks ago are now booked up to the limit of the



orders that they care to obligate themselves for. They are not accepting any more orders. In actual number of dozens the booking is reported not as heavy as last year. Gross amount of sales is also stated to be not quite as heavy as last year. The shadow of conscription has possibly had a tendency to make wholesalers go easier when ordering from the mills.

## CLOTHING UNSETTLED

**Retailers are Hedging and Show a Disposition to go Slow in Ordering in View of Conscription—Waiting to See How it Will Affect Trade**

CLOTHING.—Wholesalers report that there is a tendency to an unsettled condition in the clothing trade just at present in view of the enforcement of conscription. The dealers in the larger towns and cities have been showing a disposition to go slow in their ordering. The opinion is expressed that this is but a temporary condition and that trade will settle down again to a calm assurance that the matter will work out all right. It is pointed out that over 400,000 men have already been taken from civilian life and have donned uniforms and that the taking of an additional 100,000 men, while it will make some difference, will not spell blue ruin. Some concerns who usually make their rounds with their Spring lines about September 1 have delayed calling on the trade until about the first of November. These concerns consider it well to let the first effects of conscription pass and to let the retailer's ideas settle a little more with respect to the amount of goods he will be able to handle. Sorting business in the clothing trade during the month of October has shown considerable improvement over the month of September. With colder weather retailers have found a demand developing for winter lines and they have accordingly been making inquiries and placing orders to cover this trade.

### Cloth Harder To Get

There is increasing difficulty in getting stocks of cloth. There is less being offered by British concerns and any that is for sale from this time on must be on the basis of 40 per cent. cotton and 60 per cent. wool. The British Government has adopted this measure with the idea of conserving the supplies of wool for use in soldiers' clothing. The Canadian representative of some five or six cloth mills in England has advised his customers that owing to the difficulties connected with the labor situation and the increased demands by the Government they are unable to make further quotations for delivery to the Canadian trade in 1918. These mills are some of the largest in England and heretofore have been big factors in the local market. The situation in overcoatings is even more acute than in suitings as manufacturers anticipate there will be a real shortage in amount offered

this year. Any lines that have so far been offered have been at almost prohibitive prices. One instance of a particular cloth was cited by a manufacturer which in ordinary times could be bought for 85c to 95c per yard. Quotations made within the past week or ten days showed the price for the same goods to be approximately \$2.50 per yard. This was for a cloth 80 per cent. wool and 20 per cent. cotton. At such a price one manufacturer stated that for this class of goods it was prohibitive as they refused to tie up their money in such a quality. Offerings by manufacturers of overcoatings had not been made generally at the time of writing, so that manufacturers were not in a position to know just what the offerings would be. There is general expectation that offerings will be light and that prices will be high.

## SHIRT ORDERS GOOD

**Prices Are Firmly Maintained in Face of Advancing Cotton Market—Some New Styles of Collars on Market**

SHIRTS, COLLARS. — Travelers for shirt manufacturers have been on the road for several weeks now and report that bookings have been quite satisfactory. There is an increasing tendency to take high-priced shirts and the bulk of the demand runs to the soft shirt with soft cuffs. A good sale of soft collars is also reported. A new style of collar was placed on the market by one of the large manufacturers during the month. Prices on shirt lines remained unchanged but in a steadily firm position due to the advancing condition in the raw cotton market. Higher prices in the raw commodity have been reached than at any time since the war began.

## STRAWS HIGHER

**Booking Business for Spring Shipment Has Not Been Up to Last Year—Conscription Is Having Retarding Effect**

HATS AND CAPS.—An advance of approximately 6 per cent. has been made in a number of Sennitt boater straw hats. This higher price is in accordance with intimations made in these columns recently with respect to straws. In some instances, on the other hand, Panama hats show a decline of \$1 per dozen, making the selling price for the lower grade hat of Canadian manufacture now \$18 per dozen. Indications seem to point to a good Panama season. Cheap Canton straws have also been advanced approximately the same amount as the boaters. Difficulty in getting the Chinese braid owing to the shipping situation is the factor that has caused higher prices. There are good stocks of cheap Mexican straws in the market and these will possibly be used more than Canton straws during the coming year. In felt hats there has been no further change in price during the month. Wholesalers report they have just received the last of their shipments

for Fall delivery. Deliveries of these hats has been late but the condition has been beyond the control of the distributors. Deliveries from the factories to the shipping companies in England are excellent and all that could be desired but after they are given into the care of the transportation companies delays have been occasioned. These hats come through in batches, presumably in convos. Some shipments of hats for Spring delivery are now on the way, but no information has been received as to when they are likely to arrive.

### Caps Moving Well

There has been a fair movement in caps during the month. Orders have been as big as in past seasons although the actual number of caps does not total quite as many. A strong run is reported in certain quarters on greens with one-piece crown. There is no relief in sight toward lower prices on either hats or caps and wholesalers anticipate the market will be one of steady firmness with a tendency to advancing prices.

## MAY GO HIGHER

**Wholesalers Anticipate That Considerably Higher Prices Will Prevail by the Turn of New Year—Two Leading English Producers No Longer Offering**

WATERPROOFS.—Some shipments of waterproof coats from England are reported to have reached the local market during the month, and dealers looked with a great deal of satisfaction on these arrivals. There is a steadily narrowing source of supply in the English market as no less than two manufacturers announced to their Canadian customers during the month that they would be unable to offer any more goods for the time being to the Canadian trade. Difficulties in the way of labor and in getting raw materials is given as the cause. It would seem that present stocks of English goods must be made to answer for some time. Wholesalers have not advanced their prices in conformity with the higher prices of the manufacturers but state that an advance of approximately 20 per cent. is contemplated about the first of the year. With the dwindling source of supply wholesalers are contemplating the reduction of their selling staffs. One concern stated that whereas they have had nine travelers on the road in different parts of Canada they would soon have only three. Their purpose revising their method of doing business by calling only on the larger accounts. With transportation anything but satisfactory, much time is often lost by travelers in waiting at small towns where sales are rather meagre at the best. Paramatta rubber coats are reported in good demand, with a growing popularity reported for the tweed waterproof. These latter are stated to be used in many instances as an overcoat and also as a rainproof coat. Business has been seasonably good during the month, although the bulk of the



orders for the Fall trade have already been shipped out.

## NECKWEAR STEADY

Swiss Manufacturers of Neckwear Silk Hope to Make Arrangements Whereby They Can Secure Supplies of Italian Raws

NECKWEAR.—The situation in Swiss neckwear silk is still one of acuteness although some relief is anticipated as a result of negotiations which are now going on. A commission has been appointed by the Swiss Government to take up with the Italian Government the matter of securing supplies of raw silk in order to keep the mills of Switzerland running. Already some of the mills in Switzerland have been forced to close three days a week owing to their inability to get raw silk. Prices of Italian raw silk have been at a prohibitive figure and have made manufacture next to impossible at some of the fabulous prices asked by holders. The only hope that reasonably priced raw silk may prevail seems to lie in Government regulation of prices. There is some hope that this may be accomplished. Shipments of silk are arriving slowly. It now takes approximately three months for shipments to come forward from Switzerland. In spite of the difficulties being encountered in the manufacture prices have not advanced to the Canadian trade during the month. With the restriction of the Swiss source of supply the Canadian trade has been looking more to the American silk market for supplies.

Booking business for the Christmas trade is reported fair to good. Some concerns are very busy with their orders, the trade being equally as good as last year. There has been no indication of alteration in price of the staple lines.

## BOOKING GOOD

Manufacturers Having No Difficulty in Getting Orders for Any Goods They May Have—Difficulty Continues in Getting Hides

GLOVES.—Manufacturers of fine leather gloves and working gloves report the booking for Spring delivery has been very satisfactory. Canadian manufacturers who tan their own leathers state that some classes of hides are very hard to get, the African source of supply for goat skins being practically shut off at present. A considerable number of hides are coming forward from South America. India hides are also unobtainable for the reason that shipping space is not available. Prices of gloves remained unchanged since last report. A recent development in the Canadian glove trade has been the establishment at London, Ont., of a factory for the manufacture of men's chamoisette and silk gloves. Equipment has recently been put in operation there for the manufacture of chamoisette cloth. This cloth is manufactured from a high-grade cotton

thread which is processed to give it the chamois effect. Orders will soon be taken for these gloves from the manufacturers to the jobbing trade. The manufacturers of gloves do not anticipate that fine leather gloves will ever reach the low levels at which they formerly sold.

## LEATHER FIRMER

Release of Leather by United States Government to British Manufacturers Has Had Effect of Stimulating Demand for Hides

SHOES, LEATHER.—With the raising of the embargo on shipments of leather from the United States into Great Britain considerable supplies have been released on account of contracts that had been previously placed. This release of leather drained the American market of stocks to a considerable extent and sent tanners into the market to secure more hides. As a result the price of hides and leather have been in firmer tone during recent days. Prices on shoes in the Canadian market have been holding steady during the month. Booking business for Spring, 1918, delivery is reported equal to last so far, although it takes more work on the part of travelers to get it. There is just a tendency to be conservative in buying and it requires more persuasive powers and better salesmanship in order to get the retailers to take their accustomed orders. Sorting business has been reported light for the most part. Favorable weather during the month of September and early part of October kept the people getting along on their old shoes and sales with retailers were consequently not as heavy as they would have been had the weather been sloppy and wet.

### Rubbers Hard To Get

Distributors of rubbers in a wholesale way report that it is extremely difficult to get supplies at present. Labor difficulties with the manufacturers are holding up production so that it is next to impossible to get sufficient supplies and trade is almost at a standstill as a result. Wholesalers hope this condition will work out to a satisfactory conclusion in the near future.

## OVERALLS WENT UP

Higher Prices Announced by Manufacturers Last Month Have Been Put Into Effect—Raw Materials Make Further Advances

OVERALLS.—With higher prices in cotton fabrics than ever before, at least since war conditions prevailed, there has been greater firmness in the market for overalls. The advance announced in one quarter last month as scheduled to take place on October has been put into effect and prices are now from \$22 to \$22.50 per dozen. Where the higher quotation was made an advance was put into effect of \$2 per dozen by the concern in question. A line of grey overalls that formerly sold for \$17.50 has

been advanced to \$19.50. Another concern that had been quoting at \$17.50 and \$19 per dozen last month has advanced the price on the lower-priced line to \$18.50 and state that they are taking no further orders at that price as the capacity of his plant is sold up as far as they care to obligate themselves into the future. The higher-priced line has been advanced to \$22. Owing to the decidedly higher trend to the raw cotton market during the month the price of some of the standard materials has been advanced ½c per yard, which means an additional manufacturing cost of approximately 50c per dozen. One line of khaki overalls that formerly sold for \$17 has been advanced to \$17.50. Booking business on this line for future delivery has been fairly good. Sorting orders on overalls during the month have been reported good. There has been a disposition in certain quarters to cancel orders and manufacturers point out that this is a condition of which the retailer needs to recognize the seriousness. He orders freely and the manufacturer buys stock to protect these orders. If the whim of the retailer later leads him to cancel his order it leaves the manufacturer with the stock on his hands. Manufacturers point out that retailers should realize more generally what such a step as ordering goods entails.

## SOMETHING NEW FOR THE CARDWRITER

(Continued from page 55)

all to a greater or lesser degree afflicted with the same failing—the failing that keeps half the world from success—and that is procrastination. As often as the busy seasons come round just as often do they put off the majority of the work until the last minute which means one big rush and no time to do the work as thoroughly as it should be done. This refers particularly to the Christmas season which is fast approaching and for which we can do much by preparing our cards with Christmas decorations now and having them all ready to letter when the time comes. This means that we have got over the most tedious part of the work. Gather up your Christmas clippings, therefore, which you have been saving from other years and get your brains working on something new for the coming season. It may seem foolish to be working at Christmas cards before the snow is on the ground but it would be far more foolish to put it off and allow much important work to go half done, or possibly never to get done at all.

Our next lesson will be the big Christmas lesson in which you will be given many ideas for working up Christmas cards both with and without the air brush.

A. S. Karam, men's furnishings, Ottawa, Ont., has been succeeded by Jos. Hanna.





# HATS *and* CAPS



## TEMPORARY SLOWING-UP OF HAT TRADE

Attitude of Extreme Caution Evident in Hat and Cap Trade Until Effect of Conscription is More Definite—Canadian Manufacturers Control Straw and Panama Market.

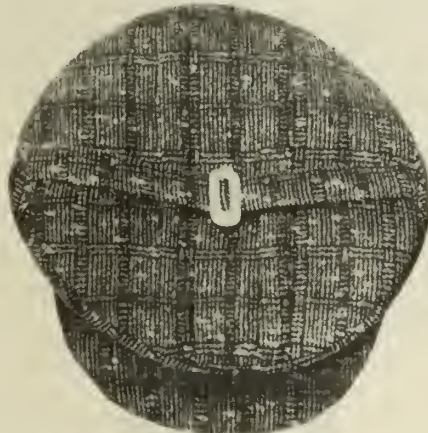
**T**HE predicted slowing up of the hat and cap branch of the men's wear trade during the first few weeks in which the long awaited conscription act is in operation, is now with us, according to local jobbers. There has been a marked tendency on the part of retailers to delay placing order with the wholesalers until the effect of the Military Service Act is a little more clearly defined. Jobbers are of the opinion that when the men who will compose the new armies are actually selected, the effect of the act will be minimized. Representatives of one firm just returned from Western Ontario report that retailers are reluctant to buy, and are painting a rather too pessimistic color of the outlook for the future. Others realize that when the men who are to actually comprise the new armies have been medically examined and signed on for service, there will still be many left to balance the trade. In the meantime, however, few know whether they are to be called and many are postponing the purchase of hats, caps and other men's wear lines. One jobber reports that the slow period might be expected to continue from now until after the New Year, during which time the trade may be affected slightly more than it has been in the past.

### English Sennit Straw Samples Here

English samples of sennit straws in boater shapes for next summer's trade have arrived after long delay in transit, and look exceedingly well, both from the standpoint of quality and price. Local jobbers know something of the difficulty experienced by English manufacturers in securing raw materials and are much surprised at the good quality of the samples. There is practically no change in the boater shape and they are priced at the remarkably low figure of from \$9 per dozen up. No American samples have come to hand locally, and jobbers state that there will be little done with American straws in Canada next year owing to the high prices being asked as compared with English goods. The English situation is not any too settled itself, as indicated by the fact that there has been one advance in price since the samples arrived in Canada.

It appears that English manufacturers

are anxious to develop as much trade in Canada as possible in regard to the hat and cap industry. This would be but a logical step in helping Britain to adjust her adverse trade balance in this country, and might be construed as the reason for the recent increased activities of English manufacturers in this country. This matter might even develop to the point where English manufacturers would prefer to cater to the Canadian trade than to



*A new cap feature of the "Trench" style. Shown by The Cooper Cap Company*

the home trade. This may possibly result in facilitating the receipt of English shipments of hats in this country.

### Canadian Panamas Will Dominate Market

Jobbers state that Canadian manufacturers of Panama hats have cut away the ground from under the American trade that existed in this country and there are few samples of the latter in the jobbing houses. Canadian manufacturers have a Panama hat at \$18 per dozen, while practically the cheapest American hat sells at \$21 per dozen to the trade. With cheaper priced Panamas in demand it is evident that American hats will find smaller sales. This also applies to American boaters, as stated before, and the high prices on this line are said to be the result of the cold summer this year.

Some fine quality English Panama samples are on hand, though it is doubtful

if much will be done with them next summer. Jobbers declare that the market for Panama hats will be affected for a while by the large number of cheap Toyo (Japanese) hats being sold. These hats are made from wood-pulp and will not stand cleaning. As they are said to dirty very quickly, dealers do not expect their popularity will last long.

A few jobbers report good business for next year in boater hats, though in the majority of cases it is found that large stocks of boaters have been carried over by the retailers from last summer, when the sale was materially curtailed by cold weather.

### Novelty Felts Featured

The silk finish felt in standard block continues to hold the market as the leading seller, though some novelty shapes have been introduced to advantage by some manufacturers.

A novelty felt which is said by jobbers to be well thought of in the city and to have taken well throughout the country is what is termed a "fore and aft." This hat, featured in New York recently, is rolled a little at the back and has a back and front pitch without being a snap brim. This hat in an ordinary finish in a slate shade is a most attractive creation.

Another novelty felt which is having a good sale in the United States, and has also taken well in some parts of Canada, is a hat, which from a short distance appears to be identical in shape and color with the regulation field hat of the American soldier commonly seen in Canada, and which also resembles the hat worn by the Canadian Boy Scouts, adapted to civilian use. This hat is finished in a shade between a khaki and a brown, and with eyelets prominently shown resembles closely the military hat. It is provided with the narrow band which adorns the hats being worn this Fall and is priced at from \$24 per dozen up.

Jobbers do not expect the narrow hat band will remain popular very much longer, and predict the gradual return to a medium width band. The trade likes the narrow bands because they are less costly, but the tendency is more in favor of the medium width band.

(Continued on page 62)





# NECKWEAR



## SWISS SILKS GETTING SCARCER ALL THE TIME

Doubtful if the 1918 Receipts Will be Sufficient—Fortunately U.S. Silks Have Greatly Improved—A United States Opinion on Canadian Neckwear—An Innovation Described.

**T**HE holidays are already in the air. Neckwear salesmen are out with some of their Christmas ranges, though new numbers will be added almost daily from now, perhaps until a fortnight before Christmas Day. Manufacturers, indeed, are rushing out samples as they receive the goods from which the cravats may be made.

Deliveries of silk have, of course, been far from satisfactory. Conditions considered, they have not been as bad, perhaps, as was expected, but it has indeed been a trying time for makers. Samples would come along, but the silk did not follow and a perfectly splendid holiday number has time and again been necessarily held over.

### Swiss Silks Scarce in 1918

It begins to be evident that Swiss silks will be very much scarcer in 1918 than they have been in 1917; and if the truth must be told a good deal of silk which this year passed for Swiss first saw the light of day in Patterson, N.J. Deliveries from Switzerland are wretchedly slow. Labor difficulties there are very great, and seem to be increasingly so all the time.

The hope of manufacturers seems to be that silk long on order will be delivered. The wish of the English Government to have all possible goods exported, in order to keep the balance of trade in as healthy a state as possible; will help here. Swiss silk comes largely through England, and it seems reasonably sure that all which can be sent on will be dispatched. One point in its favor is that it takes very little shipping space.

### Christmas Silk Not Yet Here

Deliveries are so far behind, in some cases, as to make the goods entirely unseasonable. One Canadian maker, for instance, is recently in receipt of swatches of Swiss silk intended for the coming holiday season. The silk itself, of course, will not come through in time to be sold—unless the unusual occurs. If the silk doesn't arrive until after the Christmas season the intention is to sell all suitable patterns for spring, 1918,

and to keep the regular Christmas patterns for the 1918 holiday time. In these late deliveries, as has been indicated, lies a good part of the hope for adequate supplies of Swiss silk during the coming year.

### The Cheering But

But—fortunately there is a good sized but—even if deliveries of silk from



*New Jacquered effect shown by Tooke Bros.*

Switzerland are inadequate the situation will not be bad. Since the war broke out United States manufacturers have had a great opportunity to improve their product, and greatly they have arisen to the opportunity. Some of the United States mills, indeed, are hoping to be able after the war, to hold the Swiss silks, and the Italians off the Canadian and United States market to a very considerable extent—to hold these silks off by the merit of their own pro-

duct. It is doubtful if this aim will be entirely achieved, but certain it does seem that from now on United States neckwear silk will be more widely sold in Canada; and will be held generally in higher regard. The product deserves this regard.

### A Good Holiday Line

Speaking of United States silks brings to mind Susquehanna satins. Some of these are being shown the trade at present. Some have already found favor. It seems this line will be quite a favorite for the holiday season.

In neckwear, as almost everywhere else, the price curve is upward—ever upward. Indicative of this movement is the range shown by one large neckwear house. Where formerly an exceedingly large number of \$4.25 swatches were carried by the travellers this firm is now showing only some four or five. On the other hand this, and other firms, are showing more and more of the really high priced ranges \$8.50, \$12.00, \$13.50 up to \$16.50 and well beyond. And the trade is buying these—for Canada—expensive ties. The qualifying phrase, "for Canada," is inserted because recently the writer was in a number of United States cities, and there saw ties selling retail at \$3.50 which seemed little, if any, better than those being offered the Canadian trade at \$13.50 and \$16.50. It does seem that the United States retailer is able to get a much wider margin on at least his upper ranges of neckwear than does the Canadian dealer.

### A Creaseless Cravat

By the way there is a new thing in the neckwear field being shown in the United States. It is, as far as MEN'S WEAR REVIEW could learn, being marketed only in the Western States so far—this because the Chicago manufacturer is so busy filling orders from the middle west that he hasn't invaded the east yet.

The novelty is a non-creaseable tie.

What's the idea?

Nothing more nor less than a tie with a rubber lining. It can be crushed in





An  
**Oriental Pattern**  
 in Our  
**\$13.50 Range**

ONE OF THE

## New English Square End Shapes

These are proving winners

We have splendid ranges cut in this style for your holiday business. Prices ranging from \$9.00 to \$15.00—and all with the famous Mitchell Slide-Easy Feature.

### Niagara Neckwear Co., Limited

NIAGARA FALLS,

CANADA

the hand and will spring back to its original creaseless condition. What are the lasting qualities of the cravat? What is to be said of the way it knots? On these points the writer can say nothing, not knowing anything either for or against the innovation.

They're selling a lot of regimental stripes over there—ties showing the colors of British regiments, strangely enough. But perhaps it isn't so strange either for the old feeling of antagonism to things British—the Champ Clark spirit—has died out entirely. What is strange is that these regimental stripes are not more sought after here. Manufacturers think the trade doesn't want them; and the manufacturer is probably quite right; he has his ear to the ground.

Scotch plaids are also pretty big across the line, but not here to any noticeable extent. That's another interesting point.

**The Self Satisfied Yankee—No**

By the way here's a word for those who have been accustomed to think of the self satisfied Yankee. The writer, in talking with a number of United States neckwear men, found them loud in their praises of the ties being made

true. Some beautiful ties are being made over there. The designs are good—running all the way from the daring to the ultra Conservative—the workmanship is fine; but in none of these respects



*A bright satin cravat which is proving a big seller. Shown by William Milne.*

does the Canadian product seem to be forced into anything like a secondary place.

A few paragraphs back something was said on tendencies. One, which one or two manufacturers believe they discern, is a return to general favor of the polka dot for spring, 1918. Retailers seem to want this—seem to feel their customers will want such ties. Consequently they are to have some fine ranges shown them.

**TEMPORARY SLOWING-UP OF HAT TRADE**

(Continued from page 59)

A silk finished felt in tan shade with high rolled sides is another novelty hat which has found considerable favor in the Canadian trade. This hat, too, is provided with the narrow band of a darker tan shade and sells at \$21 per dozen and up. Jobbers report that it has taken well, especially in the city.

Dealers state that it is hard to give quality in cheap grade hats, and some are inclined to make a hard and fast rule not to sell \$21 stock alone. It is probable that in the future retailers will only find it possible to purchase cheap grade hats in proportion with purchases of higher priced stock.

A big run on caps is reported by some jobbers who have been cleaned out of available stocks. This may be accounted for to some extent by the rapidly changing weather and the introduction of some high class cap stocks. There appears to be a tendency on the part of retailers throughout the country to prefer buying caps at frequent periods, owing to the

fact that pattern is so important a feature in the sale and the fact that many specialties are constantly being introduced in this line. The tendency seems to be to give over the placing of orders long periods ahead of their delivery, and to such an extent is this the case that one manufacturer is selling caps direct from a delivery automobile.

Trench caps are in good demand, finished in two distinct styles; one has the strap and buckle across the front of the cap and the other has it over the top of the cap. This stock is well finished in pure wool cap cloth and sells at from \$9.50 per dozen to \$18 per dozen.

A good trade is reported by some jobbers in children's wash hats, though few novelties are in evidence. New stocks are finished with soft crowns and slightly stiffened brims. Various light shades of material are combined in the washable hats and a novelty is the attachment of a little tassel through the eyelet holes on one side of the hat.

**IN RUSSIA THROUGH THE REVOLUTION**

(Continued from page 51)

come and go between the two countries freely. Swedish firms cable to Germany for goods and get them back by the next boat. Business relations between the two countries are close and uninterrupted in any way. This may be surprising to those who have believed the Central powers to be blocked on all sides.

**The Vigilance of the British**

I sailed on a steamer that skirted the coast of Norway and plunged into the north Atlantic to keep clear of the mine fields and the U-boats. Before we sailed we were given the closest of scrutiny by the British officials. They are, if anything more thorough and exacting than the Russians, but even at that, a host of questionable characters get through to the United States from Germany. How they get their passports is a mystery for every paper has to be examined and vised by the British agents who are thorough, able and incorruptible.

In the meantime great anxiety had been felt at the headquarters of my company. They had not heard from me for months, and were beginning to fear that I had been swallowed up in seething, warring Russia. As a matter of fact, I had been cabling information regularly. From Stockholm I cabled some important information with reference to a contract and was very much nonplussed at the complete silence of head office. As a matter of fact, none of my cables ever reached them. How they were held up or why is a mystery on which we have been able to secure no light.

Not having heard from me, the president of our company made inquiries in New York. As a last resort, he visited all the shipping offices and finally located me. He was informed that I had sailed on a certain ship.

"It's rather a coincidence," said the clerk, "but that very ship is docking this minute just over there at the next dock. If you step over you'll find your man."



*A holiday all-over pattern. Shown by the Niagara Neckwear Company.*

over here. It wasn't the quality of silk used—that they admitted had always been good, but the quality of workmanship, the finish. Said one: "We used to be able to show your men a good deal along those lines. But not now! Really, the change is remarkable. Your manufacturers are in the very forefront now. The war seems to have done you good."

There's a nice little bouquet for makers—from makers. Moreover, after seeing much that was to be seen in the States the impression was borne in on the writer that the words were quite



# Three Seasonable Sweater Coat Specials

## *For Immediate Delivery*

We are showing here in actual photographs three seasonable Men's Sweater Coats for immediate delivery, each priced at a figure that will show you a good margin of profit. We made up a little extra stock of these coats in our dull season at old-time yarn prices, and are now able to offer you a quick-selling assortment right from stock at a moment's notice, in the colors specified. This is the Sweater Coat season, chilly mornings and cool nights, and sales are made by having the coats in stock to supply the instant demand.

The coats illustrated are all standard staples and at the prices marked are exceptionally good values. We only have a limited quantity all told of these coats, and when these are sold, we could not guarantee delivery within at least two to three weeks, maybe a month, as we are now working on Spring orders.



**B92.—SPECIAL—**Men's extra heavy Jumbo Knit Sweaters, made from English worsted yarn, small percentage of cotton in the back, double rack-stitch, shawl collar, two pockets, ribbed cuffs. Colors, Grey, Slate, Seal, Khaki, Maroon, Navy. Size 36 to 42. \$60.00 per doz.



**320D.—**Twenty - four ounce Mackinaw Cardigan Sweater Cloth, made with shawl collar, two pockets, in colors Black and Scarlet, Cardinal and Navy, Maroon and Grey. Sizes 36 to 42. \$45.00 per doz.



**322D.—**Fancy Stitch Men's Heavy Sweater Coats, made with shawl collar, two pockets, double cuffs, great sport sweater, has good appearance and guaranteed to give satisfaction. Colors, Grey, Maroon, Seal. Size 36 to 42. \$45.00 per doz.

Prices quoted are per dozen, neatly boxed, and are F.O.B. Toronto. Terms 2%, 10 days, Nett 30.

Our Salesmen are showing complete lines in Children's, Misses', Boys', Ladies' and Men's Sweater Coats, Gloves, Mitts, Overalls, Shirts, Pants and Moccasins. Wait for the Bob Long representative and inspect the *complete* lines.

## R. G. LONG & CO., Limited

TORONTO



CANADA

BRAND  
REGISTERED

Known from Coast to Coast



### Attractive Neckwear Display

**I**n the Spring the young man's fancy lightly turns toward thoughts of love—also, as a natural result, towards thoughts of some new ties. In the Fall, also, in spite of steps toward conscription, the young man's fancy exhibits the same tendency. The only difficulty the men's wear dealer is confronted with, indeed, is to say what man is young and what one not. Wm. Hay, of Queen St. and Brock Avenue, Toronto, for instance, finds good colorful ties appeal to both young and middle-aged. For this reason he plays the line up in his windows—plays neckwear up often, and plays it up strongly.

The illustration herewith gives only a value idea of the attractive window recently shown in this store. The color is missing—the fine Fall tints and the bright, cheering hues of the neckwear and the neckwear silk.

The method of blending together two windows, displaying entirely different lines, as exemplified here, is very good.



# Gillette

## Safety Razor



### Thousands of Gillettes are Going Overseas in Christmas Boxes

From hundreds of returned soldiers, as well as from thousands of letters from the front, Canadian wives and mothers, sisters, fathers and friends have learned how much the men overseas enjoy the Gillette Safety Razor.

By a big, Dominion-wide advertising campaign we are sending these people to Gillette dealers for razors and blades to go in soldiers' Christmas boxes.

By attractive display cards, including colored reproductions of the advertisements, we are providing you with the means of attracting this trade to your store.

This Gillette Christmas trade is clean, profitable, a blessing to the boys at the front, and well worth going after. A little thoughtful planning—a talk with your clerks—and a section of window and counter space devoted to the Gillette will surprise you with the returns it will bring in.

How is your stock of razors and blades? Better look it over and send us your order early for any Gillette lines of which you are short.

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

Office and Factory—Gillette Bldg., Montreal



## Any Merchant Tailor

who is having difficulty with the help question, will find it to his advantage to write for Prices for Making and Trimming to

The Campbell Mfg. Company, Limited  
MONTREAL

## Big Values in Pants for Spring, 1918

When next you need a stock of saleable pants—pants that are well cut and splendidly tailored—ask to see what we've got.

We are pants specialists and can offer you exceptionally attractive values. Correct fabrics and splendid designs.

**\$1.25 to \$6.00**

Before placing your order it will pay you to see our range.

**National Pants Company**

299 Notre Dame St. West  
Montreal, Que.

## *Taylor-Made*



**Press Your Trousers for less than a penny a month**

by this automatic heatless method that removes baggy knees, smooths away wrinkles and gives a knife-like crease from belt to boot.

**Leahey's HEATLESS Trousers Press for \$1.00**

A Presser, a Creaser, a Stretcher and a Hanger that keeps your trousers always protected from dirt and moths, all combined in one.

Get One For Your Own Use. Mail us your dollar. Your money will be refunded if you do not think this is the best dollar's worth you ever got.

*The Taylor Mfg. Co.  
Hamilton Ontario*





## The snap and individuality of "K.&S." Overcoats will bring you bigger trade.

In our new assortment we have a good selection of desirable OVERCOATS and SUITS, in smart patterns, for immediate delivery.

Snappy models which will be appreciated and admired by the young man.

Conservative models for those desiring more subdued styles.

### Spring, 1918, Placing

For those of you not having seen our *Well-Balanced Range* we again urge you to inspect it before definitely placing your order.

The models being shown are in every way up to the "K. & S." standard of Design, Fabric, Fit and Finish.

**Kaplan, Samuelsohn & Co**  
Montreal





## Kitchen's "RAILROAD SIGNAL" OVERALLS AND SHIRTS

Give Your Customers  
"The Right of Way to Comfort"

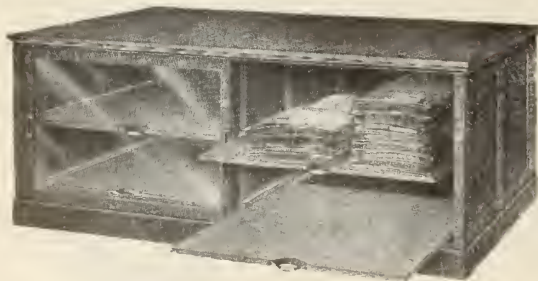
The recent fire in our Brantford plant, while doing considerable damage, has not, we are glad to say, prevented our making deliveries. We are, indeed, now making expansions, which will, by the first of the year, put us in better position than ever.

### The Kitchen Overall & Shirt Company, Limited

Factory and Head Office: Brantford, Ont.  
Branch Sales Office: 279 College St., Toronto

## Make your Equipment Relieve your Clerks

Help is scarce—will be scarcer—yet you can insure quick service for your customers by installing a few of our convenient and beautiful fixtures. Two are here shown. We have many more and would be glad to send catalogue giving fuller information.



Counter for carrying Pants, Shirts, Underwear, etc., where it may be reached without delay.



No. 34-D3

Table for Caps, Children's Wear, Underwear, etc.

For the new department you are installing we have just what you need in wall cabinets, fixtures and show cases—equipment which will greatly increase the selling power of the clerk.

*Let us know your requirements.*

### The Walker Bin & Store Fixture Co., Limited

KITCHENER, ONTARIO





12 to 18½



12 to 19

# KANTKRACK

the Composition Collar that's  
always in good demand

Keep a display of KANTKRACK Collars always before your trade and you'll find them good, quick sellers and reliable profit makers.

Their remarkable linen-like finish appeals very strongly to every man. Every KANTKRACK sale means a satisfied customer.



13 to 17



12 to 18½

## Put the Onli-Wa Tie Holder in your Neckwear Department

Show your stock of the season's latest ties in a way that will pull better sales. Show them on the ONLI-WA TIE HOLDER that displays the full assortment neatly and effectively. Any tie can be pulled out without disturbing the others.

We are Canadian manufacturers.



The price is only \$3.50 per dozen. One dozen in a box.

## The Parsons and Parsons Canadian Company Makers of the famous KANTKRACK composition collar

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada 1908

**LARGEST CANADIAN DEALER**  
**ADEL 760 WASTE PAPER**  
**E. PULLAN TORONTO**

### CONDENSED ADVERTISEMENTS

#### NEW LINES WANTED.

MANUFACTURER'S AGENT WITH AG-  
gressive staff of salesmen wants new  
lines to handle out of Vancouver. Well estab-  
lished connection with retail trade. Manu-  
facturers desiring representation in British  
Columbia please write. Box 500, Men's Wear  
Review, 153 University Ave., Toronto.

## 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 care-  
fully 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 interested, tear out this page and keep with letters to be answered.

# Man-Size Conversation

Something about Jones---The Test Question that Silenced Jennings---Where Jones gets the information that makes him listened to when he speaks.

AFTER the little group had finished their cigars, and were about to separate, each going his own way, Brown said to Smith: "Wasn't Jones great? And didn't he put it all over Know-It-All Jennings?"

It was just such a group of men as you see gathered every day round a luncheon table, or in the club lounge; and the theme of the conversation was likewise common enough—the present business situation, and the probable situation when Peace is made.

At first every man had opinions to declare, but most of all Jennings. Jones was, at the beginning, the silent one. But at a point when Jennings, with his usual cocksureness, was voicing some extravagant views, Jones rather jolted him by asking him, "What is your authority?" And Jennings didn't have authority—nothing more than opinions.

It was then that Jones began to talk, and his tactful, well-informed views and statements instantly commanded the attention of every man round the table; for every man was learning. Even Jennings had the grace to keep quiet, for he knew he was listening to a better-informed man.

Jones has a staggering question to put to men with opinions which they express boldly and confidently. It is: "What is your authority? Your opinions are no better than your information." The average man expressing opinions doesn't possess much solid information; he just "feels" that way.

Every man not an idler is interested in Business—first, in his own business; second, in the Nation's business. Whether he be a retailer in a country town; or a manufacturer; or a lawyer advising clients on investments; or a bond-dealer needing to know much about the many factors that affect prices; or a banker; or a private investor whose funds, invested or waiting investments, are his main source of income; he is interested in Business, and he needs information—the real stuff which is the basis of opinion.

Where can each get the kind and amount of information desired?

Let him get it where Jones gets much of his information—from *THE FINANCIAL POST OF CANADA*.

Jones does a good deal more than just pay \$3 to get this paper every Saturday; he *reads* it. To him the POST is the newspaper prized most of all. He sets aside a certain set time each week for reading it. It satisfies him

because its views are based on information, and information is the POST'S chief material.

The POST keeps Jones soundly and broadly informed about the business affairs of the country. He finds that the POST takes a business-like view of all questions; that it is not influenced by any political factions or "interests," that it tells the truth whether the readers like it or not. He knows that little of importance will occur in connection with the business of the country without enlightening information or comment appearing in the POST.

He gets the best-informed news about listed and other securities, in the POST:—Milling, Transportation, Pulp and Paper, Iron and Steel, Electrical Enterprises; and so on. This weekly Security News he finds is of an authoritative character—usually signed—prepared by specialists, who, from the nature of their daily work, are in intimate touch with the factors that affect prices, and with high-up or well-informed men who have *knowledge*. Jones finds no other paper in Canada attempting to give the service the POST does in relation to listed securities. Jones finds the POST'S editorial page stimulating. He enjoys the biographical stories of Big Men which appear in the POST. The article each week by Agnes Laut gives him information gathered by one of the best informed and highest paid writers in America. In short, for Jones the POST is a treasury of information about Business; and it is Business by which Jones earns his bread and butter and something more.

When Jones mingles with his fellow men, and Business is the Theme of Conversation, most men are willing to listen to him, because his opinions are based on sound and reliable information.

Now, what is the application of all this? It is that you, the reader of this advertisement, may also make yourself a well-informed man about *Business*—by reading *THE FINANCIAL POST*. The \$3 it costs per year is neither here nor there to the man who really wants to *know*—to have knowledge about matters and markets pertaining to his own business; and about the Country's business.

If you want your opinions to be well-informed; if you want a wide knowledge of Business; let the POST go to your home each Saturday. Sign the coupon below. Send no money now. Have the bill go forward in the usual way.

## The Financial Post OF CANADA

The MacLean Publishing Co., Ltd.,  
143-153 University Ave., Toronto.

Send me *The Financial Post*, for which I will pay \$3.00 per year on receipt of invoice.

Name..... Address.....



# Escaped from Germany

**A**N escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

## Canadian Finances After the War

**W**ILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

## Back from the Arctic

**W**ILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

## Slackers and Conscription

**W**HAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

## The Nation's Business

**T**HIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

## Sketches of Trench Life

By Gunner McRitchie

**M**CRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

## The Late Sir Mortimer Clark

**B**EFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

## A Complete Novelette

By Peter B. Kyne

**H**IS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

## Short Story

By Ethel Watts Mumford

**T**HE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

## Short Story

By W. A. Fraser

**A**MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

## Hendryx and Oppenheim

SERIALISTS

**T**HE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

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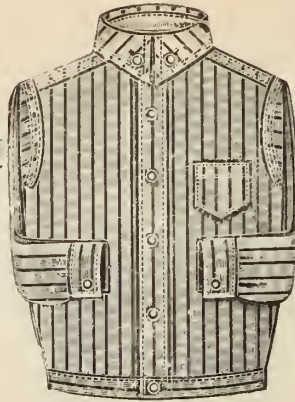


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# MACLEAN'S MAGAZINE

*for November*

At All News Dealers 15c.



We Make  
Boys' Blouses and Youths' Shirts

OF GOOD STANDARD PERCALE AND GINGHAM

Blouses Retail for 50c., 75c. and \$1.00. Youths' Shirts  
to Retail for \$1.00.

SAMPLES SUBMITTED UPON REQUEST.

SAVADA BROS., 583-587 Broadway, NEW YORK

CHAS. E. YORICK, of HAMILTON, ONTARIO, Representing,  
will show you this line by dropping him a card as he is en route.

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**"Craftana"**

Registered No. 262,18

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.







## "DOMINION" RAYNSTERS



"TRENCH"

This smart military style is one of our Raynster Specials. It is very popular among careful dressers and among those who are looking for a raincoat that is superior and distinctive.

*Our nearest branch will give you full information as to price and cloths.*

**Canadian Consolidated Rubber Co.**

LIMITED

HEAD OFFICE: MONTREAL

28 Service Branches Throughout Canada

2<sup>each</sup>  
20<sup>¢</sup>

3<sup>for</sup>  
50<sup>¢</sup>



*Allkraft*

A

# Tooke COLLAR

TOOKE BROS. LIMITED

Makers MONTREAL TORONTO  
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



# THE MEN'S WEAR REVIEW

VOL. VII.

OFFICE OF PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO

No. 12.

December, 1917

## FEATURING

Conditions in the Trade

□ □

Many Businesses Wrecked  
by Details

□ □

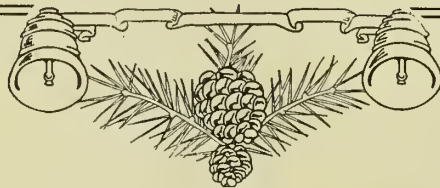
Canada to Get More Orders

□ □

Advertising Men's Wear by  
Many Mediums

□ □

Keeping Direct Track of Profit



THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO



CLARIDGE  
THE NEW FORM-FIT  
**ARROW**  
**COLLAR**

FOR FALL

CLUETT, PEABODY & CO., INC.

MAKERS, MONTREAL, CANADA



FOR SPRING, 1918

CREPE FAILLE CRAVATS



Reid's Sure-to-Slip  
Neckband

*This only sure slipping tie can be had in these silks. An added feature, making them all the more saleable.*



We are now booking orders for February-March delivery for this most desirable silk in shadings and designs more beautiful than ever.

A. T. REID & CO.  
Limited  
Makers, TORONTO

*Reid's Real Bengalene and all  
Silk Borathea in all Shades*

Twenty Ranges to  
Retail at 75c.

There have never been sufficient of these ties to meet the demand, hence the wisdom in placing your order now.

# ATLANTIC UNDERWEAR

*An unusual combination  
of comfortable fit and  
big money's worth.*



When planning your 1918 underwear sales consider the selling reputation of Atlantic Underwear.

Customer good-will is assured the Atlantic Underwear dealer because every Atlantic garment measures up to the critical buyer's conception of what real good underwear ought to be.

Maritime Wool seasoned by the salt breezes of Old Atlantic processes and manufactured by expert workmen—such is the combination that guarantees Atlantic Underwear against the so common and so objectionable shrinkage features of other underwear lines.

The new season's Atlantic lines may be had from our wholesaler. Ask him to show you a full assortment.

**Atlantic Underwear**  
LIMITED  
MONCTON, N. B.



# Frank Mutton, Salesman

and salesmanager of very brilliant record—has completely caught a point of view which we have been presenting for years and years, and latterly, most of all. This point of view is:

**Men engaged earnestly in the affairs of business will and do find immense help and illumination from reading each week THE FINANCIAL POST OF CANADA.**

**T**HEY get wheat sifted from the chaff. They get news and information about the things that really count in the conduct and movements of business and Canadian public affairs. They get a clear interpretation of news, events, happenings and factors that determine present and future developments. They read what big men have written or said about Canadian business and public affairs, and what exceedingly well-informed men glean about securities, markets, tendencies and other phases of business and investments; they read a commercial newspaper most interestingly written, admirably edited, sane and unpartizan. When a newspaper of this type and quality is available, the wonder is that any business executive or salesman or salesmanager tries to get along without it.

**If we had written this letter ourselves, we could not have put it better:**

Attention, Editor

Recently we sent you a subscription covering the delivery of "The Financial Post" to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact, that in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this Country. Your paper contains information that is invaluable to any travelling representative of any firm.

Yours very truly,  
F. E. MUTTON,  
General Manager,  
International Time Recording Company of Canada, Limited.  
Toronto, Oct. 12, 1917.

Prior to his connection with International Time Recording Company, Mr. Mutton was Canadian manager of National Cash Register Co.

**N**O salesman or salesmanager can do his best work without knowing the kind of news which THE FINANCIAL POST exists to provide. Anything that multiplies a salesman's or salesmanager's knowledge and ability required in the selling of goods and in meeting buyers and customers, is likely to be a cheap, cheap investment. Mr. Mutton was and is a success because he incorporated into himself and his organization outer forces of power. Read his letter again.

## OUR POINT IS:

**B**USINESS and salesmanagers can most profitably do what Mr. Mutton has done: Subscribe for a copy for each man able to use knowledge of current business and public affairs in Canada to increase sales, to buy wisely, to know when to extend or contract credit, and when to go slow or speed up production.

# The Financial Post of Canada

MACLEAN PUBLISHING CO., LTD.,  
143-153 University Ave., Toronto.

.....1917

Send me each week THE FINANCIAL POST. I will remit the price, \$3.00 a year, on receipt of bill.

Signed.....

With.....  
(Name of Firm)

M.W.R.

Address.....

# MONARCH KNIT

## QUALITY HOSIERY

Send in your order now for a supply of our Cashmere Hosiery for Men and Women. In two colors, black and white.

Monarch-Knit Hosiery has a quality in keeping with the high standard set by Monarch-Knit sweaters and other knitted goods.

Show Monarch-Knit Hosiery in your Xmas displays.

**The Monarch Knitting Co., Limited**  
DUNNVILLE, CANADA





---

# A Satisfied Customer

The greatest asset a retail merchant can have is a satisfied customer.

There are three ways by which a customer can be really satisfied,—

- (1) Good goods at the right prices.
- (2) Courteous treatment.
- (3) Prompt service.

Good goods at the right prices can be supplied by turning your stock over as frequently as possible and by figuring on a fair margin of profit.

Courteous treatment is due all your customers. Your clerks should treat your customers with the greatest civility and respect.

Prompt service can be given customers by employing the most efficient methods of handling sales.

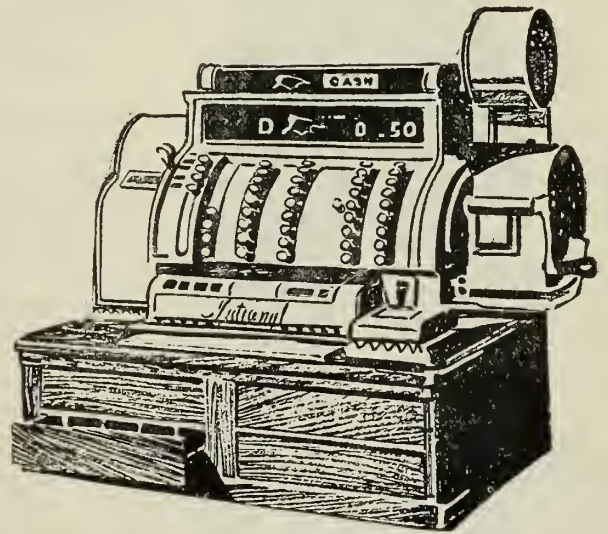
A National Cash Register System is the most improved method in the world. It eliminates delays, disputes, errors, and creates a friendly rivalry among your clerks. It conserves your profits and keeps down overhead cost.

Write us for further information. This will place you under no obligation.

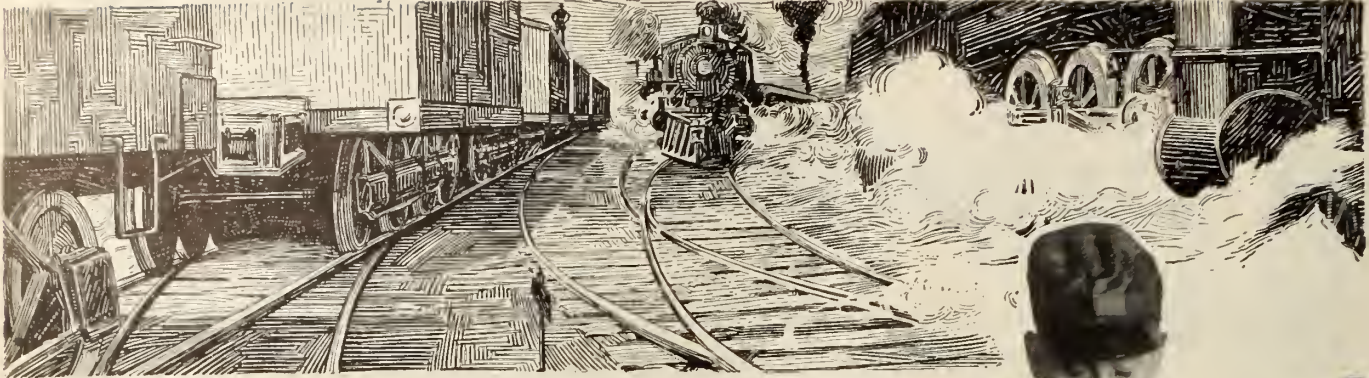
**The National Cash Register  
Company of Canada, Limited**

350 Christie Street

Toronto, Ont.







# 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**



*Miss  
Stifel  
Indigo*

## 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' guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.



**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... Coea Cola Bldg.

San Francisco  
Postal Telegraph Bldg.  
St. Joseph, Mo.  
Saxton Bank Bldg.  
St. Louis... 928 Victoria Bldg.

St. Paul... 238 Indicoth Bldg.  
Toronto... 14 Manchester Bldg.  
Winnipeg... 400 Hammond Bldg.  
Montreal... Room 508 Read Bldg.  
Vancouver... 506 Mercantile Bldg.

Copyright, 1917, J. L. Stifel & Sons



*This is the label that the good  
dressers of Canada look for—*



*which is attached to the pocket  
of every Fit-Reform garment.*

## DOING ONE THING WELL

Our motto for over a quarter century has been to do one thing and do it well.

*To manufacture clothing just as well as it is possible for it to be manufactured, has been our business, our hobby and our success.*

Sound principles of business—a keen consideration of value and service is the solid rock upon which Fit-Reform stands.

A splendid selection for the man of conservative preference is represented in our present assortments, their grace of contour and their finesse in tailoring making each and every one a commanding officer in the ranks of *suits and overcoats for men*.

The advantage of being able to offer the public of your city or town such a branded line as Fit-Reform is obvious. If we are not represented in your town, write us about our proposition.

**E. A. SMALL COMPANY, Limited**

*—the first in Canada to manufacture Tailor-made  
Garments for Men*

112 BEAVER HALL HILL - - MONTREAL



No. 3488—TAN SUEDE, pure wool, seamless lining, one dome, decoration 4-needle plain, sewn P X M, also No. 3588—GREY SUEDE.



3680/5 GREY BUCK, pure wool lining, one dome with gusset, decoration 4-needle plain, sewn P.X.M.  
3480/5 TAN SUEDE  
3580/S GREY SUEDE



3456/5—TAN SUEDE GLOVE, pure silk lined, one dome, decoration 4-needle plain, sewn P.X.M.  
Also  
3556/5 GREY SUEDE  
6056/15 TAN CAPE

## Values that will boost your Christmas sales

WITH a good showing of "H.B.K." values in your displays you can count upon increased sales and bigger profits, too. For every sale of "H.B.K." Gloves for Men, Women and Children will leave you a good-sized margin and a thoroughly satisfied customer.

H.B.K. Gloves are made to satisfy. Prove this to your own satisfaction. See the lines and note where they excel. Note the P.X.M. sewing and the quality workmanship throughout.

PLAN now for an extra big Xmas turnover. "H.B.K." Gloves will help you and will lay the foundation too for a really prosperous New Year.

That your hopes in this respect may be fully realized and that Xmas, 1917, may bring you a bumper share of the season's good cheer is the wish we cordially extend you.



The Hudson Bay Knitting Company  
Limited  
MONTREAL





# AVENUE BRAND CLOTHES

*for Boys and Youths*

are profit-getters for the clothiers who stock them. AVENUE BRAND are the boys' clothes that "Wear Well," "Fit Well," "Look Well," and "Sell Well."

Mothers of boys who have once bought AVENUE BRAND insist on the same kind when they require another suit.

WHY? BECAUSE

AVENUE BRAND are exceedingly well made of A1 material of good solid texture in latest patterns and popular styles to please the young Canadian hopefuls who are so exacting in their clothes requirements. There is no disappointment to mothers or wearers in AVENUE BRAND CLOTHES. Our advice to live clothiers is

TRY THEM—THAT'S ALL

Write us for samples and prices. NOTE NEW ADDRESS.

The W. J. Keens Co.  
Limited

181 Spadina Avenue

Successors to

C. M. Gilchrist & Co.



## SANTA CLAUS

will make happy even more men and boys than usual this year by bringing them

## HERO and STRAND (fine) (chemise de luxe) SHIRTS

They are "SMART STUFF."

Are you supplied?



Our sincere wish is that you may enjoy a Bright and Merry Christmas; and that New Year's day may mark the dawning of the best and most prosperous year in your business.

## ALPHONSE RACINE LIMITED

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

*Specialists in Fine Furnishings for Men*

Sample Rooms. Ottawa, Quebec, Three Rivers, Sherbrooke and Sydney, N.S.

Factories: Beaubien St., Montreal  
St. Denis, Que. St. Hyacinthe.

## The Smile of Perfect Satisfaction



## You'll Strike It Right and Make a Hit

with your customers if you supply them with

## "Railroad Signal" Overalls and Shirts

Manufactured by

## The Kitchen Overall & Shirt Company, Limited

Head Office and Factory: Brantford, Ont.

Toronto Branch: 279 College Street





## Tailoring

# Some Sayings About "Semi-ready"

I think every man approaches the question of opening a Semi-ready Store with a certain feeling of incredulity. Not prejudice, but unbelief founded on a departure from the regular old-time custom.

In our Anglo-Saxon way we are an easy-going nation of unbelievers—so lackadaisical and plain-speaking at times that a phlegmatic German would mistake quiet self-confidence for lack of vigour and of mental resilience.

Like the great Empire, of which we are a part, the Semi-ready Army of Expert Tailors feel that they have given so many repeated proofs of prowess and so many examples of success that they are as nonchalant as a British Duke on a visit to the Colonies. He feels at home and he does not boast about himself or his home.

The finished elegance of Semi-ready clothes in its early years was viewed with a measure of disdain by the men who were playing at the clothing game. Not a single man of ready-made clothing experience would fall in with the idea that a fixed retail price and a fixed retail profit would pay. He knew. His experience had taught him. He believed that the world would stand still, that there could be no progress. And a change from the established rule of business irks us all some.

Parables and fables may be illuminating, but miracles do not occur in business life.

Semi-ready stores were established in the principal cities, and were successful. They found a big demand, and converted unbelievers bought the stores and carried them on to larger success by undivided attention and loyal adherence to the new business doctrines.

Routed in the proof, the old-timer averred that it was only a big city proposition, and that exclusive Semi-ready stores would not pay in smaller cities.

Semi-ready stores have been established and carried on to a big success in all the smaller cities of Canada. In towns of five or six thousand people they have been made to pay.

Who can measure the future of Semi-ready Tailoring so long as its present standard of excellence and its fixed policy is adhered to?

The twenty years of Semi-ready Tailoring has been a delightful experience of struggle and attainment. It always will be. Without the first there can be no enjoyment in the second.

Courage and loyalty must count in business. We have gained the confidence and earned the esteem of men who possess both these attractive faculties to a superlative degree. Occasionally we meet men who possess one attribute and may lack the other. Such men may go far, but they don't stay. They become the wrecks one sees and hears of as "the man-who-once-was."

"Semi-ready" does not mix well. It is hard to get the desirable trade when you ask it to associate with the undesirable. As well expect the cultured gentleman to enjoy the company and conversation of the village ne'er-do-well.

"Too high priced" one merchant said. "Too small a profit!" said another. Is it not better to sell a \$25 suit at a profit of \$8.50 and make a desirable friend than to sell an \$18.50 suit that cost \$10 and make a resentful customer?

Salesmen will show you a suit at \$12 wholesale and say that it can be sold for \$20. And further say that it is as good cloth as the Semi-ready suit sold at \$13.50. It may be. But there is \$5 worth more inside work and clever tailoring in the Semi-ready suit.

I listened to a chat between a buyer and a manufacturing clothier from whom the buyer had previously bought.

"Your material is all right, but your clothes are rotten. There's no guts to them."

"But I have a new man on the job this year!" said the clothier.

"Oh, well, I'll come and see your stuff," said the buyer.

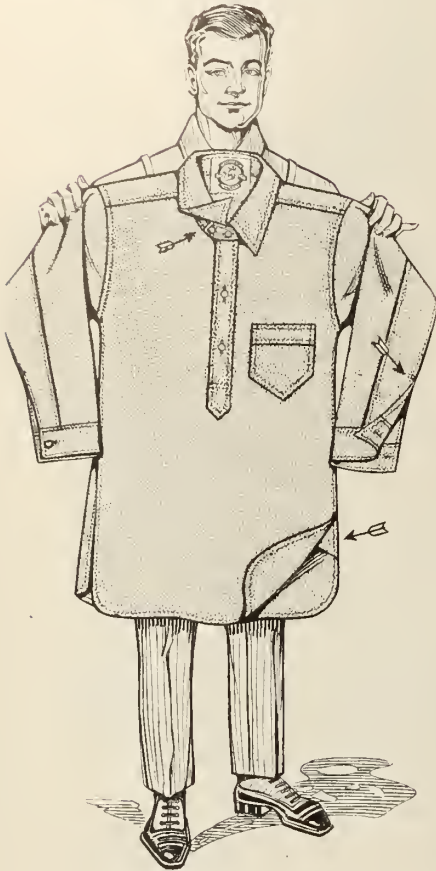
And the chances are that he would again sell disgusted customers clothes made by the manufacturer who had a new man on the job every season.

It's the man at the top who is responsible for Quality or its lack.

# Semi-ready, Limited

H. A. NELSON, *President*  
472 Guy Street, Montreal, Canada

# Buy Victory Bonds



## A shirt that's easy to sell

Easy to sell because of its seven superiority points—points that every workingman will thoroughly approve of. Read them carefully and note their big selling value.

- 1—Extra generous size.
- 2—Double stitching of all seams.
- 3—Extension neck band.
- 4—Reinforced at all points subject to hard wear.
- 5—Good quality buttons.
- 6—Reinforced pleats and button stays.
- 7—Arm and Hammer Brand standards of workmanship and materials.

The workingman's trade is worth securing. Show this line prominently and you'll get your share.

See that the Arm and Hammer Brand is on your new stock of work shirts.



**The J. A. Haugh Mfg. Co., Limited**  
TORONTO, CANADA

## 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.

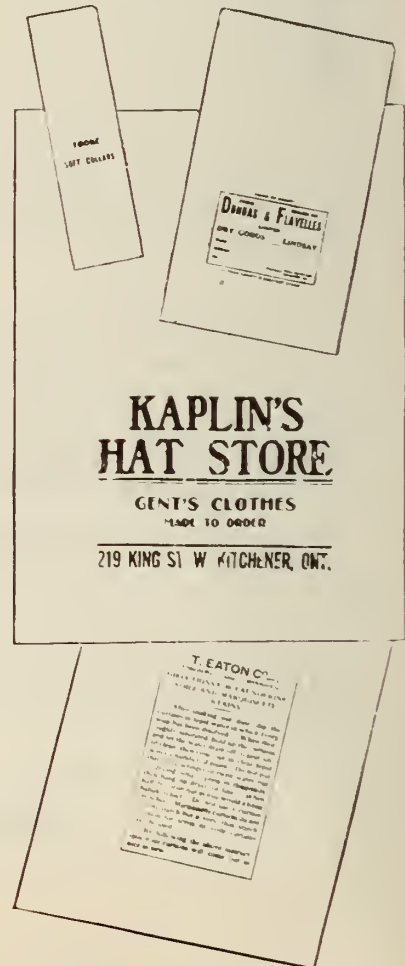
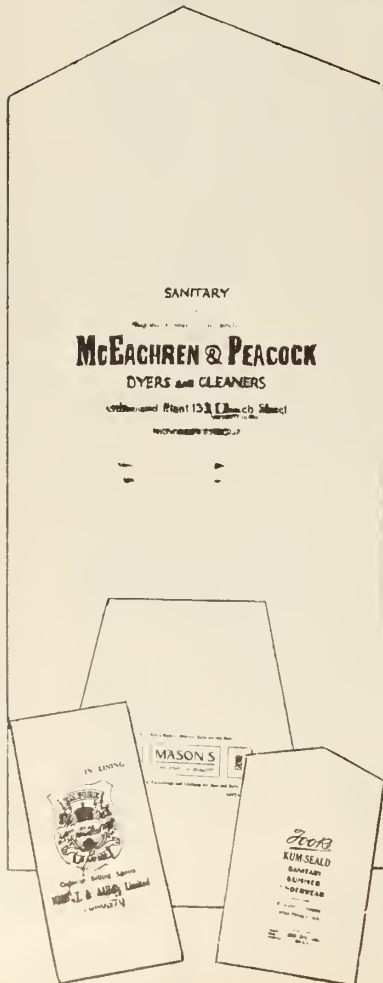
Many dealers are enclosing each purchase in a bag.

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





# CHALLENGE

# BRAND



*For*  
**The Brakeman**  
 it's the only collar

The very nature of his work makes it so. Sunshine — Rain — Sleet — Snow—the Brakeman must face them all, and to such a man the advantages of the Arlington Waterproof Collar are indeed manifold.

For the Arlington Challenge Brand Collar will stand the roughest weather without spoiling. The smoke and dust of the railway yard will not injure the Arlington Collar in the least—a little sponging with soap and water will always restore it to its original cleanliness.

Let the railway workers of your town know that you sell Arlington Waterproof Collars. Feature the Arlington for all out-door workers—express drivers, postmen, chauffeurs, etc. They'll be quick to see its advantages and your stock will keep moving briskly.

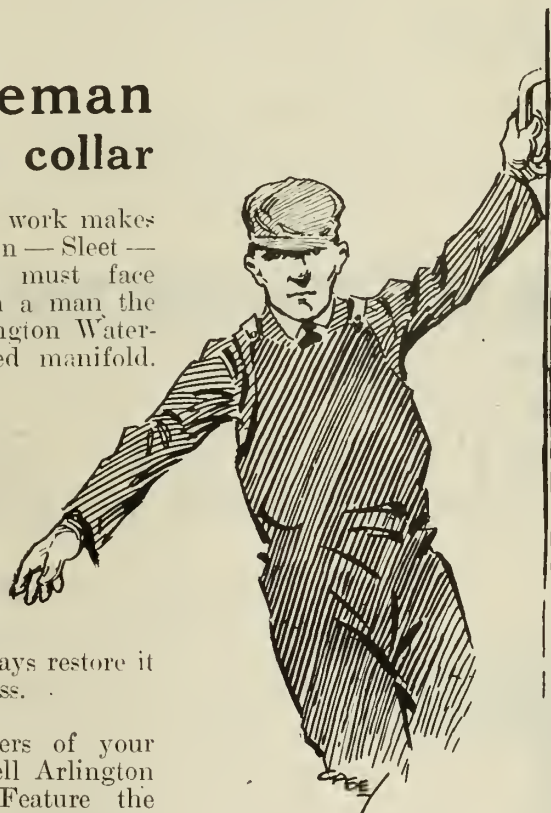
*Arlington Collars have stitched-edge, full linen finish — and all the better styles (½ sizes).*

**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





## SUMMED UP IN ONE WORD

→ ACME →



The selling possibilities of Acme Brand Gloves, Sweaters and Clothing Specialties are *unusual*. Acme lines have long been noted for their value, their style and their customer-pleasing qualities, and these distinguishing marks are very evident in the Acme 1918 assortments.

When you are planning the New Year's business give Acme values a foremost place in your calculations. Get acquainted with the Acme offerings now and you will be laying a sure foundation for a really prosperous New Year, the realization of which we sincerely wish you together with a full measure of Christmas Cheer.

ACME GLOVE WORKS, Limited  
MONTREAL



## SEND FOR SAMPLES



Mogul Coat

The Dealer is never obliged to take a chance when he handles the Brotherhood Brand of Overalls.

As we save money by dealing direct with our customers—cutting out jobbers' commissions and salesmen's salaries—our dealers get more actual cash out of Brotherhood Overalls than from other brands.

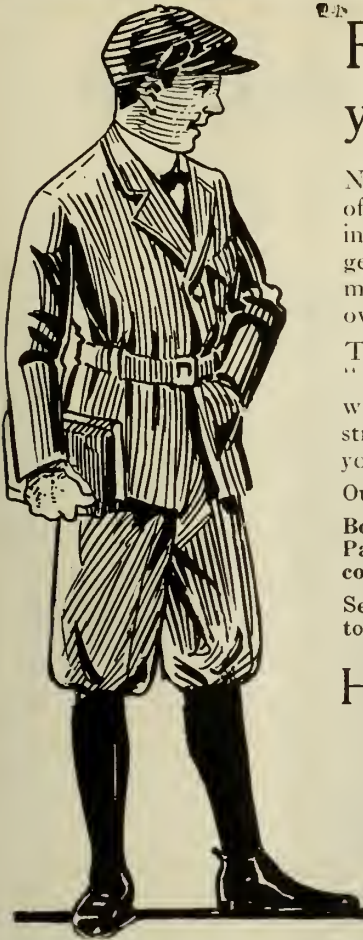
Let us send you samples of Brotherhood Garments. All sizes, styles and colors are in stock, or if your Overalls stock is low, try us now.

We will prepay freight on your first order of five dozen or over.

A post card will bring you all information. Send it to-day.

H. S. Peters, Limited    -:-    Welland, Ontario





## Plan to feature your juvenile lines

Now, more than ever before, you'll find a good line of Boys' Clothing well displayed, a source of increased sales. For the boy's custom is worth getting just now—his increased earning power means a more liberal expenditure on good suits and overcoats and upon other clothing lines as well.

That is why you will find it good business to get "wise" to the unusual values in Boys' Clothing which we offer you for 1918. These values are striking—customer-pleasing—values that will win you the boy's trade and his goodwill as well.

Our Spring, 1918, lines include:

Boys' Suits, Little Fellows' Suits, Separate Long Pants, Young Men's Suits, Men's Suits, Men's Overcoats, Young Men's Overcoats, Boys' Overcoats.

See our man before deciding. We shall be pleased to submit samples upon request.



## Helleur, Gariepy & Broderick, Limited MONTREAL

Wholesale Mfrs. of Men's, Young Men's, Boys, and Juvenile Clothing

Office and Salesroom      Factory      Western Office  
16 Church St. W.    124 St. Lawrence Blvd.    Hammond Block, Winnipeg

# Imperial Underwear

is a sure  
customer-getter

It's the kind of underwear that particular people will ask you for once you get its superiority points before their notice.

Every Imperial Garment has

### 5 TRADE WINNING FEATURES

Note them. Show them to your customers and watch your stock move:

1. Lap-Seam Shoulders.
2. Comfort-Fitting Collarette.
3. Snug-Fitting Flap.
4. Closed Crotch.
5. Improved Knit Cuffs and Anklets.

Imperial can be had in either Combination or Two-Piece Suits.



Kingston Hosiery Company  
Kingston, Ontario

# Milne's Neckwear News

## FOR DECEMBER



### 24 hour delivery on all lines of Mufflers and Cravats

Sort up your holiday stock with printed Faille Mufflers like that illustrated above.

Fill also your neckwear requirements in Satins, All-over Patterns—in fact in everything that is New and Striking.

Remember shipment will leave our warehouse for **YOUR STORE** the same day your order is received, if you request this. Shipments in Holiday Boxes if you wish.

**WILLIAM MILNE**  
50 York Street .∴ Toronto



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 7

TORONTO, DECEMBER, 1917

No. 12

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J

## To the Trade

May this Christmastide bring you as much happiness as is possible in these troublous times, and the New Year bring increased prosperity.

### OUR AIM

We have tried to co-operate in the prosperity of the Men's Wear trade by introducing the *New Way System of Store Fixtures*, enabling *greater business* without an increased staff and with a reduction in space.

### THE RESULTS

179 Men's Wear stores equipped wholly or in part in twelve months.

59 Men's Wear stores equipped with the New Way System of the above number.

Can we show *you* the New Way System?

---

## 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.*





# Men's Wear Review

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

VOL. VII.

TORONTO, DECEMBER, 1917

NO. 12

## Conditions in the Trade

**T**HREE factors have had their upsetting effect upon trade during November—first, Conscription, then the coming election, and last the Victory Loan. With this last factor no men's wear merchant will quarrel, for the huge success of the loan will assure to the men's wear trade a continuation of the brisk business of the past year. The loan supplies the gold to temporarily pay for goods ordered by England in Canada—supplies the gold which in this way offsets gold paid by England to buy the food which feeds the Canadian soldiers at the front.

These three factors, however, have unquestionably made the men's wear trade somewhat difficult. Yet opinions of merchants from all parts of Canada make it appear that the easing off in business—where it has occurred—is only temporary.

### WHAT MERCHANTS SAY

There are merchants—some of the best in Canada—who state that business is at the present time as good or better than it has been for a year. This is a rather general report from Western Canada. Such a verdict, however, is to be heard from merchants in Eastern Canada as well. Others report that while there is no cause for complaint it has to be admitted that the unsettling influences now at work have resulted in a somewhat reduced turnover.

### ARE STOCKS BEING REDUCED?

Probably merchants have this month adopted a very conservative attitude. They are not quite certain as to the turn things are going to take—will not be certain of this turn until workings of the Military Service Act are more clearly defined than at present. They have, therefore, decided to sell out of the large stocks which the great majority have on hand. There is no question that a great number of merchants realize that goods are going still higher—realize that they will probably be called upon to pay more than they would pay on the present market to replace goods which they are at present selling out of stock. Nevertheless they feel that it is the part of wisdom to go slowly at the present time—to reduce these stocks before buying more.

It is this selling out of stock—with its attendant slackening of orders to the manufacturers,—which is being done by many merchants at the present time—which, MEN'S WEAR believes, has led some to speak of the difficulties which the men's wear trade is facing.

### THE EXCEPTION PROVES THE RULE

One point which indicates that the slackening in orders, which has been noted, has largely been because dealers are selling out of their stocks is the fact that lines which cannot well be stocked in advance—neckwear, for instance—have been finding a ready market.

### INDIFFERENCE AS TO ADVANCING PRICES

Practically all goods are going up in price. The trade generally realizes this but at the moment seems indifferent. Underwear and knit goods manufacturers, for instance, are now out with prices for Fall, 1918. These indicate an advance of as high as 100 per cent. for some cotton lines and a general advance of about 25 per cent. in woolen lines. The trade is undisturbed, however. The feeling is that the consumers will buy at the new price now and that when it is necessary to lay in these goods, why they will be bought.

### A PLENTITUDE OF POLITICS

Of course the Conscription issue and the election situation are very much intertwined. Some of the rumors being put afloat—such, for instance, as that one to the effect that the married men will be called out about March—can probably be traced to political causes. We are to have another period of politics. Fortunately it will be short.

### PROSPERITY ASSURED

In spite of these two disquieting factors there is a very bright aspect given the trade by reason of the large munition orders which are being placed in Canada from the United States. These already reach

some such sum as \$50,000,000. Moreover there are one what seem to be well founded rumors that the orders for smaller shells from Great Britain, previously discontinued, will be placed here again after the Victory Loan has been consummated. Fuses, orders for which were diverted from Canada to the United States, seem comparatively certain to be placed here again.

Then there are orders for ship deck machinery, marine engines, and auxiliary equipment being placed in Canada, and of course, there is great demand for woolen goods from the United States—a demand which has led several manufacturers to build separate plants for the prosecution of this work.

New orders for shoes to fit Canada's new battalions are also expected.

There are a great many uniforms in the hands of the Military Department at Ottawa at the present time, but a few small contracts are now being placed as is reported elsewhere in this issue.

#### THE BUYING POWER HERE

All these things mean that Canada's factory fires will burn brightly this Winter—that the Canadian pay envelope will bulge—that the worker will be able to satisfy his needs even at the existing high prices.

Even allowing then for some loss in business as a result of men entering the army, the continued—the increased—prosperity of those who remain seems to assure splendid business.

#### FARMERS HAVE THE MONEY

Not only the industrial side but the prosperity of the farm indicates that all will be well.

F. W. Russell, Land Agent of the C.P.R., reports that one farmer in Grainger, Alta., got over \$100 worth of wheat per acre—an exceptional case this, yet many Western farmers received more for wheat off their farm this year than the farm originally cost them. In Eastern Canada too, farm conditions have been splendid. A merchant in Brantford advised MEN'S WEAR REVIEW about three weeks ago that he counted on the biggest Fall business he had ever had in spite of the fact that the munition plants were slowing up. The great buying power of the farmer, he said, warranted him in his expectations. Since then the munition plants have been opened again—in fact a new one has been built in Brantford—so that it is reasonable to expect that the hopes of this merchant are to be more than fulfilled.

#### NO REASON TO BE DEPRESSED

So, while the men's wear trade is at the moment facing conditions which are temporarily upsetting to business, the great underlying prosperity of the country makes for a continuation of the splendid business of the past year or two. There seems not the slightest reason to be downcast.

## Reaching the Objective

**E.** R. FISHER, 110-112 Sparks St., Ottawa, is a real "Captain of Business." While some are spending time and physical force whining about the loss of trade through military service, Mr. Fisher is up "over the top" and has captured the strategic position.

No person regrets the loss of young men and their trade more than does Mr. Fisher. The war has struck his staff and has gone deeply into the ranks of his customers, but for every loss in the ranks of his clients Mr. Fisher goes after two people to reinforce his line. He has no use for the man who lies down on the job and shouts "Kamerade" to the business bogey of Conscription.

When the young men's trade showed signs of dropping off, Mr. Fisher went after the older men, the men who had never worn ready-made clothing. He organized a new line of attack, and now numbers among his regular customers scores of men who had not been counted on before.

Mr. Fisher has bought for next season more than \$25,000.00 worth of goods in excess of his purchases for last year; he says he will sell all of this amount and very much more.

"If the road to success seems blocked in one direction," said Mr. Fisher, "I make a detour. I organize my forces in a new way. I capture a position not formerly considered, but I reach the objective."

It is an inspiration to talk to Mr. Fisher, to look over his beautiful store so wonderfully enlarged and improved in war time, and to hear of his success under former discouraging circumstances, and his fighting plans for the present and future.



## Featuring High Class Lines



**S**IMPLE, yet how effective is this clothing trim—a trim showing only three other lines even in a minor way.

Prices are displayed boldly. They are not low prices, but the designer relied on the merit of the article shown to establish the fact of big value.

The caps and cane are very artfully used, the very casual way in which they are shown being particularly good.

Unfortunately difficulties of night photographing—which necessitates some retouching—tends to spoil the appearance of fabrics. Nevertheless this trim will be of value to designers as offering ideas for a simple, tasteful, and highly effective presentation of high class goods.

# KEEPING DIRECT TRACK OF PROFITS

Simple Method of Perpetual Inventory—Daily Gross Profits and Weekly Net Profits Ascertained—Satisfaction Secured More Than Compensates For Trouble Taken.

WHAT merchant would not be glad to know exactly where he stands from day to day, to know for certain that he is making money and how much, and to be sure at the same time what stock he has on hand every day without the necessity of making an inventory?

To take inventory once a year is the customary procedure with most merchants, and a year is a long time to have to wait if things are not going well and ground is being unwittingly lost.

N. T. Birrell, men's wear dealer, of Bloor St. West, Toronto, has worked out a system of his own that would seem to be a splendid one for the smaller men's wear store, and which could be adopted with slight modifications in the larger ones.

## Daily Sheet Used

For this purpose he uses a daily sheet, ruled as per accompanying illustration marked Fig. 1. The first three columns have to do with the sales and profits records, the last two with the stock records, and this practically constitutes a perpetual inventory.

To keep track of the sales the following method is adopted. As each sale is made, after it has been rung up on the cash register the amount is entered in the second column, marked S.P. or selling price. At the same time the style of the article is entered in the first column, such as tie, hat, or underwear and the cost price is also entered in the firm's usual cost mark. In the case of certain lines such as collars or 50c ties, where practically the same cost always exists, this cost mark is omitted as Mr. Birrell does not need it to compute his cost figure.

## Soon Becomes Second Habit

To take the time and trouble to carefully make this entry as each sale is made may at first seem a little irksome, but Mr. Birrell says that even in their busy hours very little trouble is experienced. The record sheet is kept close to the cash register and it soon becomes second nature to make the entry as the sale is rung up.

At the end of the day it sometimes happens that the total as shown by the sheet will be 50c or so less than the amount shown on the cash register. In that case it is concluded that some 50c sale has been overlooked and an entry is made of some article that will carry only a comparatively small profit so as to be on the right side. Safety first! Of course every effort is made to prevent even this deviation from absolute accuracy but it sometimes is hard to prevent on a busy Saturday.

## Cost Figures Extended

Mr. Birrell then takes this sheet at his leisure and extends the cost, in fig-

ures, into the third column. The addition of second and third columns gives of course the total amount of sales for the day in their selling and cost values. Subtraction of one from the other gives the gross margin for the day. At the end of the week these figures are gathered together on a weekly sheet as

*Daily Report, November 7<sup>th</sup> 1917*

	S.P.	C.P.		\$	¢
Ly Glava	2 00	1 25	Stock on hand	450	00
W	75	45	Gordon Douglas	115	00
Wed O.R.	3 00	1 75	Shaw Shaw Co	62	00
Tie	30	35	Acme Knitwear	25	00
Tie	1 00	65			
Collars	50	30	Less cost value		
Gomb O.R.	4 00	2 65	of sales	19	50
Shaw M.G.	2 50	1 50	Stock on hand	450	50
Tie	75	45			
Cap M.T.	1 25	75			
Shaw A.P.	1 50	70			
Drawers P.D.	75	50			
Overalls H.T.	1 50	1 20			
Tie	1 50	90			
Belt F.T.	75	45			
Bygones O.R.	3 00	1 75			
Shaw M.T.	2 00	1 25			
Made O.K.	1 00	65			
Griff P.T.	25	15			
Red Bands	1 00	65			
	29 50	18 50			
	18 50				
Gross Profit	11 00				

Fig. 1.—Facsimile of one of the daily sheets are used by Mr. Birrell.

shown in Fig. 2 and the total gross margin for the week is thus found.

## Net Profit Ascertained Weekly

To find the weekly net profit the method has been adopted of boiling all expenses down to a weekly basis. Thus rent, light, taxes, merchant's salary, and clerk's salary are computed as a weekly amount instead of on the usual monthly basis. In addition any incidental expenses that crop up such as donations, advertising, awnings, or window expenses, are kept track of and included in the expenses of the week in which they occur. The total week's expenses having thus been arrived at, it is a very simple matter to subtract from the week's total gross margin and find the net gain which in the example given here is \$67.75.

## Keeps Perpetual Inventory

In addition to this Mr. Birrell has succeeded in working out a system of perpetual inventory, so that he can know every morning when he opens his door, just what the stock on his shelves represents in dollars and cents. To understand the system used a further reference is necessary to Fig. 1 where the last two columns of the sheet illustrated are used for this purpose.

To start off an inventory, of course, has to be taken, and the value of stock on hand being thus ascertained it is entered at the top of the page. All invoices received during the day are then entered as they come in in the columns

below, with the name of the firm from which the purchase has been made in the space so allotted. This work is not left till a convenient time when it is liable to be overlooked altogether, but entry is immediately made on receipt of the invoice before even the goods are checked off. The total amount of these invoices, plus the original value of the stock and less the cost value of the day's sales, will naturally represent the value of the stock on hand at the end of the day's business. This result is then carried forward to the next day's sheet and the same procedure is again gone through.

## Advantage Obvious

These daily sheets are filed away on a Shannon binder and can be referred to at any time. The advantage of this is obvious. Mr. Birrell, for instance, on making up his daily sheet for, say, November 7, 1917, might find that he had on hand \$5,500 worth of stock. Thinking this a little heavy he can look up his back sheets and will find perhaps that the corresponding investment on November 7, 1916, was \$4,500. He will thus see that he has increased his stock \$1,000 during the year and will realize the necessity of slackening up on his buying.

The advantage of having this knowledge at one's finger tips is the more noticeable if it is recollected that 75% of merchants have no idea of the value of their stock between inventory times.

*Weekly Summary Nov 12/17*

	Gross Profit	\$	¢
Monday		11	00
Tuesday		27	50
Wednesday		22	50
Thursday		19	50
Friday		14	25
Saturday		97	50
		192	25
Less Weekly Expenses		124	50
Net gain for the week		67	75

Fig. 2.—How the weekly profit sheet is carried out

They will make a guess at it if questioned, and results have shown that even experienced men have been ridiculously far astray in their estimates.

The amount as shown on the sheet on any particular day is of course the inventory value of the stock and Mr. Birrell was asked by MEN'S WEAR REVIEW if this result proved correct when inventory was taken. He said that he had had this system in use for two years. The first year the result showed that his stock was about \$50 more than his estimates and thus showed that he had been playing on the safe side with his few guessed-at amounts. The second year there showed a shortage of about \$150.

(Continued on page 28.)



# Models For Christmas Advertisements

**WM. CURRIE, LIMITED**  
FOR XMAS



Neckwear  
New Ideas—  
Will answer stock  
impromptu demand!  
25c, 50c,  
75c, \$1.00  
These choices  
are Xmas Gifts.



Sweater  
Jackets  
75c to \$1.00  
Size 36 to 44

Suspenders  
25c to \$1.00  
All styles for Dress or Work.

**Hosiery**  
Comfortable Weaved, Cashmere, Silk  
and Cotton 1 & 2 Hosiery

Also Golf Hosiery

Automobile  
Rugs  
\$3.50 to  
\$8.50

Mufflers  
25c to  
\$5.00 each

Umbrellas

Walking  
Sticks

Hats

Craps

Suit Cases  
and Bags

Purchase Your Xmas Gifts Early

**Sensible Gifts for Father, Husband, Brother  
and some one else's brother**



**Furnishings For Men and Boys**  
Ties for 25c, 35c, 50c, 75c, \$1.00 and \$1.50  
Prices for 50c, 75c, 1.00 and \$1.50  
Linen or Canvas Handkerchiefs 25c and 35c  
100% Handkerchiefs 25c to \$1.00  
Kil Gowns \$1.00, \$1.25, \$1.50 and \$2.00  
Kil Gowns 50c, 75c, \$1.00, \$1.25  
Wool Gowns 75c, \$1.00, \$1.25  
Mansons 50c, 75c, \$1.00, \$1.25

**Toilet Articles for Men**  
Merry Brushes in leather cases \$1.00 to \$1.50  
Closely Shaved 75c, \$1.00 to \$1.50  
Lambert Oiler Boxes 75c, \$1.00 to \$1.50  
Toilet Sets in boxes or cases, \$1.00 to \$1.50

**Knitted and  
Leather Goods**  
Soft Coats \$1.75, \$2.00, \$2.25, \$2.50  
\$3.00, \$3.50 and upwards  
Shawls \$1.00, \$1.25, \$1.50, \$2.00  
\$2.50, \$3.00 and upwards.

**W.F. PAGE BARR**

**Dad Did Played Santa Claus to You For Years—Dad's been a  
Mighty Good Old Scout, supplying You With Christmas  
List Money, so, What Are You Going to Give  
DAD**

You couldn't weather the Christmas season if it wasn't for dear old Dad. For that reason to the rescue every year with a list of what he should buy for you. Dad's been a mighty good old scout, supplying you with Christmas list money, so, what are you going to give Dad?

That's a tough question to answer. But don't worry. We've got the answer for you. We've got a list of what to buy for Dad. It's a list of what you can give Dad that he'll really appreciate. It's a list of what you can give Dad that he'll really appreciate. It's a list of what you can give Dad that he'll really appreciate.

**Holiday Hose**  
Cannot be Equalled in Town  
NIT TO BUY, QUALITY AND VARIETY

It's a great thing about this hose that it is made of all the best materials and is made in the same quality as the hose that you buy before the war. It's a great thing about this hose that it is made of all the best materials and is made in the same quality as the hose that you buy before the war.

**A Few  
Suggestions  
for  
Christ.**

**DE YOUNG'S**

**Quality  
and  
Low Prices**

**Who  
Knows**

**Coal Sweaters**

**Neckwear**

**25c to \$1.50  
Perrin's and Dent's**

**Gloves**

**to \$3.50  
Silk Scarfs**

**Think  
Christmas**

**DE YOUNG'S**

**Neckwear**

**25c  
Snap on  
Fancy Vests**

**DE YOUNG'S**

**Neckwear**

**DE YOUNG'S**

**Neckwear**

**DE YOUNG'S**

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**DE YOUNG'S**

**Neckwear**

**DE YOUNG'S**

**Neckwear**

**DE YOUNG'S**

**Neckwear**

**DE YOUNG'S**

**News from the Store**

**Useful gifts for men**

**YOUR TROUBLES ARE  
OURS IN SELECTING  
CHRISTMAS GIFTS**

**OUR HOBBERDASH**

**SHOKING JAW  
AND BATH**

**THE COMM**

**GIVE HIM NECKWEAR**

**GIVE HIM SHIRTS**

**GIVE HIM A HOUSE COAT**

**GIVE HIM A SWEATER COAT**

**Miscellaneous Suggestions**

**WILEY & JACKSON**

**1017 JASPER AVENUE**

**WILEY & JACKSON**

**1017 JASPER AVENUE**

**OR A MAN'S  
CHRISTMAS**

**MARKS**

**BUY A MAN'S GIFT WHERE  
HE WOULD MOST LIKELY  
BUY IT HIMSELF**

**At any of the three Henry Marks' stores you'll find just the proper gift for the man you want to please. No matter how much or how little you wish to spend. The reason there's an added advantage in buying gifts for men where they would buy them is that you'll be sure to get the very best quality and the most satisfactory service available.**

**All Our Smoking Jackets Less 25%**

**You can take your pick of our assortment of the finest quality smoking jackets in Canada. We have the same quality jackets that you bought before the war. No matter how much or how little you wish to spend. The reason there's an added advantage in buying gifts for men where they would buy them is that you'll be sure to get the very best quality and the most satisfactory service available.**

**At any of the three Henry Marks' stores you'll find just the proper gift for the man you want to please. No matter how much or how little you wish to spend. The reason there's an added advantage in buying gifts for men where they would buy them is that you'll be sure to get the very best quality and the most satisfactory service available.**

**At any of the three Henry Marks' stores you'll find just the proper gift for the man you want to please. No matter how much or how little you wish to spend. The reason there's an added advantage in buying gifts for men where they would buy them is that you'll be sure to get the very best quality and the most satisfactory service available.**

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**Buy Him Useful  
From a Man's Store**

**Neckwear**

**Hosiery**

**Gloves**

**Scarves**

**Suits**

**Shirts**

**Coats**

**WILEY & JACKSON**

**1017 JASPER AVENUE**

**WILEY & JACKSON**

**1017 JASPER AVENUE**

**Suit**

**or \$22.50**

**WILEY & JACKSON**

**1017 JASPER AVENUE**

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# MEN'S WEAR REVIEW



VOL. 7. DECEMBER, 1917 No. 12

## IS THIS PATRIOTIC?

**B**ECOMING modesty is unquestionably a meritorious characteristic. There is a time, however, where pride is justifiable. Certainly national pride means much. It was national pride which stood behind the far-famed slogan "Made in Germany." Such pride we here in Canada might well copy from the Germans, for there is abroad in this country a feeling that things coming from a foreign land are of necessity better than things of a like character made in Canada.

A maker of one very high class Canadian line is now being asked by wholesalers not to put his name upon it. They want to be in a position to let their customers believe these goods are imported. Oh! the magnet there is supposed to be in that word "Imported!"

Perhaps there is little use in railing at the wholesalers who made this request. Those of them who did make it wanted to be in a position to let their customers think they were getting what they wanted. The real fault seems to be that the people generally, retailers too, and the wholesaler, perhaps manufacturers themselves, have for too long felt that anything imported was better than similar lines made in Canada.

Probably such *was* the case. In many many lines it happily is not now the case. Surely it is about time we started to feel real pride in the fine lines which are being made in Canada—yes, and to boast about them a little bit.

## "GETTING DEALER CO-OPERATION"

**"B**USINESS can flow no faster than the narrowest part of the channel permits. If the outlet for a product is clogged at the dealer's store the tide of sales is effectually checked."—(Taken from advertisement in *Printers' Ink*, by Mallory, Mitchell & Faust.)

This is an encouraging sign of the times. Not so long ago all agencies handling so-called national accounts affected to despise the humble distributor of merchandise, and pinned their faith and the advertisers' money to spreads designed to "force" the stocking of the advertised goods by the cowed and subservient merchant. Verily, "the world do move."

## MORE SHELL ORDERS

**C**ANADIAN merchants can indeed congratulate themselves over the good news, given elsewhere in this issue, that the United States Government is placing large shell orders with Canadian manufacturers. The effect of this will be noticed in every branch of the trade and there is every reason to expect a period of still more prosperous conditions for the next year than have existed for the past two. These orders amounting to \$50,000,000 at the present, combined with knit goods and textile orders of at least \$10,000,000 together with the reaping of a crop that will represent the greatest cash value ever realized from Canadian farms, simply cannot help but mean abundance of money for every individual in the country to spend, and every dry goods merchant is going to get his share. We feel that for once we can safely enthuse about business prospects for the coming winter.

## GETTING REGULAR CUSTOMERS

**R**EGULAR customers are, after all, the backbone of successful merchandising. There are many ways probably by which regular customers are to be secured.

The fundamental principle, however, seems to be to establish in the minds of the men in the community—and in the minds of the boys, too—a reputation for knowing what is good, recommending only what is good, and giving value.

We know of one merchant who pushed a certain line of working shirts adorned with paper buttons and similarly skimped in other ways, because he secured them for 30¢ a dozen less than he paid for a somewhat less highly pressed, but a much more honest and enduring garment.

That kind of merchandising does not make for regular customers.

Nowadays, the merchant who is going to make a big success in building up regular trade is the man who knows what is what and who tells the customer of the store what is what, even though it may mean one or two cents less profit on the individual sale.

## FROM SUCH METHODS DELIVER US

**W**ERAN across an old-style merchant recently—a man who does not mark his prices in plain figures and who has a distinctly sliding scale of prices.

The system is, we learn, to mark in hieroglyphics the cost price, then, to mark under this the price which is to be asked, also in cabalistic signs—to again mark under this the price to which the salesman may descend in order to make the sale. Then there is the little additional mark to indicate that if even this figure does not bring the customer around the manager is to be called.



There were the days of barter when such a system was considered proper. Happily they are passing—have practically passed. As a curiosity, a reminder of the times that are gone, it is interesting to find such a system still in vogue. Moreover there is no use in denying that under that system certain merchants—having a certain class of trade—may still make a success. It is very doubtful however if even the success obtained is not less than could be obtained under straight methods of a fixed price for a fixed value.

#### CANADA APPEALS TO YOU

THROUGHOUT the length and breadth of this fair Canada of ours, the appeal goes forth on November 12 for subscriptions to Canada's Victory Loan. Many and varied have been the calls made on the generosity of our citizens, nearly all possessing to a greater or less degree real merit. The call now being made contains a message to each and every citizen which the future of our country demands must be read and answered—not from the standpoint of generosity, but from the standard of good business.

The position Canada holds in the eyes of the world is an enviable one for a nation so young. Our accomplishments have been many and all attained without any great bluster or flurry. Canada is making further demands now in her Victory Loan—will she fail in this hour of her national honor? Our pride says, NO!

The development of our agricultural resources rests in our ability to market the products raised on our farms. To market our surplus farm produce, we must extend credit to our Allies and pay our farmers. This can only be done by subscribing liberally to Canada's Victory Loan. Will Canadians fail her farmers—the backbone of the nation's wealth? Again we say, NO!

The continuation of our manufacturing establishments as factors in making munitions, in turning out ships, in supplying food to our Allies, rests on our supplying the necessary capital to pay the manufacturers for their output. Will we let our machinery stand idle—will we permit the cry of unemployment to ring through our land when our Allies' need is so great? Never!

And more than all these, will we let the appeal of the boys who are now on the battlefields of Europe go unheeded? Do not those who are sacrificing more than money can ever buy deserve every cent of backing which we can give them? Are we going to fail those boys who have made Canada's name one to be feared by the terrible Hun—who have made Canada's name respected by the nations of the world? Our answer must be emphatically, NO!

#### NO BREAK IN PROSPERITY YET

THE announcement a month or so ago of the discontinuance of British war orders was the signal for some rather doleful forecasts. There were merchants and dealers, who saw the bottom dropping out of everything, the business sustained on war orders largely gone to pieces, and a general condition of blue ruin about to dawn.

That time is in the distance now and as yet there has been no falling off in prosperity, and now there comes the announcement that a fifty million dollar order has dropped in Canada's lap, and there are hints that this is only the beginning. Whatever the ultimate result, and we can see no very dark future for this country, there is an assured prosperity for the present stretching over at least a year. The war business that has made Canada prosperous during the past years is once more headed this way, and that without any difficult problem of financing to be faced. This is no time to feel downcast.

#### WHAT OF OUR BANKS?

INQUIRIES made have elicited the information that our banks are "tightening up" and to an extent which is detrimental to the business of the country. It is true that they have to provide for the new war loan and also for the advancement of money for moving the crops, but should the retailer who has depended on the bank to see him through be forced out of business?

If the banks cannot provide for all the calls to be made on them, would it not be advisable for the Dominion Government to grant them permission to increase their circulation for the time being, bringing it back to normal gradually?

One man whose assets exceeded his liabilities by \$12,000 was forced by his bank to make an assignment, paying 100 cents on the dollar. Would this not seem to indicate that our banking system is really a system of brokerage and not real banking for the good of the country? Is it true that banks do not train their help to fill the positions at the head, but bring in brokers to conduct their business? Are the banks making big money and assisting the big moneyed concerns while the many small concerns are forced out of business?

The banks are tightening up very noticeably, but the small concerns should not be forced to close their doors. This will disrupt the business stability of the country to a degree that would bring very disastrous results. It is to be hoped government action will be taken to overcome the serious situation now developing.





## Spots for the Son—and the Father

**T**HIS is a display which took form in M. L. Birrell's mind weeks before it took form in his window.

Seeing some black paper with white spots in a down-town store, the suitability of this as background for a display of coin spot ties appealed to Mr. Birrell. He therefore bought two rolls of the paper, and for some time held this in reserve, all the time watching for the kind of ties he wanted to display with this. Indeed, the cravat, as of first shown him, did not quite fill the bill. He wanted these made on the straight three inches wide and had to have them specially cut, paying an extra \$1.50 for the extra work.

When the trim was put in there were in the window or in stock blue ties with white spots, black ties with white spots, black and red, black and orange, black and green, black and purple.

In the week that this window trim was shown—Mr. Birrell changes his trims every Thursday—the entire stock of ties was sold out. There were also very heavy sales of shirts, which, as will be seen, were effectively displayed.

The trim cost \$2.00 for material, which was arranged without cost on an old screen. It brought a very substantial profit from the neckwear and shirt sales themselves. Also, Mr. Birrell is satisfied, the trim was the indirect cause of bringing to the store many people who bought other lines.



# MANY BUSINESSES WRECKED BY DETAILS

Meeting To-day's Competition—Frank Stockdale, Merchandising Authority, Tells of the Problems of the Retailer and of the Dangers From Without and Within His Business That Face Him—The All-importance of Management.

Frank Stockdale, Advisory Councillor of the United Advertising Clubs, and one of the foremost authorities on Retail Merchandizing Problems, early this month delivered a series of four lectures in Toronto. The first of these lectures, dealing with the General Problem of "How to Meet To-day's Competition," is reproduced in brief herewith. We believe that some of the points raised are points of the most vital import to every merchant at all times, but especially under the trying conditions of the present time.

The other lectures will appear in subsequent issues.

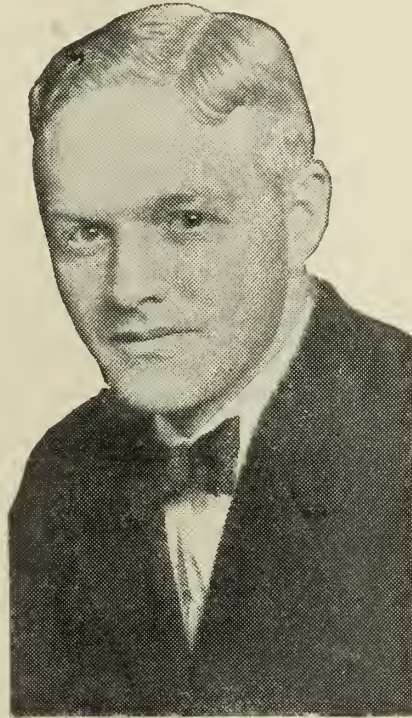
ONE of the earliest and most important problems with which every retailer is faced," stated Mr. Stockdale, "is a problem that is known as 'rising costs,' that is, the increased expense of conducting retail business as compared with conducting a business ten, fifteen, or twenty years ago." He stated that an investigation of 1,560 stores revealed the fact that the expense of conducting retail business had in the course of twenty years increased until now it was approximately double.

"In the last three or four years I don't know exactly where they have gone, but I know where they are going. Everyone knows what is happening now in the retail business and what is going to happen as long as conditions exist as they are. While the expenses of conducting retail business have doubled, I have yet to find one retailer who has been in business over a period that long, who has been able to increase his gross profit. If the expense of doing business twenty years ago was 12 per cent., to-day it is approximately 24 per cent. If the gross margin twenty years ago was 31 per cent., the man who could run his business on 12 per cent. had a net profit of 19 per cent. The same man to-day would have a gross profit of only 7 per cent. and in some cases the variation is wider. Some cases to-day there are in which only 3 per cent. profit is made where years ago it was 17 per cent. or 18 per cent. The net profit was six times as large 20 years ago as it is to-day.

"This is one of the fundamental points, and it has to be excavated carefully if the retailer hopes for success, consciously or unconsciously.

## Cost of Doing Business Dependent on Cost of Living

"Do you realize that costs are rising more rapidly now than they have in the past?" said Mr. Stockdale, who stated as the reason that the cost of conducting a business in a retail store is parallel or based upon the cost of living.



FRANK STOCKDALE,  
The Noted Retail Merchandising Expert.

"Whenever the cost of living goes up, the expenses of conducting a retail store go up, just as sure as night and day follow each other," added Mr. Stockdale.

Another fundamental principle was the evolution in the kind of stores, which Mr. Stockdale enumerated as follows:

- (1) *The crossroads general store which is vanishing rapidly with the advent of automobiles, parcel post and good roads movements.*
- (2) *Specialty stores such as men's wear, hardware, grocery, etc*
- (3) *Department store (collection of specialty stores).*
- (4) *Mail order house.*
- (5) *Chain store.*

## Management the Great Item

"The stores that exist to-day and are making headway are stores that are managed," said Mr. Stockdale, "and their progress is the result of the brain work which is being put into them.

"People in department and chain stores and the men at the head are more alive for information and experience than is the man in the specialty store who manages the whole business himself. Men who run department stores recognize that management is the great thing, and they also recognize that the problem in the department store is to manage managers and to make good managers of the managers who are managed.

"To-day we are face to face with the

problem of management. The thing that is holding the margin of profit down is the management of stores. My experience has taught me that management is the most acute of retail problems. A knowledge of how to sell, how to control, how to run a store in general, is the reason for the success and the growth of the various kinds of stores."

Mr. Stockdale pointed out that owing to abnormal circumstances an investigation of business should not be made on present conditions, but should be based on conditions which existed some time back. "If such an investigation is made" said Mr. Stockdale "you will get a clear vision that management is the real big factor in the market."

## Three Types of Managers

Outlining three distinctive types of managers, Mr. Stockdale classed them as follows:

*The fearful manager, who is fearful that the man he is directing will not do the job right, and who, therefore, loads himself down with details. This kind of manager, he said, could not delegate authority and did not usually get very far. The second type was the domineering manager who, he said, was not wanted where brain power was required, though he was all right where he supervised men who worked with their muscles. The third type, and the one who is getting the farthest, was the expectant manager, who sets a standard and lets others know that he is expecting them to come up to it, reward being on the basis of their attainments.*

Mr. Stockdale added that the man who gave him the outline of the latter type of manager was a man who spent over one million dollars annually in advertising.

Referring to the pioneer method of laying roads along the calf paths through new country, Mr. Stockdale reminded the audience that to-day we have progressed beyond the calf path stage and had come to the scientifically laid roadway. This was true also in retail merchandising, we had developed beyond the calf path stage.

"We must remember this" said Mr. Stockdale, "that we must eventually come to the civil engineer stage, that the problems of retail merchandising must be figured out with the precision of an engineer's pencil and the sooner we recognize this the better we will be off.

"Many retail merchants are of the 'fearful manager' type, and get lost in the details of their business. The same thing applies to managers in department and chain stores. They forget to look at things in the right aspect. They lose sight of profits and when they do that their chance of success is lost."



Mr. Stockdale aptly illustrated his point with a story to the effect that a travelling salesman who had been calling upon a certain merchant for fifteen years stopped one day on entering the store and asked the merchant, standing with broom in hand, what he was doing at the same time fifteen years previous. The reminder that he had been doing the same operation for so many years brought a much needed awakening.

**The Unwisdom of Doing the Work That Others Can Do As Well**

"The same principle applies to all branches of business" said Mr. Stockdale. "Whenever you can hire a man to do a thing cheaper than you can do it yourself, and don't do it you are missing an opportunity for growth. There is no rule to allow a man to-day to do \$12 a week work and reap \$25 a week returns. It does not work out that way in this world.

"There is another thing every man in business must recognize. Unless he can delegate authority in these days of competition, he cannot hope to maintain his end of the competition struggle.

Driving home his point Mr. Stockdale bluntly put the question to the audience: "Are you the fireman or are you the engineer, the man who watches the signals or are you the man who shovels in the fuel and lets someone else do the directing?"

"Two things we must do in order to make our profits in spite of rising cost, in order to make our profits with the net profit so small, and one of the reasons why we must give so close attention is exemplified in the bigger stores. I know stores whose cost of doing business is 27 per cent. The net marking which is the gross profit is approximately 30 per cent. That store is making 3 per cent. net profit. In the old days there was 17 or 18 cents profit—the merchant could lose 6 cents and still have 12 cents, but what happens if the merchant to-day lost 6 cents? His 3 cents is on the other side of the ledger and it is whenever profits get small that we have to figure closely.

**The Dangers of Waste and Lost Motion**

"Two main things to look after are waste and lost motion. Waste which does not consist of any motion at all is the thing in business to-day. Waste in stores to-day is in the clerks that are doing nothing and that is small to the waste that is in the merchandise that is doing nothing. It is an easier problem to get the maximum efficiency from merchandise than from the clerk.

"The average merchandise stays on the shelf six months in the United States," said Mr. Stockdale, "which means two turns a year, taking stores of all sizes and kinds, and there we have one of the big and vital problems in merchandising.

"When net profits get down to 3 per cent., and lots of specialty stores run on 3 per cent., we are up against the real proposition in handling figures. The vital question is 'What is the profit on merchandising?' If I know where my pro-

fits are, I know where to put my efforts, and I know where my losses are. If I know how to compute my profit on an article, I know how to conduct that business. I know enough about that business to conduct it profitably. I can put my finger on the sore spots."

In conclusion, Mr. Stockdale pointed out that the foundation of all retail business is a knowledge of profits.

Linking up the main points of his line of argument as to how the retail merchant can meet competition to-day, Mr. Stockdale stated that the first thing laid down is that "we must get down past the stage of theories and work on principles. In the second place, the rising cost of doing business is complicated and made so intricate that we must give special attention to figures. In the face of to-day's competition we must recognize that management, real management that studies all phases of retail distribution, must have more of our time, no matter what size store we are running. We must get down to these two principles, i.e., to eliminate all waste in goods and help, and get away from guesswork and have absolute knowledge."

The discussion which followed the lecture brought forth many interesting questions, which were treated in a very satisfactory manner by Mr. Stockdale.

Answering a question in regard to the retailers' influence upon the "high cost of living," Mr. Stockdale replied that the retail merchant was least to blame for the high cost of living of any person in the world.

A merchant who had a competitor selling the same line of goods cheaper than he could afford to mark them, queried Mr. Stockdale as to the best procedure in such a case, which was evidently due to a lack of knowledge of the cost of doing business. The reply was that "if the competition was so great that I could not make any profit I would decide that I should be in some other business. Competition based on ignorance is the hardest to meet," added Mr. Stockdale, "and the merchants who are making the real success do not allow any person to set prices for them."

A merchant in the audience, who had had previous experience with the same difficulty, made answer that in one case a number of merchants troubled with such a competitor paid him a personal visit and showed him the mistake he was making in selling at such a figure that it was plainly evident he lacked a knowledge of the cost of running his business.

"What in your opinion is the chief cause for failure among retail merchants?" was next asked.

Mr. Stockdale laid emphasis on management in making his reply. "The greatest source of failure to keep books, to know about the business, to look after the buying and the market, is because a man tries to look after too many small details." Mr. Stockdale added that only one thing was worse than the failure of a man to have at hand figure facts about his business, and that was to have figure facts that were not truthful.

In replying to a question re cutting prices on advertised and non-advertised lines, Mr. Stockdale stated that "the man who cut prices on advertised lines is usually a pretty wide-awake merchant."

"How about the man starting in business who has not reached the stage where he can live on 3 per cent. net profit?" was asked.

Mr. Stockdale's reply was that 50 per cent. of the retail merchants in the country were getting along without any net profit, their salary being included before a net profit is struck.

Mr. Stockdale was, in conclusion, asked to define profit. His answer was that profit "is the reward a merchant gets for doing an exceedingly difficult job a little better than the other fellow can do it."

**KEEPING DIRECT TRACK OF PROFITS**

(Continued from page 22.)

This proved the value of the system to Mr. Birrell, as it suggested a leak that investigation immediately discovered. It is easy to see how such a system as this would be an absolute check on pilfering either from behind or in front of the counter.

This system could be further extended by subdividing the stock into lines such as neckties, hats and caps, shirts and so forth, and keeping each individual line tabulated in the same manner as the stock as a whole. While this might help to even greater accuracy in buying, Mr. Birrell is of the opinion that this involves a lot of unnecessary detail in the case of a small business where the proprietor is in daily touch with almost every article in the stock. There is, of course, always a possibility of loading down a system such as this and making it so great a burden that it becomes a nuisance to keep it up and thereby defeats its own end.

For larger stores, where there is a number of salesmen, and where in consequence the use of a single record sheet of this nature would prove impracticable, the same idea could be worked out by means of the counter check book. A check could be made out for each individual sale and the cost mark noted. The tabulating could be done on a separate sheet at the end of the day from the records thus obtained and the gross margin arrived at in the same manner.

For the smaller store however the idea as developed by Mr. Birrell would appear most simple and effective and the satisfaction of knowing daily what progress is being made would compensate a hundred times over for the little labor and trouble involved.

G. D. Chidley, men's furnishings, Indian Head, Sask., has discontinued business.

J. H. Woods has reopened his tailoring business at 170 Queen St., Charlotteville, P.E.I.



# IS BROADWAY BECOMING STAID?

Our New York Correspondent Notes a More Grown-up and Less Frivolous Attitude on the Part of This Street's Habitués—War is Getting in its Work, Yet Life in Gotham is Far From Sombre.



IN a very little while now there will be started the usual campaign of just so many shopping days before Christmas. Everybody will more or less take up the cry of "Do your Christmas Shopping Early," and no one will otherwise pay much attention to the idea, such being the way of the preachers and the preached-to the world over. That season having drawn near there is a feeling stirring in the breasts of those haberdasher gentlemen who line the sidewalks on old Fifth Avenue and other thoroughfares adjoining that there are brisk days ahead of them. They argue along this well ballasted track, that probably most of us have had our hidden store of golden simoleons pilfered to a most disquieting extent owing to the unsettled state of affairs over the water, and that, therefore, when we are passing around those useful present hints, camouflaged as just an interesting item as to personal preference, there is more than likely to be a suggestion as to something wherewith to add to our simple masculine loveliness. Probably, too, Lionel, clamoring for a new set of evening accoutrements, will have it broken to him that they will have to form part of the celebrations of that festal day. That at least is the way that many Gotham dealers have mapped out the situation. By way of seeing that the proposed victims walk over the map as prepared, they are setting before these victims a variety of new ideas calculated to stir the most indemonstrative into a breeze of enthusiasm.

## GROWING UP, PERILAPS

Now do not mistake me as meaning that these changes will cry aloud to you from the street corners. Nay, not so! They hide themselves coyly in the slightly different cut of lapel, in a modest novelty in the design of a tie, in a thousand and one unobtrusive changes. It is a rather new phase for us, we must admit. We are not going to those riotous extremes that were formerly our delight, those extremes that we used to start to-day, pass on to others to-morrow, and deny ever having heard of the day after. Perchance we are growing up a little, and, mind you, when I speak in this commendatory tone I am speaking for the majority of us. There is still the minority who love a coat because of its many buttons or its wild design in pocket flaps. There will always be this kind of folks, folks with the general idea of the small darkey who after drenching himself in perfume remarked proudly, "When you smell a smell, 'ats me."

It is possible however to introduce an innovation without its becoming such an unwarranted assault on others' nostrils.

## NOVELTIES STILL TO BE FOUND

Now the well dressed man, the man who actually does himself well from the time that he leaps lightly from his morning plunge till the time that he turns off the midnight current, will find many a novelty to tempt his fancy. But let us rather begin with some more sober ideas of what will be generally worn during this winter season.

## CHECKS ARE TABOO

The sacque suit will of course be the usual reliable old standby for the working suit. You can, moreover, consider your own tastes as to whether it shall be single or double breasted without offending anyone's feelings. The only place that you might possibly offend were it not for this gently warning word would be in any tendency towards a preference for checked design. We would speak not harshly but kindly on this subject, yet we would not have this kindness mistaken for any lack of firmness. Plaids of indefinite design, or solid colors, but checks! oh, no! The good old greys, browns, and blues will be the colors most generally in demand. To add a bizarre touch to the costume, if such is the desire, it is permissible to wear a fancy waistcoat, and when you come to them the deuces are wild, so to speak. Apparently you can't hurt anyone's feelings with a waistcoat, no matter how blasphemous its tone. If, however, you are a retiring chappie who likes to go through a crowd without leaving a backwash of gazers with eyes popping out of their heads so that you could knock them off with a stick, possibly you will follow the prevailing fashion of having the waistcoat of the same material as the coat, or of knitted material, which is equally modest.

# WHEN EVENING COMES GAY APPAREL IS SEEN

Blue in Evening Clothes, Because Jet Black Under Electric Light—Diamonds in Shirts to be Worn Only One at a Time, a Restriction Which Won't Bother All of Us—The Frock Coat Again—Gas Helium vs. Moth Balls.

There are some of us however whom Providence did not bless with an eagle eye, a commanding presence, or even a Hebraic nose. We may be of medium height and average rotundity, with our only outstanding mark of identification the sparsity that is hidden beneath our hat. Perchance we yearn to be enough unlike our fellows, so that every tonty looking person we pass won't meet us with a hesitating look of recognition. Well then just as a matter of being different it is quite the thing to wear shepherd's check trousers with a dark check suit, that will in all probability be the only identification mark you need.

## SIX A. M.—THE SHANK OF THE EVENING

Let us turn for a moment to the garb of festivity. Since the Tammany tiger is loose again, and it is to be presumed that in due season the lid will be removed and buried with due pomp, the days are surely coming when it will not be necessary to turn out into the chilly night. Then there will be some meaning in the good old slogan "Where do we go from here?" It will be more than ever necessary therefore to have the proper sartorial equipment for doing full justice to every festal occasion.

The latest thing, the thing that is undoubtedly causing Lionel some wakeful nights of anticipation, is an evening coat of blue undressed worsted with dark blue self facings and collar. The idea of the blue is that it is very much blacker than the blackest jet when seen under the myriad lights of Broadway. Of course if you happen to be one of those regular Johnnies who think that the evening stops at 6.00 a.m. the honest toiler with his dinner pail will probably stop to jeer at you; but who would grudge him his early morning laughter?

## LOTS OF SHIRT TO SHOW

Another little novelty in evening coats shows an extremely wide open front. Slim chaps would look well in this variety, but the well upholstered gentlemen might find that it brought their upholstery just a trifle too much into the open.

As to dress waistcoats, there is a very natty yet unobtrusive variety in white piquet. It is a conventional sort of cut with short points and a V shaped opening. Its main distinguishing feature is the soft roll of the lapel. Another variety has a U shaped opening with long points. The lapel points seem to have slipped down in front somewhat, but as that is the originator's idea it is all right. This waistcoat has three buttons set so close together that were it not for the name of the thing one would do as well.

## ONLY ONE DIAMOND

To complete this costume the shirt is, of course, a necessity. The mandate has gone forth that the soft bosomed shirt is to be no more. They were a comforting, comfortable garment and it will be hard to become accustomed to the alabaster front again. The shirt front will be dotted with three pearl studs. If a diamond stud is used by one of the opulent, the limit will be one, it not being considered the thing to dispose all one's assets about one's shirt front. The silk hat of moderate lines is the one for all occasions. The entertaining opera hat with the spring inside that one may sit on with impunity is also returning to favor and will be worn on many occasions.

## WELCOME HOME, STRANGER!

There is another stranger in our midst too—the frock coat. Possibly you would not exactly call it a stranger. It was once very dear to us, and has always kept its grip to a certain extent, notably with floor walkers, undertakers, and sidesmen of the Anglican persuasion. But the fact is this, that nowadays if you stroll out in your morning coat that you had come to look upon as a hoary institution, and meet the family undertaker in his straight black, you will have to admit that barring his other worldly expression, he has something on you in the matter of absolute correctness.

## SOBERING INFLUENCE AGAIN APPARENT

Overcoats—there are no great changes here. Some men are wearing a

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# GETTING THE RETAILER TO COLLECT BILLS

A Timely Consideration for the Fall Campaign—Protecting Accounts—How Confidential Relations With Bank May be Source of Strength to the Merchant.

Editor's Note.—One of the great problems that the merchant is continually facing is that of collections. It is the vital question. Problems of merchandising are serious enough under present conditions of high competition, but when the goods are sold the merchant is still faced with the problems of collecting his accounts, and on his success or failure in this one thing depends the success or failure of his whole business. Ill-advised credit is the most fruitful source of failure. Just now when the merchant is planning his fall campaign special attention should be given to this important matter. Now is the psychological moment to get after outstanding accounts. The harvest is over, and the farmer has received the money for his crops. He is in a better position to pay his bills now than at any other season. Moreover, all people who are directly or indirectly dependent on the activity of the farm, and there are many of these, are also in a good position to pay. This is a matter therefore that should have the dealer's closest attention during the fall months. The accompanying article that appeared in a recent issue of *The Financial Post* puts the situation so plainly, and is so full of suggestions that it is reproduced herewith.

**T**HE branch manager who has to do with the small retail merchant is something more than a mere dispenser of credit. After making a loan he naturally becomes interested in the business affairs of a customer, in watching that the "margin of safety" is maintained. He establishes himself as a sort of financial adviser—and if he can make the relations those of a "business confessor" so much the better. Intimate relations between the banker and his customer are to their mutual advantage at practically all times.

Discussing the relations of bank and retailer with a bank manager in a city business district where there are many small accounts, I asked him what he considered was the most important factor in the solvency and stability of the retailer. From the fund of experience of many years in one community, he replied immediately that it was keeping close tab on the charge accounts. The bugbear of the small retailer, in his opinion, is the uncollected account—which so often becomes "uncollectable" after being "uncollected." He referred to an instance which emphatically covered his point:

"Only this morning there was a grocer in here who was bemoaning the disappearance of a customer who owed him \$70. He had given up hope of making the collection. I figured out for him that on the amount lost—lost to all in-



tents and purposes from his private pocket—he had dropped the return on, say, \$700 of business. When he started out to figure what \$700 business meant in his store and what it would mean in time and effort to get new trade to that extent. I think he caught my point that there was as much profit in checking up current accounts as in developing new ones."

The bank manager must of course recognize that the average retailer is in competitive business, that he must make certain credit allowances, and that he cannot always make hard and fast rules. But the fact remains that it is the experience of branch bankers who have been in their fields for years that the great majority of failures which have come to their attention have been the result of loose credits. The manager I have referred to impressed upon the retailer at all times the necessity of watching accounts. System is of course necessary but it need not be elaborate; the trouble is that too many small merchants have practically no system whatever.

In a general way the rule is good that, when a man has a weekly account, he should be asked to pay at the end of that time and that there should be no further credit unless there is ample explanation and assurance. The same would apply to a fortnightly account or to a monthly account—although the latter should not be encouraged unless there is a good understanding between merchant and customer. Also the manager may quite well advise the retailer to keep an attentive ear for news concerning his customers; changing conditions as regards local industries or personal affairs may often have a direct bearing upon the customer's proper current rating.

The foregoing merely illustrates one way in which the manager may exert an influence in the affairs of the retail merchant customer. The opportunities are frequent for suggestions or advice along practical lines, which will not only improve the account for the bank but will permit of better financial service by the bank to the customer as well as tend to increase the latter's business profits.

In many respects the small merchant makes errors of neglect or thoughtlessness which may have a direct bearing upon his credit standing with the bank and with the trade. For instance there is the reluctance—in some cases amounting to repugnance—in giving particulars about business affairs which are recognized as essential in establishing a business standing. These may be such as asked for by the mercantile agents for trade circulation or by the bank manager for confidential guidance in making a credit recommendation.

A manager told me the other day that the attitude of some merchants towards the representatives of Duns' or Bradstreet's was astonishing. They did not seem to recognize that these institutions were giving a service which had become to be a matter of routine with business generally and that they themselves were the only ones to suffer from failure to give proper information. There were business men "along the street" said this manager, who were in comfortable financial positions who were much more poorly rated than they deserved merely because they assumed a frigid attitude when the representative of the mercantile agency made his call.

This attitude is often maintained by applicants for bank credit. In such cases it becomes necessary for the manager to explain that he must have a candid statement of the customer's affairs. This may involve a verbal explanation or an auditor's statement and may often make it necessary for the manager to make some practical suggestions to a business man as to simple but effective methods of keeping track of his affairs. On the other hand there are many such cases in which the manager's knowledge of the standing of the individual in the community and his reputation for business integrity may be the deciding factor in recommending a loan which for another client with an evidently sound statement would not go through. Then of course the object for which funds are being raised is very important.

The question of the confidence of the bank in its customer is a matter which managers should discuss candidly. In many cases the retailer is not absolutely honest with his banker and in the long run his credit suffers. I know one manager who used to emphasize the point of the necessity for straight statements by telling the retailer that he stood in the same relation to the banks as his customers stood to the trade. The citizen who is not scrupulous may "jump" one account and go to another store but eventually if he keeps it up he will lose caste in the whole retail community. In the same way a borrower may move from one bank to another and gain



slight advantages by sharp practice but such benefits are small in comparison with the danger of losing his credit standing with the banks in general. A case illustrating this point came to my attention recently:

A small retailer in a western city borrowed \$200 for 30 days. At the end of the period he was unable to meet the obligation and went to a second bank and borrowed the money to pay the first. Again at the end of the period he raised funds from a third bank to pay the second. Now, because this was a comparatively large business centre and the account was a small one, this scheme appeared to work successfully. But that merchant now admits that he later found that he can in the long run make better arrangements by dealing candidly with one bank.

That he should come to this conclusion is only natural. It must be obvious that

if a merchant's credit was not sufficient to warrant a loan from one bank it should not be with another. Instead of moving from bank to bank—which could only be done for a limited time and in the case of small amounts—the merchant would undoubtedly have been better served in the long run had he dealt fairly by the first bank, providing of course that it gave him satisfactory service in his particular line of business. Had he given the manager full particulars of his standing and prospects and convinced him of his integrity he would quite probably have been as well treated in the first bank as he was in the second or the third. Ignorance of banks and methods and hesitancy in being candid in discussing business affairs with the manager are about the only excuses for a merchant forsaking the straight for the winding road in his business dealings.—J. W. T.

the results are said to be so satisfactory that a guarantee could be given the U.S. Government."

IS BROADWAY BECOMING STAID

(Continued from page 30.)

rather grotesque following of the idea of the British officers' trench coat, bellows pockets, seven in all. Probably the larger part of our five million fellow-citizens, however, are inclining to the good old staple cuts. It might be noted, too, that the belt all round is losing its favor among the most discriminating dressers, though there is plenty of sale for it yet among the younger fry.

Now for one or two stray ideas. Take shirts as a starter, colored madras or chevot are the materials generally found in the better class shirts. These shirts in many instances have attached collars of white or colored material, while many of the colored shirts have white attached laundered cuffs. This idea of having the shirt and collar and cuffs of different colors is growing in favor. The colored collar, for instance, has become quite the thing, and it is possible to give rein to a fairly violent taste in this direction without overstepping the mandates of the time.

Alas! the Tan Shoe Finds Disfavor

The tan boot, we regret to state, is losing favor, and in its place dull finished black or enameled leather are to be worn. It is our opinion, however, that our tan friend will probably be a considerable favorite for a good time to come even if it is not considered quite correct.

As a last parting shot let me suggest that the knitted scarf is coming into its own again. There is also a tendency to favor throw-over scarfs made in regimental colors. By this latter novelty one is able to effect some violent color combinations and yet be able to give a satisfactory explanation.

MAJOR HACHBORN BACK

MAJOR E. W. HACHBORN, son of E. G. Hachborn, Toronto, is back from the front on six months' leave. Lieutenant Hachborn was wounded in one of the recent engagements, but a little rest is expected to effect a complete recovery.

Ketcheson & McCune, men's furnishings, Abbey, Sask. has dissolved partnership.

CANADA TO GET MORE ORDERS

United States Government Has Placed Business to the Extent of \$50,000,000—Of Vital Interest to all Business Men—Best of Prospects for the Coming Year.

**B**USINESS men the country over are vitally interested in the news that huge shell orders are coming to Canada from the United States Government. This will inevitably mean a continuation of the prosperous conditions of the past two years. *The Financial Post*, which announced this news in its issue of November 3, says in part:

"Within forty-eight hours an official announcement can be expected of the placing of American order in Canada for shells to the value of \$50,000,000. Prominent Canadian manufacturers and members of the Imperial Munitions Board, including Sir Joseph Flavelle, have returned from Washington, where they completed the necessary arrangements.

"This is the most important development of the past three months. It nullifies the probable effect of the slackening of munition orders from Great Britain and assures a continuation of industrial activity in Canada. As the orders forecast are but a starter, it is not unreasonable to assume that for an indefinite period business conditions in this country will continue as favorable as during the past eighteen months. The importance of the impending announcement cannot be overestimated. It will completely change the outlook. A brisk, prosperous winter is ahead.

"Negotiations to this end have been pending for some time. From the standpoint of the U.S. Government, the placing of orders in Canada is purely a time consideration. The curtailment of Imperial orders left a number of Canadian plants, equipped to produce shells, idle. Uncle Sam could not turn out as large a supply of munitions as he needed. Therefore, he is willing to utilize the capacity of Canadian plants to speed up deliveries. It was the same motive behind the earlier placing of orders in Canada for underwear and other knitted goods.

"It is understood that the negotiations from the Canadian end were conducted jointly by members of the Imperial Munitions Board and manufacturers of munitions. Sir Joseph Flavelle and Sir Charles Gordon were in Washington, and among the munition men who figured in the proceedings were H. J. Fuller, president of the Canadian Fairbanks-Morse Co., and W. G. Harris, of the Canada Metal Co.

"The initial order will, it is understood, be for 3.5 in. shells, which corresponds to the 3.3 in. that has been made in Canada for the Imperial Munitions Board, and the 3 in. one that fitted the Russian guns. Experiments on the U.S. shell have been conducted in Canada very recently, and





# THE CHRISTMAS WINDOW DISPLAY

Trims Work Day and Night—Always Building For Trade — Never Show Damaged Goods—Value of the Price Tag.

WITH the Winter and Christmas holiday seasons fast approaching, merchants who are looking for the largest returns from business during these seasons, are busying themselves in the preparation of window arrangements that will be effective in drawing trade during these special periods of the year. Competition for business at these times is greater than usual and the only way to successfully compete is to have such window dressings that the passing customer will instinctively be drawn to further investigate and ultimately become a purchaser. Window displays have a tremendous effect upon the individual, and sometimes this effect reaches the proportions of a semi-hypnotism which literally carries him off the street into the store. Really effective window displays are irresistible and represent the most powerful medium for the attraction of trade. For this reason some few suggestions along the line of window dressing will not be out of place at this point.

## Windows Always Open

In the first place, the merchant should remember that when his store is closed to the public the windows are always open, that is if he uses his windows to the best advantage. Generally during the holiday season this is the case, even if such is not the practice at other times of the year. At night, on Sundays and holidays, when your store doors are closed the windows can be made pay a dividend. People strolling along the street will pause before a well-lighted, tastefully arranged window display and pass by the dingy, unkempt one with disdain. At Christmas time the number of people on the streets at night is much greater than normally and this element is therefore of greater importance at this season. The people who are attracted will become your customers, all things being equal.

A certain merchant in a small city made it a habit to keep his windows dark; as a result he had no attraction after nightfall. On the other side of the street was a storekeeper who spent a few dollars a year for light and reaped a harvest by so doing. Which pays the better, and what course do you pursue?

It matters little what is placed in the windows as long as the goods are fresh and clean. Certain holiday goods are peculiar to every store, and it is not necessary to enumerate these herein, but freshness and cleanliness should be the predominating elements. Some merchants use their windows for a sort of dumping ground for broken and damaged goods figuring "Oh, well it's only for display and not for sale." Better by far throw damaged goods on the scrap heap than to place them before the eyes and judgment of the buying public. The

story is told of a merchant who made a practice of displaying his damaged goods to such an extent that the public got the idea he dealt only in damaged goods and "seconds" with the result his business was almost ruined.

## A Few Simple Points to Watch

After each rainfall the windows should be quickly rubbed over with a damp cloth. At the approach of night be sure to switch on the lights. One merchant makes a habit of turning on the lights each time a dark cloud obscures the sky, in fact at certain times of the day when the sun causes a glare he also switches on the lights, thus counteracting the effect of the sun by interior illumination. In the winter when frost is apt to cover the windows an electric fan kept running day and night is effective. In summer a fan constantly operating will keep the flies on the move and prevent a loss of merchandise, as nothing cheapens a window display as much as speckled and dirty goods. Never make the day time your window-changing period as it blocks the view of your merchandise when people are passing; do this work at night and be ready the next day for business with a fresh display.

## The Price Tag

No goods should be shown without a suitable price tag. The necessity of showing a price is especially important in the holiday season. Some "high-grade" stores figure it is beneath their dignity to price goods displayed, but it has been the experience of many retailers that to make the windows a paying proposition they must have the power to attract. The greatest attractions are, first, the goods and then the price. Without tags a person can only guess at the price of goods admired. A price tag is a silent salesman, as often a person will gaze into a window and be attracted to the goods by the price or what is asked for the merchandise.

Coated cardboard is the ideal window tag, and a change of color is advocated. One week use white, next a tint and in summer use a black card with white letters as this keeps clean the longest. It matters not what color ink is used so long as the sign is readable and to the point. Abstain from the so-called "comic" signs such as "Take me home for \$4" or "Use Bink's pills and never be ill." All persons will not have the same idea of humor as you.

## Use Stands for the Cards—Not Pins or String

Use a neat stand to display your large cards and "bulldogs" for the small ones. Never use a pin or a piece of string to attach a ticket to the merchandise as both cheapen the display and ruin the card. It is better to invest a few dol-

lars in suitable fasteners than to ruin many dollars' worth of cardboard year after year. A letter file may be used to advantage in storing unused signs; thus they are classified for future use.

When a card is soiled it should be thrown away for it never pays to use a card which has become dirty; it loses sales and gives the store a cheap appearance. In most every store will be found a young man with a knack for lettering. If you have no such person, select a clerk and let him read some good material on card writing such as appears in the trade newspapers. It will pay you to invest a few dollars along these lines for the convenience of a man on the premises who can letter is of great value and saves much time. The card writer who makes a business of doing rush jobs is seldom a good workman.

## Don't Crowd the Windows

There is oftentimes a tendency on the part of retailers to do either one of two things in regard to window dressing. They will either sacrifice the selling value of their windows entirely or crowd them to a point where the display is worth little or nothing. Once again the merchant should put himself in the position of the person on the street. There is no attraction in the window where the goods are piled helter skelter and packed up against the front with about the same care displayed as when you throw corn in a bin.

The window is one of the best salesmen in the store, and, particularly when a store front offers two roomy, attractive, and well-lighted windows, it is little short of a merchandising crime to sacrifice them through negligence, carelessness or any other phase of mismanagement. A window well trimmed is an example of the same business acumen which induces the peddler selling produce to put the better and more attractive part of his stock on the top of the basket. The practical dealer selects the more attractive part of his stock, both as regards price and quality, and puts it in his windows. It will pay you, especially during the Christmas holiday season, to regard your windows as one of your most efficient salesmen.

## Christmas Specialties Should Shine Forth

Merchants should require no reminder to see that any merchandise peculiar to the Christmas season is exclusively brought before the public eye at this period of the year. Each class of store has its distinctive line of goods which receive special attention for Christmas trade and no time should be lost in working these into advertising and window displays. It is not too early to com-

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# COLLARS & SHIRTS



## UNCERTAINTY AS TO EXTENT OF ADVANCES

Shirts Seem Sure to go Much Higher, But There Are Complicating Features — How About Collars?—Advances in These Seems Justified—Colored Silk Soft Collars a New Thing.

**M**ORE perhaps because of the temporary unsettlement resulting from conscription than any other reason, merchants have been proceeding very carefully with regard to placing orders for Spring. Because of this, as has already been noted, there is sure to be heavy buying of a sorting nature after the New Year. There is another reason to expect this. Indications are that prices for Fall, 1918, will go still higher and many dealers seem inclined to keep their stock up to provide against the advance for that Fall, 1918, season. Writing **MEN'S WEAR REVIEW**, one merchant states that great care is now necessary. The pendulum has swung about as far as it can, he says, and is on the point of commencing to swing back.

There can be no doubt that the tendency in prices is of this pendulum variety. It is a very unusual cause which is making the pendulum swing at the present time, however, and there seems no reason to believe that the backward swing—the downward trend of prices—is about to commence. Indeed, all indications point exactly the other way.

### No Downward Movement Evident

It is not the intention of **MEN'S WEAR REVIEW** to counsel heavy buying. Many merchants now have as large stocks as are advisable. On the other hand there does not seem any reason to feel that a downward movement of prices is coming which will make cleaning up stocks under forced sales advisable.

The consensus of opinion of manufacturers is to the effect that the prices for Fall, 1918, will be higher — that samples will probably be taken to the trade somewhat later. There is, however, the greatest uncertainty at the present time.

This uncertainty as to what is to come in the cotton market is brought out clearly in a letter received by **MEN'S WEAR REVIEW** from one of the largest users of cotton in Canada. He is dealing particularly with overalls, but the general situation is after all the same and for that reason we quote his letter in part here.

### The Word of an Expert

"I have just completed a trip to New

York, Philadelphia, and Washington, returning Saturday afternoon. The trip was for the purpose of keeping in touch with the market and possibly placing some orders, but I found in the American mills a very alarming situation.

"The United States Government has placed such large orders for denims and khakis that not a single broker or mill would even talk prices. One and all they said that they were completely sold up till next April and would not care to book any more business, or even consider any more business until that time.

"No doubt you know that the American army has adopted an overall and overall coat as the uniform for all their men to use when they are digging trenches, etc., so as to save their uniforms. This means that besides the uniform every man gets a suit of overalls, with the result that they will need a good many million yards of cloth.

"Through the committee that purchases clothing as a branch of the Council of National Defence, they have gone into the American market and practically bought the entire output of all of the mills in the United States for several months to come, with the result that they have bulled the market about 6c. per yard. In fact were we buying material, or could we buy material, on to-day's basis, overalls made of this material, if imported to Canada, would be absolutely prohibitive, probably in the neighborhood of from \$28.50 to \$30 per dozen.

"Never in the history of my business experience have I found things so alarming in the denim industry as they are in the United States to-day, and, of course, in Canada prices will follow what happened in the United States, inasmuch as all raw cotton comes from the American side.

"We don't know what to predict, or what is going to happen to a good many overall manufacturers that haven't sufficient contracts on hand to keep them going until next Spring.

### Highest Prices in History

"One thing is certain—that we in Canada, as well as the manufacturers in the United States, have got to look to the future with a clear understanding that we

will see the highest prices in denims that probably the world has ever seen, especially so if the United States raises two or three million men, or more, which is very likely in view of the very grave outlook in Italy and in Russia.

"I would not care to be quoted as predicting, I don't know what to predict, but I do not think that Canadian manufacturers as a whole for a moment realize what the conditions are in the East as far as finished cotton fabrics are concerned."

If this is the case with regard to products suitable for overalls and working shirts, it will, of course, be more or less the case with regard to shirtings.

### Holding Off for Fall

And yet, as this manufacturer indicates, it is very hard to forecast. **MEN'S WEAR REVIEW** knows some very well informed manufacturers of shirtings who are not buying as yet for Fall. Their point of view is that at the present time cotton growers are evidently aiming to get 30 cents. If conditions continue as at the present time they can probably do this. There is, however, a possibility of the Government stepping in and fixing a price for cotton, which would certainly be below that 30-cent figure. Also there is the possibility that the cotton acreage may be almost double. Then Japan, through its influence in China, may get a big cotton crop. It has been said that China could not grow cotton. The same thing was said of Egypt and now some of the finest yarns come from there.

So the matter stands. Certainly it is not easy to find a solution, but putting all the facts together, higher prices seem practically assured.

By the way, silk shirts will undoubtedly be again popular. There is some talk from time to time regarding the extravagance of these. The endurance of them, however, makes the question of extravagance a very doubtful one. Moreover, evidently the Government was glad that these silk fabrics could be used as the tariff on them is very much lower than on cotton.

### And what about collars?

This business of predicting prices is not only a difficult but rather thankless  
(Continued on page 41.)





## What Shall We Get Father?

**A** WINDOW such as this, prepared by W. Hallgarth in D. E. MacDonald & Bros.' fine window, will doubtless have solved this question for a number of Guelph families. The trim was arranged before the holiday season commenced and yet it will have caused many to think of pyjamas as suitable presents for the head of the family, and for some of the older boys.

Such trims should be very effective at this season, though, of course, when prepared in the holiday season, there might well be some show card directly focusing attention on the giving of gifts.

The composition of this window is exceedingly good. There is no overcrowding—nothing forced about the arrangement of the pyjamas, but a number of patterns are shown in a very effective way.

# BEANS BROUGHT THE BOYS

Guessing Contest With Auto-car and Other Fine Prizes Brings Fine Trade to Chevrier's Boys' Department—Results in the Securing of Splendid Boys' Lists.

**A**BOVE a great city flew a huge kite, bright, attractive and alluring, particularly to the eye and the heart of the boy whose interests prompted this scheme of drawing him and holding his attention. The swaying hither and thither of this gaudy object proved the strong connecting cord which led the way to "Chevrier's."—"The Blue Store" of 452 Main Street, Winnipeg.

This kite was an example of the methods adopted, from time to time, by Horace Chevrier, the senior member of the firm and one of the most consistent and largest advertisers of Winnipeg. As a direct result of this scheme, much interest was enlisted in the boy's department of the store, which has now assumed large proportions.

## Those Beans

Last September, just when the Fall clothing season was about to open, the firm decided upon a novel guessing contest. A large glass jar was procured, filled with beans and placed in one of the display windows. In the meantime cards had been mailed to a large number of boys, many of whom were good customers of the store. On these cards they were asked to write the names and addresses of two boy friends. Accompanying the jar of beans in the window was a suitable card explaining that to the boy who would guess the correct or nearest to the correct number of beans contained in the jar a splendid prize would be given. There was just one requirement. Each boy, to be eligible, was required to leave his own name and address and on a card the names and addresses of each of two boy friends. In this way, the boys were brought into the store, and a list of good names running into thousands was secured.

Following the announcement through the advertisements of the firm, many replies came in from all parts of Canada, and, all through, the firm gained wide publicity. But the net result, in addition to a much stimulated turnover in the boys' department during and after the contest, was the addition to the firm's mailing list of these names, many of the owners of which doubtless develop into real customers.

## An Auto Car As Prize

It required a good deal of thought and care to say finally what the prize should be. Interest would be shown largely in proportion to the value of the prize, and after careful consideration it was decided to offer an auto car. This doubtless involved considerable expense, which, however, was fully justified after the net results were summed up. There being no entrance fee, all boys would guess, and the interest was very wide.

## The Department—Its Location & Extent

The boys' department of this store is located on the second floor. Here, it is away from the distracting influences which would perhaps be evident elsewhere, and the boy can be treated with the attention and care he merits. The firm has as manager in its boys' department E. Aubin, a man who has boys of his own and he knows how to treat boys.

## Study the Boys' Tastes and the Parents'

A careful study of the tastes of the boy is made, and he is ever treated with care and courtesy. It is figured that time spent on him is time well spent, and his peculiarities are not permitted to interfere with the store's policy of giving individual and careful treatment to every prospect, be he of Canadian, British, French, Swedish or other descent. It is fine to see with what interest the boy spends his own money, and particularly when he is buying his own clothes, as many do now, having earned this money himself. Many of the boys still like the advice of "mother" or of "dad," and bring one or the other along. This calls for the exercise of care as to the treatment that shall be accorded them, and diplomacy has to be shown.

## Display Methods Changed

The methods of storing suits, hats, caps, etc., as obtaining in the earlier days have been discarded, and now long tables and racks are used, so that examination of suits, overcoats, hats, caps and other lines may be conveniently made. Thus, much time is saved, and where there is a tendency to shyness it allows the boy to be freer without asking too many questions. Altogether, arrangement of stock is made carefully, but with a view to easy access.

## Extensive Alterations Planned

So extensively has Chevrier & Sons' boys' clothing department grown, that plans are under advisement, which, when adopted, will call for the use of the entire second

floor of their building. Space will be given to every new and popular style of suits, hats, blouses and Summer clothing and other special lines.

Bills, Ltd., hats and caps, Winnipeg, Man., has discontinued business.

Dominion Shirt Mfg. Co., Quebec, Que., manufacturers and wholesale shirt dealers, have dissolved.

CHEVRIER'S [The Blue Store]

## Boys—can you guess?

- How many beans are in the Big Glass Jar.
- Come in and try. Ask for a guessing card.
- You might be the winner. why not?

### THE PRIZES ARE SPLENDID

- 1st—Auto Car. Don't forget the names of your two friends. It's name, we are after.
- 2nd—\$50 War Bond.
- 3rd—\$25 War Bond.
- 4th—\$25 War Bond.



THE GUESSING CONTEST CLOSES ON SEPT. 20

Read this Suit list out loud to Father and to Mother.

## Saturday Specials

- MEN'S POLICE AND CROSSBACK SUITS—Lined pattern. Worth 50c. Saturday Special ..... **25c**
- MEN'S BLACK HOSE—Gleaned pattern. Black with grey heel and toe. Saturday Special ..... **25c**
- BOYS' FALL TOP COATS—Blue, green and brown. Sizes 3 to 10. Saturday Special ..... **\$4.50**
- BOYS' SAILOR SUITS—Navy blue, with red trimmings. Aged 4 to 10. Saturday Special ..... **\$2.45**
- MEN'S TAN RAINCOATS—Full length, two button, rubber collar, tab, no sleeves. Heavy. Size 31-34. Saturday Special ..... **\$3.15**
- MEN'S MOCHA AND DOKKIN GLOVES—Unlined. Heavy made. Sizes 7 1/2 to 8 only. Worth 1.00. Saturday Special ..... **95c**
- MEN'S WORK PANTS—200 pairs only, stock of worn-out pairs, strong material, iron-free, value at \$1.00. Saturday Special ..... **\$1.95**

### Boys' Serge Suits

- BLUE SERGE PINCH-BACKS—A fine (well made) that will wear like iron. Always dressy. All sizes. Special ..... **\$10.00**
- BOYS' HIGH SCHOOL SUITS—American style. Pinch-backs, form-fitting coats, patch pockets, elastic cut waist, light-stripe trousers of like a glove. 33 to 34. Special ..... **\$12.50**
- CHILDREN'S SAILOR SUITS—Blue cloth with red and white trimmings. Blouse, pants. Sizes 3 to 10 years old. Special ..... **\$3.50**
- BOYS' FALL TOPCOATS—Grey tweed mixture, wool lining only. A very swagged outfit, excellent for the boys. Special ..... **\$10.00**
- BOYS' TRENCH TOPCOATS—A splendid garment for the Fall evenings. Many fine patterns. Pleated backs, belt all around, with buckle. Good serge lining. Sizes up to 34. Special ..... **\$14.00**
- YOUTH'S LONG PANT SUITS—A great showing of Fall patterns in many styles. Form-fitting. Norfolk and Pinch-back. Special ..... **\$10 to \$15**
- BOYS' BLOOMER PANTS—A tremendous assortment of dark tweed and corduroy bloomers. Sizes 33 to 34. Special ..... **\$1.00 to \$2.50**

### Boys' Suits

- BOYS' SCHOOL NORFOLKS—Dark grey and brown tweed. Good, rugged suits. All sizes for the Fall school season 34 to 35. Special ..... **\$5.00**
- BIG BOYS' NORFOLKS—A good weight of cloth for the coming chilly weather. Remarkably tailored and perfect fitting. Up to 35. Special ..... **\$6.50**
- BOYS' CLASSY PINCH-BACKS—A fine showing of new patterns and designs at this low price. Never have our starting values shown up any better than at ..... **\$8.00**
- BETTER PINCH-BACKS—Brown patterns in production, both stripes and checks. Also new colors, they add style above for the Fall time. This line is positively guaranteed. Special at ..... **\$9.00**
- THE "FALL 1917 NORFOLK"—A new idea in the ever-popular boy's Norfolk. The cloths are graded in this line, and your boy will want this style. The bloomer pants are very full. Extra Special at ..... **\$10.00**
- THE "ULTRA BOYS' PINCH-BACKS"—The smart thing shown in boy's clothing for many seasons. These suits are made with the same care and skill as the best grade men's suits. Sizes up to 34. Special ..... **\$12.00**

"THE STORE WHERE GRANDFATHER TRADED"

**Chevrier's**

"THE BLUE STORE" Opposite Old Post Office

452 MAIN STREET

Display ad announcing guessing contest, which was the means of building up a good boys' list.





# KNITTED GOODS



## MILLS WILL ANNOUNCE FALL PRICES IN DECEMBER

Business Placed by United States Government Still the Big Issue—Underwear and Sweaters Both Expected to Open at Largely Increased Figures—Shortage of Many Lines Possible in Near Future—What Buying Policy Should Retailers Adopt at the Present Time?

THE interest of the knit goods industry is still settled around the large war orders placed by the United States Government. That higher prices and considerable shortage will result seems inevitable. Manufacturers claim that they are providing for the home trade, but the existing labor conditions, coupled with the fact that deliveries on many lines are already in arrears, would seem to offset these statements. MEN'S WEAR REVIEW feels that all retailers who have not covered their season's wants in cotton hosiery and underwear should endeavor to do so at once as a serious shortage is almost inevitable once the season opens. This belief is based on the fact that Spring placing business was notoriously small. Retailers, many of them, objected to the prices asked and either did not buy at all or else cut their purchases down to much below normal requirements. In consequence, the mills were able to get this business cleaned up early and feeling that they were justified in keeping their machinery operating have accepted United States Government orders that will keep them running at capacity for a number of months. In consequence, once stocks at present in jobbers' hands become depleted, there will be but little sorting goods procurable.

### Spring Prices Unchanged

Meanwhile prices on Spring lines remain steady, no actual advances having been recorded over those announced when the season was opened.

Most of the larger underwear mills will be showing their range for Fall, 1918, early in December. These will exhibit some tremendous advances, in some instances about 100%. Asked as to whether these prices will not materially constrict buying, the opinion of the majority was that it would. "We will however allow our regular trade the first chance at the line," said one representative, "if they show an inclination to hold back and not buy we will then accept more United States Government business and if the local trade runs short it will not be our fault. They will have had

an opportunity to cover themselves." This attitude, expressed or implied, was noticeable in the remarks of other mill representatives who were interviewed. Good business, not very profitable, perhaps, but steady, is being offered them and it would seem to be against human nature to have plants standing idle waiting for the trade to make up its mind as to the quantity that will be needed for the Fall season. On the other hand the retailer certainly will not relish being practically told to buy now or do without and with the prices that will prevail it certainly will be no time for speculation.

In fairness to all concerned it should be mentioned that some of the mills are determined to thoroughly cultivate their local trade and are only accepting a very small proportion of the Government business that they could have secured.

### Retailers Have Plenty of Socks

The same conditions would seem to exist in the hosiery trade. It is believed however that retailers, as a whole, are better stocked with socks than with underwear. The extensive purchases made by the Hudson Bay Co. on behalf of the French Government have pretty well depleted the wholesalers' stocks of heavier half hose, but these latter report very little interest in these lines on the part of the retailer and little apprehension is felt that any noticeable shortage will occur. Hosiery mills, like the underwear mills, have received heavy orders from our southern neighbors, Canadian mills have been in better position to manufacture the class of socks demanded for military use, a worsted ribbed khaki containing 60% wool, owing to the class of knitting machines in use. In the United States practically all hosiery mills are equipped with what are known as 240 needle machines or even finer, these being the class of machine necessary to knit fine cashmere, silk and cotton hose. Worsteds and heavy wool lines have always been a considerable portion of the Canadian half-hose business and in consequence many of our mills have a large number of coarser

machines, 140 to 160 needles, that are adapted for the regulation socks.

### 1918 Sweater Lines in December

Sweater manufacturers will be showing most of their lines to the jobbers around December 15, some a little before that time. But little change is expected in styles, the attention of the manufacturer being directed to the necessity of holding down prices as low as possible. The average increases over the prices asked for the present season will be about 27%. Asked as to whether present prices were not affecting the sweater trade, some manufacturer said "Where can the consumer replace the sweater with anything of better value? His peajacket or mackinaw coat has gone up to an equal extent. He has to have warm clothing or freeze and the sweater is his usual choice."

Nearly all the knitting mills that have been specializing on sweaters and similar lines have also accepted war business, in their case mostly knitted gloves. These firms however will assure the trade that the regular dealer's wants will be supplied and a number have started subsidiary companies to handle this government business only. There is, however, the question of labor to be considered and it seems hardly possible to expect that regular deliveries will not be somewhat interfered with.

### United States News

United States underwear manufacturers show great disinclination to open their lines for the coming year. They claim to be absolutely unable to see that far into the future. Many of these mills will not quote prices before January 1. One thing however is assured and that is, that their lines when announced will, like those of the Canadian manufacturers, show tremendous increases. Lines that cost \$8 for the Fall of 1916 and that are selling now for about \$11 will be in the neighborhood of \$15 when prices are announced.

### The Proper Buying Attitude

The question for the Canadian men's  
Continued on page 40.



## Catching the Eye of Mother and Boy

**T**RIMS such as the above, which was arranged in one of the splendid windows of Shannon & Grant's, Hamilton, store, are selling windows, first, last and all the time.

Notice the range of suits shown—a number of different styles, different qualities, and, although the price cards do not show up clearly in the illustration, these, if seen, would indicate that the range of price is fairly wide. At a time like the present, when it is exceedingly difficult to get real value in the very low priced suits, the range of price cannot of course be as wide as in normal years.

And, overcoats, too, are displayed in this trim. In fact, this is a complete trim for boys' lines with clothing predominating, but with such goods as boys' shirts, boys' neckwear, boys' caps, also well to the fore—each one of these articles giving its suggestion of necessary purchases to the interested passersby.

As a boys' clothing selling trim this window is worthy of very careful study.







# SUITS & OVERCOATS



## SCARCITY OF CLOTH GREATER--LABOR PROBLEMS

The Tendencies of the Markets Are Such as to Give the Clothing Manufacturer Some Anxious Moments—There is so Much Uncertainty as to Deliveries From the Mills That it Will be Some Time Before the Maker Knows "How to Cut His Cloth"—Labor Another Serious Problem.

**T**HERE can be no denying the fact that the clothing manufacturer will find it increasingly difficult to maintain his line of cloths for the coming season. Evidences of this were seen long ago, but as the end of the season approaches the prospect resolves itself into one of more serious proportions.

### Some Patterns on Hand

Many of the large houses are fortunate in having reasonably large stocks of some standard patterns, but others are, and will be, very short of these. Serges, for instance, will be scarce, and deliveries are hard to secure. In view of the fact that a good demand is anticipated from all parts of the country for clothing of the better grades, this makes an unprecedented situation for the manufacturers generally.

### No Woollens from English Mills

The cloths, that have been coming regularly and uninterruptedly from England will come this year, if at all, in largely decreased quantities—very small lots being looked for even by the largest dealers. In conversation with one of the largest buyers of woollens from the English mills, MEN'S WEAR REVIEW ascertained that they held out little hope of securing any stock to speak of during the coming months.

### The Question of Price in 1918

Since no manufacturer knows to-day, so to speak, what he may be charged for cloth to-morrow, it is impossible to give definite information as to the prices that will obtain for next Fall's offerings. There is one point upon which all are agreed, and that is that prices will be higher. One dealer states that the advanced prices at which they are now buying some cloths are much higher, from a percentage viewpoint, than previous advances have been. Cloth that was procurable in the English market before the war on a basis of three shillings, now sells at eight shillings and nine pence. We must inevitably expect to pay more, therefore, for what is wanted in 1918.

### Standardization Is Looked For

It is expected that, with many of the Allied governments turning their attention, through their special commissions, to regulating the amount of wool to be woven into various cloths, there will soon be a standardization of fabrics that must be accepted generally throughout the country. It will not be a question of taste when we come to want a suit of clothes—it will rather be essential that we conform with requirements.

### Canadian Cloth Products Limited

In the matter of deliveries of cloth from Canadian mills for the Fall of 1918, there is a decided tendency to cut down on all orders and to make limited allotments. If a manufacturer shows any inclination to decrease his orders, the mills are usually glad to have him do so. This applies particularly to tweeds and overcoatings.

### Better Cloths in Demand

It is a notable fact, that, notwithstanding the large increases asked, men are demanding a higher class of clothing. This seems to be the experience of every manufacturer interviewed by MEN'S WEAR REVIEW. This applies, as we have seen, to the clothing sold to young men and boys, and it indicates that there is an evident pride characteristic of our male population. It follows in our far West, also, where the writer had occasion to learn that even the foreign element was beginning to want a better grade of ready-to-wear clothing than formerly.

### The Labor Situation

There has been some cause for alarm and some little hardship in the matter of labor as affecting the clothing manufacturer. One of our largest factories, employing several hundred hands, does not anticipate any friction through the effect of the war. This firm has about fifty men who belong to Class "A," but if these are called it will be able to take care of the vacancies thus created. Another factory, employing a large staff, has found

that the complement of its workers has gradually readjusted itself until it now has a larger percentage of feminine workers than male, the former percentage of two to one, (favoring male help), being more than reversed now. The girls and women employed have proven themselves equally capable.

In other districts labor is very scarce and production is then being handicapped. This matter of help is one largely of locality.

### Cap Sales Double

THIS has been a great season for caps. One of Canada's largest makers advises that his business for 1917 would show over one hundred per cent increase, accounted for partly by a larger showing of designs.

The wholesale trade report a splendid volume of business for this season of the year. All seem to be very well pleased. With the indirect benefits accruing from munition manufacture this should continue good.

There is, and will continue to be, a tendency to conserve cloth for next season. Patch pockets will have to be discontinued; likewise the belt. Pants will be smaller, in all probability, and the cuff will not be widely used. Where economy can be exercised, this will be done, and the tendencies are toward modest designs. The trench coat will likely go too.

### Notes

W. J. Chantler, men's furnishings, Moose Jaw, Sask., has sold out.

P. Gagnon, Ltd., men's furnishings, Montreal, Que., has been incorporated.

Mark Davis for many years a successful commercial traveller, has joined his brothers, H. E. Davis & Co., manufacturers of waterproofs, coats, etc., at Montreal.

R. Schachher for nine years proprietor of the Great West Supply Store, Fort Frances, Man., has gone to Winnipeg to act as manager of the Bon-Accord Clothing Company.



# PERSUASIVE POWERS OF A PONY IN MAKING SALES

With the Aid of a Shetland, V. Plante, of Craig Street, Montreal, Brings Business to His Boys' Clothing Department From Outskirts of the City Past the Big Department Stores, and Right Down Town—How it is Being Done.

**M**ANY mothers in Montreal are buying their boys' clothes at V. Plante's, 161 Craig Street West, as a result of the persuasive influences of a Shetland pony. It isn't a talking pony. The talking is done for it, however, by Mr. Plante, his advertisements, his assistants, and a wide circle of his customers and friends. The values Mr. Plante offers in boys' clothing are also eloquent. But the pony is still the principal persuader for the present.

## Started in September

Early in September the Shetland pony began to persuade business the way of Plante's store. About that time there appeared in the Montreal papers an advertisement announcing a big prize drawing coming off at Plante's around New Year's. The prize offered was a Shetland pony. Friends of Mr. Plante's, knowing him to be a judge of horse-flesh, and specialist in Shetlands particularly, had no doubt as to the judgment to be exercised in choice of award offered, and the conditions required for the contest were soon very widely made known. The contest is still in full swing. It will be decided at the end of the year, and the pony will then be awarded. But very soon after he started it, Mr. Plante discovered that to continue advertising it on a large scale was unnecessary. The pony premium fairly advertised itself.

## Everybody Talked Of It

Boys, their fathers and mothers, and people everywhere in the city who got to know of the contest talked of it. Mr. Plante found business coming in rapidly as a result. This was of course his intention. But he had expected to have had to advertise a good deal more than he found actually necessary.

One reason for his starting the contest was the fact that Mr. Plante's premises are situated very much down-town, right in the business section as a matter of fact, and, though he has built up a reputation for boys' clothing amongst his patrons, there had been a risk of new business staying up town on St. Catherine Street.

To counteract the tendency Mr. Plante launched his pony scheme. A very considerable section of the community his store serves consists of working men who know good values, and who don't mind paying cash for them. Mr. Plante does not encourage credit business at all. But this community does not reside very centrally in Montreal. More often its various centres of residence are found well to the outskirts of the city. Many of the men who, with their families of sturdy young boys growing up, are customers of V. Plante's store, reside in open country just on the edge of the five-

cent fare by street car to the city centres. Lots of residents out in these districts, owning their own homes, keep poultry, a dog perhaps, sometimes a cow (since the war sent up the cost of milk) and very often a horse. Mr. Plante knows his clientele. A horse-fancier himself he judged the appeal of a Shetland pony to his customers from the boys to their dads and mothers. His judgment has been justified by the business his plan had already brought by the middle of the month of its start.

## The Method of the Contest

There is nothing elaborate or puzzling about the working of the contest. Every dollar paid into the boys' clothing department of Plante's store purchases besides its value in clothing a ticket entitling the holder to one chance in the drawing for the Shetland pony. The tickets carry numbers, and have counterfoils which are kept by Mr. Plante to identify the ticket-holders when the drawing has been held. By starting the scheme early in the Fall, and arranging to hold the decisive event at New Year's, Mr. Plante ensured a brisk patronage for his boys' clothing department at the opening of the school season, and a good steady current of business in boys' supplies during the coming of the cold weather. The fact that Plante's store features boots and shoes may here be mentioned. The abilities of boys to "go through" shoes are undisputed.

## An Attractive Prize

Undoubtedly also the particular attractions of a Shetland pony in conjunction with a boys' clothing department are specially potent. The boys of a neighborhood usually get to know about the possibilities of owning anything that goes on four legs quicker than the girls can pass round the news of an engagement, a forthcoming wedding, or a new baby (the only living thing going on all fours, in which, by the way, the average boy is not interested). To the eagerness of the boys over the Shetland pony, discovered developing in many districts, Mr. Plante owes the reduction of his advertising expenses in connection with the prize scheme. Then, being in the horse business himself on the side, Mr. Plante was the better able to secure a really good animal for a prize. His men customers, the fathers of the boys for whom the clothing is being bought, have confidence in Mr. Plante's horse sense. The mothers have been eagerly besought by the boys to buy their new clothes, etc., at Plante's. The fathers have been hardly less eager about the little Shetland, and the result has been business for Plante's not only in boy's clothes (which

alone carry the prize chances) but also in the many lines of workmen's clothes, and smarter apparel also.

## MILLS WILL ANNOUNCE FALL PRICES IN DECEMBER

(Continued from page 37.)

wear dealer to decide is the proper action to take when the time comes to make his selections from these lines. First and foremost it must be remembered that quantity volume is going to be cut down—is found to be. The average man is going to get along with the least possible buying of such lines as underwear, as long as a little care and darning will keep the old garment in a reasonable state of repair. Then the investment involved should also be considered. If the customary purchase of one line of underwear has been 10 dozen assorted sizes, this would mean an outlay of \$80 at the prices of a year ago. If the same garment is now worth \$15, the same quantity will tie up \$150 of the retailer's money. It will therefore be easily seen that great care must be exercised to hold the value of next Fall's purchases down to the expected volume of business. That is to say if a retailer sells about 5 dozen underwear at the new price, his sales in dollars and cents will represent nearly as much cash turnover as if he sold 10 dozen at the old price. Then too many things can happen in a year and although there seems no possibility of lower prices but rather that further increases are still in order, MEN'S WEAR REVIEW believes it is no time to speculate but that purchases should be held down to well within the season's requirements. It is a splendid time to comb all odd lines and all undesirables out of the stock. Goods that three years ago were considered unsaleable will sell now simply because they are of so much greater intrinsic value than similar lines now being offered. It would seem to be a splendid idea to devote selling energy along these lines and to consider them when making future purchases. In other words substituting is easy and justifiable when the line in stock is of better value than the one asked for.

On the other hand it is possible to err by too much cautiousness. A shortage is bound to exist in many lines of knit goods when the season opens, and the men's wear dealer knows, of course, that merchandise is necessary to do business. The problem is after all an individual one and conditions vary in different communities. It is worthy of notice, however, that several large retail concerns whose buyers have been scouring the country for goods have recently "put the lid on" and are now buying pretty much from hand to mouth.



## SMALL ORDERS FOR UNIFORMS

Government Now Has Big Supply on Hand and it is Not Thought That New Army Will Necessitate Manufacturers Going Extensively Into This Uniform Work.

IT seems certain that orders for uniforms to clothe Canada's new army will not come up in such quantities as to upset, in any way, the clothing trade.

In the past week or two a few orders have been placed. Tenders were called for on military trousers in ten thousand lots, and four contracts for such lots have been given—three to Quebec Province manufacturers and one to an Ontario concern. One tender was called for tunics in ten thousand lots. Only one lot, it is learned, has been ordered by the Government up to the moment of writing—the order going to a Quebec Province firm.

The truth seems to be that in the military stores department at Ottawa are enough uniforms to clothe many more than the army which will at first be raised. One estimate puts the uniforms on hand at 250,000. Overcoats are said to be more plentiful than tunics and trousers.

When it is remembered that Canada only clothes her men until they go to England it will be realized that the uniforms on hand will go a long way toward filling the need. The orders which have been placed this month have been more to sort up the sizes than anything else.

Many rumors are heard as to the price the Government is paying for the military goods bought. It is said one maker is turning out trousers at \$3.35. As the cloth costs \$2.40 a yard, and it takes 1½ yards to a pair of trousers, the margin of profit on such a figure would be—well, it

probably would be non-existent. Another successful tenderer, however, assures MEN'S WEAR REVIEW that he got a bigger price than this.

### UNCERTAINTY AS TO EXTENT OF ADVANCE

(Continued from page 34.)

job. Nevertheless on the question of collars there are a few points to be mentioned which have a bearing on price. The advance recently made by the manufacturer does not cover the advance cost of the cotton going into the collar. The advance on cotton per dozen amounts to practically 22 cents, therefore, the additional cost due to higher priced labor and higher laundering charges is a distinct loss to the maker. How long they will be willing or able to absorb this loss is somewhat of a question. It is noteworthy, however, that advances have recently been made across the line.

There is a new thing on the market in soft collars—colored silk soft collars. These are being sold to the trade at the present time from swatches, the merchant ordering the pattern and the style which he likes and having these made up to his order. These are sold, MEN'S WEAR REVIEW understands, at \$4, retailing at 50c. The ground work is of white silk, but the stripe or patterns

are of various colors—the saucier the better, it is said.

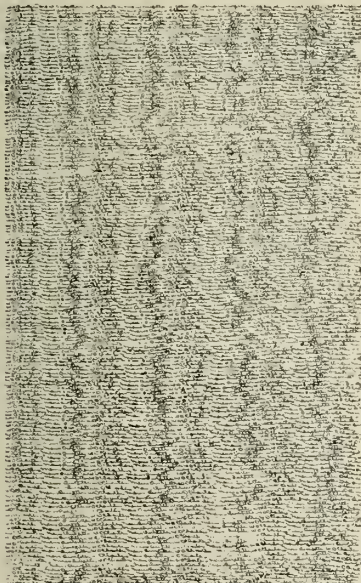
Waterproof collars are also interesting from a price standpoint. What is true of the other collars as regards advance in cotton prices is of course, true here. Since the war the increased cost of production due to the increased value of cotton has been very great, and added to this is increased cost of various chemicals. There has so far been no change in price sufficient to make up for the increased cost of production. It is quite possible, however, that before the end of the year some such increase will be made—an increase which will necessitate the retailer advancing his price to the consumer.

### THE CHRISTMAS WINDOW DISPLAY

(Continued from page 33.)

mence this practice right away and results will soon be forthcoming. Quantities of Christmas gifts are purchased weeks before the heralded day arrives, and quantities of food supplies are bought in weeks ahead in order that special Christmas delicacies may be made up in advance.

Every store has some special lines of merchandise to be pushed, and these should be made the feature of window and other kinds of advertising. The foregoing paragraphs outline some of the most outstanding pitfalls to be avoided and should be of value to the merchant in arranging his window displays. The chief points to be watched are seasonableness, cleanliness, tendency to overcrowd, necessity of price tags, keeping windows open at night, and commencing to display Christmas goods early.



The prize-winning post card. On this the words, "W. D. Charters, Men's Outfitter," appeared no less than 682 times. Can you read them as reproduced on slightly reduced scale?

## CAN YOU DECIPHER THIS?

This illustration is nothing more nor less than the back of a post card upon which was written 682 times "W. D. Charters, Men's Outfitter." It won the prize offered by W. C. Charters, Moncton, N.B.

Mr. Charters' idea in offering to give choice of any hat in the store to the person who could most often write the firm name on a post card was simply to create interest. And the result was achieved. Twenty-eight cards were received, though the time allowed was only four days. And hundreds, though unwilling to undertake the labor themselves, watched eagerly for the results.

Mr. Charters, while satisfied with what was accomplished, feels the time allowed for entering this competition was too short. He intends soon to hold a somewhat similar competition, but will have it continued for three weeks.





# HATS *and* CAPS



## BROADER FIELD FOR HAT INDUSTRY

Canadian Manufacturers Have Unique Opportunity—Labor and Fur Are Big Factors—English Embargo on Fur and Boxes Looms Up—Industry Fears No Depression From Conscription—Imitation Panamas to Have Big Season.

WITH English importations of hats being interfered with through difficulties of transportation and increasing difficulties of manufacture, and with the Italian industry in a very unsettled state owing to the recent turn in events in connection with the war, Canadian hat manufacturers are to-day faced with a unique opportunity for establishing themselves in the hat trade of Canada. It is furthermore the intention of Canadian manufacturers to take full advantage of the situation if labor difficulties, which are already serious, do not become acute; and also if importations of raw materials from England are not interfered with.

Shortage of help and shortage of fur are the chief difficulties of manufacture, and the former has now become the most important factor in the matter. The question now is, according to one manufacturer, "not how much you are going to pay, but are you going to get them?" This same manufacturer has been constrained to turn orders away with his factory working to full capacity with the available help.

### Embargo on Fur Export

Some unrest has been caused in Canadian hat manufacturing circles over the possibility of English exportations of fur being cut off. In this connection the following paragraph from English correspondence to a local manufacturer is significant:

"English hat manufacturers assert they cannot get sufficient fur to carry on. They threaten to ask the Government to prohibit the export of skins and furs, but have agreed to hold their hands for the time until they see if there is any improvement in the supply."

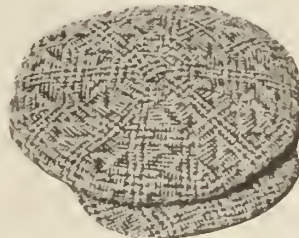
If this embargo on fur were to be applied, local manufacturers state that the price of felt hats would soar very high owing to the fact that American cut fur would have to be used.

One of the big factors in the English fur shortage is the cutting off of a large portion of the Australian supply. Rabbits from Australia are being shipped

in large quantities to France for food supplies for the troops. These rabbits are shipped in a frozen state and after being used their pelts have, in the past, been burned. Steps have been taken by English hat manufacturers, acting through the British Government, to save this source of fur. Local manufacturers state that if this action is taken the fur situation as it affects Canada will be greatly improved. In any case manufacturers are agreed that prices of hats are bound to go higher in the near future.

### No Depression from Conscription

Canadian manufacturers fear no depression through the application of the conscription act, for though it is esti-



*Early Spring or Fall cap made of velour-finished tweed. Shown by the Boston Cap Co.*

mated that each man taken would wear on the average three hats a year, the cutting off of the bulk of business is compensated for by the wider field opened to Canadian firms through the curtailing of importations. Jobbers are expected to feel any depression to a greater extent than manufacturers owing to their inability to show as wide a selection of imported hats as heretofore. Local manufacturers are confident they can meet the demands of Canadian trade if they have the help required.

The sorting of hats for Spring is expected to be heavier than usual when dealers find that the effect of conscription is minimized.

### The English Hat Industry

One local manufacturer who has recently been investigating the hat situa-

tion in England has returned with considerable information of an interesting character. Speaking of the effect of conscription on the industry in England, he pointed out that in one factory which last year were allowed to keep forty people, who were exempted from military service, there were now only two left, and the plant was compelled to depend entirely upon girls and old men to maintain the output of hats.

Owing to the comparative inefficiency of this class of labor, the cost of hats has increased very materially, and it is expected that seven shillings a dozen advance will have to be paid by December 1, for English hats. This will mean an advance in price of hats to the Canadian trade of at least \$2.50. This advance seems certain to take effect before the first of the year.

The dye situation is also said to be causing much difficulty in England. As regards cloth it is said to have been more or less solved but not as regards hats. The Canadian manufacturers are a little more fortunate as they report better results now from American dyes than at any time since the outbreak of war.

From other sources it is learned that Italian hats will be on the market in Canada for Spring 1918 trade for they are pretty well on the way at the present time. There is fear, however, that Italian hats will be practically off the market for Fall trade owing to the fact that the present condition of affairs in Italy renders manufacturing plants almost incapable of operation.

Great difficulty in getting straw hats in England is reported, and it is stated that what supplies of straws are available will be very high in price.

Good quantities of felts for stock have been purchased by some dealers. The idea is that many retailers who have been cutting their buying as low as possible will want to restock after the turn of the year, and jobbers will then be able to sort up from their stocks sufficient to meet demands, though it may not be

(Continued on page 50)





# MARKET REPORTS



## THE MARKETS AT A GLANCE

The men's wear trade both retail and wholesale has been busy either finishing up Christmas orders or preparing for Christmas business. Incidentally all report immediate business a little quiet, and a continuance of this condition is expected until after the military tribunals have completed their work.

Clothing houses report a tendency on the part of the retailer to fight shy of extreme styles and there is some doubt expressed as to the possible influence of the plainer style tendencies that are noticeable in the United States. Limited ranges of cloths have been shown for Fall, 1918, and, as has been expected, further price increases are noticed. In fact the difficulty seems to be to get any assurance of any British cloths for civilian purposes during the coming year.

Neckwear houses are preparing their Spring lines and announce that a 75c retail tie will be practically the low price range. One or two houses will show 50c neckwear, but the range will be very limited.

From orders that are arriving it is evident that retailers are looking forward to 1918 being another big Panama hat season. Local felt hat manufacturers recently advanced most of their lines \$1 per dozen.

Raw cotton has been very firm during the month and this fact combined with the heavy business placed by both the United States and France is bound to cause higher prices in underwear and hosiery.

Some underwear manufacturers will be showing Fall samples for 1918 on or about November 25. Very heavy advances are expected, ranging in some instances to 100 per cent. A majority of the sweater manufacturers will also soon be showing their range. No marked style changes are in sight, but price increases will run from 25 per cent. to 35 per cent.

Glove manufacturers report a great shortage of glove leather. Horsehides are almost unprocurable, even at prevailing high figures. Heavier leathers have somewhat stiffened during the month owing to a partial lifting of the British embargo.

Overall manufacturers have advanced some of their lines and talk is freely indulged in regarding \$25 or \$26 overalls. Present raw cotton prices would seem to indicate the justice of these increases.

## UNDERWEAR FIRM

**Many Mills Will be Opening Fall, 1918,  
Line About December 1—Large In-  
creases Expected—Spring Prices  
Remain Steady**

UNDERWEAR.—There remains a decided firmness in all lines of underwear that may crystallize into advances in the very near future. The state of the raw cotton market, where spot cotton touched 29.45 on November 13th, is bound sooner or later to cause advances, as mills are quoting prices that they claim are based on about 20c cotton. Many of the larger manufacturers, however, have heavy supplies of yarn on hand, and are anxious to hold down their prices as long as they possibly can. In consequence, no immediate advances may occur. On the other hand, the large orders from the Washington Government that have been accepted by practically all the

larger Canadian mills will keep them busy for the next six or seven months, and will undoubtedly make any sorting lines almost unprocurable once jobbers' present stocks are exhausted. All dealers who have not covered themselves for their Spring requirements would seem to be well advised to give their immediate attention to it, as there is almost certain to be an acute shortage once Spring business opens up.

### 1918 Fall Lines Out in December

Most of the larger mills are expected to open their range for Fall, 1918, between December 1 and 15. One agent when asked about probable prices, said: "Forget it! I am trying not to think about it till I have to. They will undoubtedly be high. An increase of 100 per cent. over last Fall is not improbable in many lines." Asked as to whether the business placed by the United States Government would cause a shortage, he issued what was undoubtedly a warning

to the trade: "We are willing and anxious to protect our customers for their Fall requirements, providing they give us the business when we go after it. For this reason we have only accepted a portion of the United States business that we could have. If, however, retailers hold back and do not place sufficient business, we will immediately accept more military orders, and then we will feel that we have done our duty to the home trade, and if they are left with short stocks it will be their fault, not ours. We are going to keep our factory running."

Jobbers state that it is expected that Spring deliveries will be good, as most mills are disposing of their home business before turning their plants over to these other orders, but are of the opinion that deliveries will be poor next Fall, as the mills will not have their decks cleared of orders already accepted until a month or two months later than the time



when Fall lines are usually started upon.

The whole situation is one of decided strength, although business from the regular channels is rather below normal, it being felt that many retailers are well stocked and will sell in so far as they can from old lines and neglect the higher-priced stuff until they are forced to consider it.

## CLOTHING UNSETTLED

**Considerable Uncertainty About Prevailing Styles—Increasingly Hard to Get Cloths—American Soldiers to be Supplied From British Sources**

CLOTHING travellers are out with Spring lines, and so far it is noted that the tendencies are to buy rather staple styles. The uncertainty attending the conscription issue undoubtedly has something to do with this, as it is the young man who will be affected, and it is the young man who likes and buys the novelty suit. There is a movement on foot in the United States, started by a group of influential clothing manufacturers, to curtail all fancy styles in clothing from the viewpoint of cloth conservation. Just whether the trade will stand for this is a question. Most Canadian manufacturers feel that the young man will want a decidedly young man's suit, but they admit that American styles have their influence here, and if the plain suit becomes "it" over the border, it will certainly be largely accepted here. There is in consequence a good deal of uncertainty noticeable, and this is probably one of the reasons why retailers are contenting themselves with buying the plainer styles for the present.

Meanwhile the cloth situation is becoming still more serious. Many of the clothing houses are pretty well stocked with some lines of cloth, and are thus still able to hold down prices, but the prices that have to be paid for cloths now coming to hand show continued large advances.

One buyer showed a representative of MEN'S WEAR REVIEW a cheap grade cloth that he would not have used before the war at any price. This cloth was then quoted at about 50c, but now cost laid down about \$2.25, and only a small quantity was procurable at that figure.

British cloth manufacturers have been given to understand that American troops as they arrive across seas will have their clothing wants supplied from British sources. This is going to make a gradually increasing demand that will still further diminish the allotment that is allowed to the civilian trade. Undoubtedly the only reason that Canadian wants have been as well supplied as they have is the fact that Britain is determined to keep up her exports. Many of the English clothiers feel that they have just cause for complaint in this connection, as they are getting but very little cloth at the present time.

Another vastly increased cost that has to be considered by the clothing manu-

facturers is the price of linings and trimmings. Black Silicia, that was quoted in August, 1914, at 12c, is now 22c, and colored striped lines are 26c a yard, with an almost sure further increase in the near future owing to present raw cotton prices. With increased cost of manufacture considered, it would seem evident that every increase in manufactured clothing that has occurred in the past two years has been well justified, and that prices asked are still below, much below, market values on many lines.

## BRIGHT PATTERNS

**Good Quality Shirts Selling—Fancy Cloths With Bright Patterns Favorites—Prices Remain Stationary**

SHIRTS.—Travellers who have been on the road with Spring ranges of shirts report fair business. Good prices are being paid and the lower-priced lines are being passed up by a number of retailers.

Demand runs strongly to brighter patterns, Jacquard weaves and crepes being particularly good. Some lines of fine Scotch zephyrs are being shown, and they come in quiet, neat stripes; but these come at very high figures, and are only being taken up by the exclusive and made-to-order stores. Prices as high as \$7.50 each are being asked for some of these cloths when made to the customer's measurement.

Prices remain stationary since Spring lines have been out, but with all cotton goods very firm, advances are not improbable as soon as cloths held at present begin to get sold out.

## FELT HATS HIGHER

**Canadian Manufacturers Advance Lines \$1 Per Doz.—One Line of English Straws Advanced 25 Per Cent.—Panamas Selling Freely for Spring.**

HATS AND CAPS.—The recent order prohibiting the export of all animal hair from Great Britain is having a direct effect upon the Canadian hat industry as it is going to shut off a large part of the supply of rabbit hair used in fur felt manufacture. On receipt of the news, two of the larger Canadian manufacturers advanced their prices \$1 per dozen on nearly all lines. The market is decidedly firm and further advances are not improbable.

Spring deliveries are expected to be about a month later than average in so far as English lines are concerned but it is believed that orders will be shipped in plenty of time to meet the trade's requirements.

One British manufacturer raised his line of straws recently 25 per cent. at one crack. This last increase puts the better grade boaters at a price that will be higher than the cheaper grade Panamas. Last season was of course a very heavy Panama one and from orders being placed it is evident that retailers feel

assured that the coming season will be even better.

It is conceded however that the better trade will likely swing towards the boater as the Panama is becoming too common and after all it is not as dressy as the split boater in a good quality.

There has been a fair movement in caps the past month although retailers are largely adapting the principle of buying this line from hand-to-mouth as the trade is always demanding something new. Prices remain steady with decided firmness noticeable and figures which a year ago it would have been considered impossible to procure are being cheerfully paid over the counter for the better class caps.

## OVERALLS ADVANCE

**Still Further Advances Recorded by Most Mills—One Mill Asking \$24 for Plain Blues—Cloths Advance 4½c a Yard Inside Two Months**

OVERALLS.—Several of the overall houses have made further advances inside of the last month, although the average price asked for high-grade lines is still \$22.50. One of the largest manufacturers stated that further advances would undoubtedly be in order in the near future, and spoke of \$24 to \$26 before Spring was very far advanced. Cloth has advanced 4½c a yard since October 1, and this represents about \$4 per dozen on the manufactured article.

One manufacturer who specializes on a line of grey cloth stated that over three-quarters of their Spring business had been done on this line alone. The price had been \$19.50, and it was being raised immediately to \$21.

There is little doubt that top prices have not yet been reached.

## GOOD NECKWEAR

**Swiss Silk Coming a Little Freer—No 50c Neckwear for Spring—Printed Lines Will Be Good.**

NECKWEAR.—The neckwear manufacturers are busy clearing up the balance of Christmas orders, and have not as yet given very much thought to Spring business. Swiss silks are reported to be coming through a little more freely, but the reason for this is a slackening off in English and French business. Swiss manufacturers are still experiencing considerable difficulty in getting supplies of raws.

This trouble will likely be aggravated by the recent Italian military reverse.

Few houses are showing lines of 50c neckwear for Spring, the majority of ranges starting at \$5.50 and from that to \$15. Stores that a couple of years ago fought shy of 75c lines are now experiencing little difficulty in disposing of quite a number of \$1.25 and \$1.50 lines.

Printed failles, foulards, and satins are generally considered to be the leading feature for Spring.



# ADVERTISING MEN'S WEAR BY MANY MEDIUMS

Methods of the Ritchie Company of Belleville, Ontario, Described, Analyzed, and Illustrated—The Use of "Store-News" Dodgers, Circular Letters, Manufacturers' Aids, Handbills, and the Daily Press—The Art of Suggestion in a Double-barrelled Advertisement—Publishing the Price Plainly.

**A**GGRESSIVE and extensive advertising brings business to the Ritchie Co., Ltd., of Belleville, Ontario. There is a wide range of suggestion in the list of their different forms of advertising. Almost every well known medium for publicity through print is made use of by this firm. Those methods that have been found most successful are used over and over again, and every now and then a new method is devised or adopted. For the advertising policy of the Ritchie Co. is nothing if not alive.

## It Is Also Seasonable

Seasons and business are inseparably linked. Advertising and the seasons are closely associated also. In the range of the Ritchie Company's publicity will be found constant reminders that the time of year influences the minds of customers and prospective customers, and that the advertising suggestion of the hour must be seasonable or miss most of its power to persuade purse-strings cheerfully loose.

Take for instance one of the biggest spreads indulged in by the Ritchie Co., a handsome "dodger" or poster, reprinted probably in that form after insertion in the daily press. The one under attention of the writer at present is boldly headed "Ritchie's Midsummer Store News." It carries a date line like a newspaper, "Belleville, Ontario, July, 1917," and is further described as Vol. I. No. 2, a fact which indicates continuity in advertising, a valuable consideration.

## Invites Neighboring Townspeople Freely


The feature of the store news is a big bold heading announcing that "The People of Madoc can shop in Belleville At Our Expense." A sub-head announces "We Refund Your Railway Fare," and swift, compact, simple, is the explanation of the plan given in two circular spaces. The one to the left declares that on purchases of \$10 at the Ritchie Co.'s store single fare from Madoc will be refunded. To the right is a circular space containing announcement that on \$15.00 purchase the Ritchie Co. will refund return fare to Madoc people. "To buy your Summer needs now, and at Ritchie's is a wise and prudent measure—May we serve you?" continues the advertisement. And then there follow plenty of store news items, quoting prices, giving full particulars, and furnishing illustrations. An "Editorial Section" goes into the matter of the policy of the Ritchie Store to keep prices low and quality high. Altogether the production is an interesting form of advertisement, and different in several ways from the ordinary "dodgers." Advertising has got to be out of the ordinary to attract at-

tention, though the Ritchie Co.'s range of publicity indicates also in many ways a sound faith in the simple forms of advertising which have stood the test of time, and seldom fail to get the business.

## Store News Personal Items

The Ritchie Co.'s Store News has a neat little way of living up to its title in a general and personal sense apart from its advertising function. For instance in

the selling sort, and the September issue of Ritchie's Store News was well filled with well illustrated advertisements of goods of all descriptions. The main appeal was to the lady customers of the store, but the back page featured a series of important Fall lines for the men, and did not forget the boys also in view of school opening. An unobtrusive notelet reminded working men that at Ritchie's they can find overalls, work-shirts, mitts,




## Easter Toggery

**For the Men who want to be well Dressed on Easter Morn**

First of all you'll want a "Society Brand Suit" and all the latest models are here, including many of the New Pinch Back Styles. Then you'll want Gloves, a Shirt, a New Cravat, a Hat, Collars and numerous other little accessories that do so much to complete your Easter apparel. Your Inspection invited Saturday

"See Men's Window."



## Two Special Values

You'll Be Pleased To Know About

1  
**Men's Flannelette NIGHT GOWNS \$1**

These are extra values as they are old prices, and thick soft material. White and Colored sizes 14½ to 18, and priced very low at \$1.00. Others at \$1.25

2  
**Men's BATH ROBES \$6.50**

Made of prettily patterned heavy Eiderdowns, woven border down front and around bottom. Girdle style and pockets both sides very special at \$6.50



## Your Gift To HIM

To be most appreciated must we practical and Ritchie's Men's Store is the home of the most sensible and appreciated Gift suggestions imaginable. For instance it might be Hosiery. Gloves. Shirts. Neckwear. Mufflers. Underwear. Pyjamas. Nightgowns. Umbrellas. Club Bags. Suit Cases, etc., all at the most moderate prices.



**RITCHIE'S**

Three samples of the regular advertisements run by this firm.

its September issue, which took the form of an eight page paper, there were several kindly columns of interesting matter not in any sense advertising, and quite in line with regular newspaper and magazine literature. Many members of the Ritchie Co. now at the front were mentioned particularly, with the latest details regarding them, in a column entitled "With our Soldier Boys in France." A housewives' column with good recipes and household hints was given, and a cheerful "Just For Fun" column. The editorial column held a business-like chat on the Ritchie Co. principle of keeping the quality up and the prices down. Of course in an eight page paper there was abundance of room for store news of

and gloves. Two displayed "slogans" appeared on this page. One was "Make Ritchie's Your Shopping Headquarters." The other read short and to the point, "Shop at Ritchie's and Save."

## Regular Newspaper Advertising

From the foregoing it is easy to gather that the Ritchie Co. favors advertising in the broadest possible way. Naturally the newspaper forms a big factor in Ritchie Co. publicity business. Some of the pithiest points for the attention of Ritchie Co. masculine customers and prospective customers are made in the daily press. Some of these are here illustrated. But to illustrate anything approaching to a comprehensive range of



them would take several pages more. The Ritchie Co. make good use of every form of advertising assistance lent by the manufacturers. They go after what they require in this line. When a manufacturer of men's wear illustrates in his own advertising to the trade something new in his line keen eyes in the Ritchie Co. organization take note of it, and in good time the new line is illustrated and featured in Ritchie Co. advertising to the consumer.

But good advertising isn't all a picture show. The power of the plain printed word can never be overthrown by graceful outlines, and subtle art suggestion. Over and over again in the Ritchie Co.'s advertising can be found the printed evidence of straight from the shoulder copy prepared with confidence in the quality being offered, and with pride in the power of the house to offer such surpassing quality at the prices quoted.

**A Xmas Gift Sales Campaign**

Just before Christmas last year the Ritchie Co. carried on in the daily press a campaign of publicity for the selling of Christmas gifts for men. The appeal of the copy had to be for both sexes naturally, and clever work was done in the production of it. In certain instances the advertising suggestion took the form of an illustration of the gift suggested, as for instance a club bag, but often the plain type bore the message. An appeal to the children also featured in the Christmas gift campaign. "What shall I give Daddy?" was the question asked in the heading. An afterthought added the phrase "And Brother," and a list of suggested gifts followed. This advertisement would probably do its work by being read to a youngster with the gift-giving instinct, and a little gift fund available, by a mother cultivating the generous impulse at Christmastide. It is but a beginning in the business of advertising to the younger generation, a field of publicity now being more widely considered by many dealers.

**The Circular Letter**

It has been mentioned that the Ritchie Co. makes use of the aids to advertising campaigns provided by manufacturers for retailers. One very interesting way in which the firm does this is found in their use of the circular letter in conjunction with the booklets on men's wear styles issued by many manufacturers. Using of course only such booklets as applied to styles and brands of clothing in their range, the Ritchie Co. enclosed copies of them with the accompanying letter to a selected list of prospective customers and customers of standing already on their books.

Dear Sir,—Enclosed you will find an illustrated and instructive booklet portraying to you a few of the noblest suits and coats that we are now showing.

We urge you to read every word in it, and study every model illustrated there, and then draw your own conclusions as to the advisability of selecting a garment from our large and extensive stock.

We know you will render a favorable

decision, especially when we tell you that our most popular suits and coats are priced at \$15.00, \$18.00, \$20.00, and \$25.00, and every one a marvel at its particular price.

In this short space we cannot tell you all the good features of our Autumn clothing stock, but we would invite you and your friends to come in and try them on, price them, and handle them. Our showing is surely an education in clothing values and styles.

Come in whether a purchase is intended or not.

Yours very sincerely,  
THE RITCHIE CO., LIMITED.

**A Double-Barrelled Advertisement**

The Ritchie Co.'s attractions for both men and women buyers have been indi-

*To the  
"Miss"  
Who Is  
Attending  
Domestic  
Science  
Classes*


You'll surely want to look the part of a good housekeeper—and a dainty Apron is one means to that end. We show a large collection of Aprons with Bibs that for quality and smart appearance will be hard to equal. In fact you could not buy the material today and make them at so low a price.

At 35c., a medium size Apron, round bib and deep hem at bottom.

At 55c., Aprons with large round bib, deep hem and pocket.

At 65c., an extra large Apron, round bib, pockets and deep hem.

Mantle Dept.



**RITCHIE'S  
MENS STORE**

**MEN!**

Youthfulness in Spirit and Appearance is the Thing Admired Now.

Don't overlook one great essential that is decidedly noticeable to all with whom you come in contact.

The outward bearing usually proclaims the inner man. Look young—feel young!

Let us show you the Society Brand Models for Fall and Winter that will fulfill your clothes desires.

**PRICED  
\$20 to \$30  
At Ritchie's**

*The Ritchie Company Limited*

*How this store gains emphasis for the men's wear message.*

cated. Sometimes in their advertising they divide the honors almost equally between the ladies and the men. An example of this form of double-barrelled marksmanship in the advertising field is reproduced here. It very ingeniously associates certain ideas which eventually produce an effect upon the purchasing power of the masculine purse. The appeal to the feminine reader is more direct. This is in business-like accordance with merchandising experience. The subtle power of suggestion may be wasted upon the purchasing power of a girl going after a thirty to seventy cent commodity in the utility line, but is quite in order when it is to be directed upon the \$20.00 to \$30.00 purchasing power of a young man considering a new suit. On one side the double-barrelled advertisement referred to is addressed to the "Miss" who is attending Domestic Science Classes, and announces dainty looking aprons at 35 cents to 65 cents. The small typescript begins this way

"You'll surely want to look the part of a good housekeeper and a dainty apron is one means to that end."

On the other side the advertisement is addressed emphatically to "Men!" and says most unhesitatingly "Youthfulness in spirit and appearance is the thing admired now," and goes on to tell of suit styles at from \$20.00 to \$30.00 at Ritchie's. It is not hard to discover the subtle connection between the thought of those domestic science class "Misses" in their dainty aprons, anxious "to look the part of good housekeepers," and the thought of men who in their youthfulness of spirit and appearance are admired. It is safe to say that if that advertisement sold aprons, and sold suits (and it did) both the aprons and the suits were mutually admired in actual wear by their respective purchasers. The advertisement is not illustrated. Perhaps it is better that way, for it calls up pictures almost too charming for pen to portray, and far more effective than even those "Three rooms complete—You furnish the girl—We'll furnish the home" illustrations that Dan Cupid must surely inspire.

**Back To Business Though**

But to get back to business again, and the men's wear publicity business of this Belleville firm in particular, consider the handbill idea the Ritchie Co. uses. There's one of them beside the writer now. It is printed on a bright yellow paper. The color is violent—not "violet" please, Mr. Printer—but handbills have to be pretty vigorously hued. A good picture of a salesman in action dominates the left hand top corner. The letterpress draws attention to the fact that the Ritchie Co.'s men's store is specializing for the season in men's suits to sell at from \$15.00 to \$25.00. It specifies the names of certain leading brands of clothes for men. Boys' suits are not overlooked, and the young men are especially mentioned. A complete Spring showing of hats, shirts, gloves, collars, ties, hosiery, and underwear is indicated, also a special in raincoats. The handbill is certainly comprehensive, and in appearance is quite in good taste, conveying an impression of a good store. This is not always easy to do by the handbill method. No doubt the advertising manager of the Ritchie Co. has had his troubles in this direction.

**Price Usually Emphasized**

A point of interest to men's wear dealers everywhere in connection with the Ritchie Co.'s campaigns of advertising in all mediums used is that in most cases prices are boldly emphasized. This is not absolutely invariable, but it is very frequent. Money talks in business, and the mention of price talks eloquently and persuasively as a rule in an advertisement. It is said to be the same in window dressing, and counter display, by many of experience. Sales come quicker when goods are shown priced in plain figures. This point is one upon which the Ritchie Co. of Belleville lay emphasis in advertising.



# KANTKRACK



12 to 18½

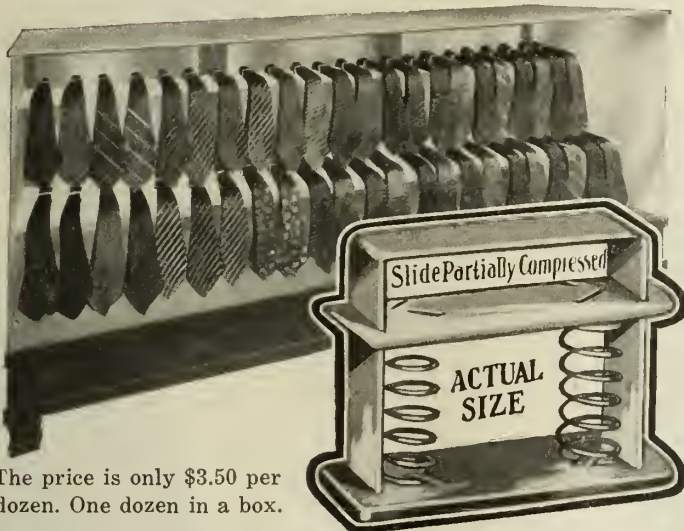
Composition Collars give you satisfied customers.



12 to 18½

They are made in all the best standard styles, made with a remarkable linen-like finish that promotes sales and pleases the men.

Always show KANTKRACK Collars. The demand is good and the profit worth going after.



The price is only \$3.50 per dozen. One dozen in a box.

## Show those new ties on an ONLI-WA TIE HOLDER

Display is everything in tie selling. The Onli-Wa Tie Holder will show your stock in a way that will surely bring you bigger sales. Any tie can be removed without disturbing the others.

Write for full particulars of the KANTKRACK Collar and the Onli-Wa Tie Holder.

## The Parsons and Parsons Canadian Company Makers of the famous KANTKRACK composition collar

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada 1908

**LARGEST CANADIAN DEALER**  
**WASTE PAPER**  
**E. PULLAN TORONTO**

### CONDENSED ADVERTISEMENTS

BRITISH COLUMBIA TRAVELLER IS OPEN TO REPRESENT reliable concern; has excellent facilities and can give good service. W. E. Morphy, 569 Richards Street, Vancouver, B.C.

MANUFACTURERS' AGENT MAINTAINING SAMPLE ROOM IN Montreal, and covering Montreal and East, including the Maritime Provinces, selling both the jobbers and large retailers desires a good manufacturer's line. Box 500, Men's Wear Review.

## 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



# NECKWEAR



## SPRING NECKWEAR TENDENCIES

Christmas Business Pretty Well Cleaned Up—Swiss Silks Coming Forward Fairly Well—Printed Goods Undoubtedly Will Lead For Spring.

NECKWEAR houses are all busy cleaning up balances of Christmas orders and are not very anxious to talk Spring business until they have decks cleared for action.

Christmas placing is reported very fair with the tendencies running decidedly to the better lines. Neckwear costing the retailer \$15 a dozen has sold quite freely and lines at \$9 and \$10.50 are taken up as readily as \$5.50 grades were three years ago. The \$4.50 or \$4.25 lines have practically disappeared. Manufacturer after manufacturer stated that they were not putting out any line under \$5.50 for Spring. "The trade demands the large shape" said one designer "and although we could still put out some patterns of fair quality silk at \$4.25 the shapes would have to be so small that the retailer would dismiss them as unsaleable."

### Swiss Deliveries Better

Swiss silks have been coming through a little more freely and most firms have little complaint to make regarding deliveries. Prices of course are firm and even slightly higher although, possibly, the big factor entering into any increased figures that have occurred in the last few weeks has been the unfavorable rate of Swiss exchange. This represents nearly a 10 per cent additional cost to the manufacturer and is a reason why some buyers are turning more to the American market.

One silk importer said there was more Swiss silk coming into the country than ever before although the mills' output was cut down, but both England and France were buying little neckwear silk at present and this left plenty for the Canadian trade.

### Swiss Brocades for Xmas.

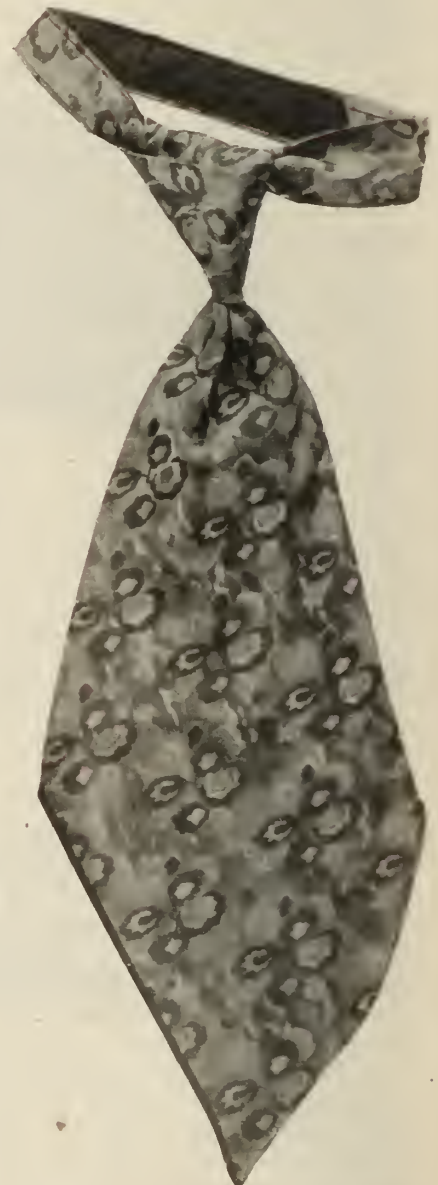
Swiss brocades have undoubtedly had the lead for Christmas business although one or two manufacturers showed printed goods, satins, poplins, and failles, and report good sales on these.

### Retail Trade a Little Quiet

Retailers report a decided lull in the neckwear business, which is, however, conceded to be only temporary and



*A Persian pattern in a brocaded silk.  
Shown by Wm. Milne, Toronto.*



*Rich colored warp novelty shown by  
King Neckwear Co.*



“Ahead of All”—that’s our title and we live up to it



Excellent Styles, Superior Workmanship and Good Values are the outstanding features of

MILLER MADE  
**PALM BEACH**  
 and Midsummer Suits  
 Duck Clothing and  
 Specialties for Spring 1918

**T**HOUGH the condition of the market forced us to raise our prices we still offer the trade values that will give our “ahead of all” slogan added emphasis. The ever-growing scarcity of cotton, the tremendous consumption of it for explosives and other purposes is certain to cause a further increase in price within a short time. We, therefore, advise buying now, even for later delivery, and profiting by the unusual values in the Miller Line.

White Duck Pants, Lustre Coats, Duck Clothing, Boy Scout Uniforms, Khaki Combinations, Work Suits.

Be ready for a bigger-than-ever Military Demand.

The calling up of One Hundred Thousand of Canada’s best is certain to create a lively demand for things military. Get your military department well equipped and give prominence to the ever-popular

**Miller Walking Breeches**

The best liked military breeches in Canada. Are you stocked? If not, write now for a sample assortment to

**The Miller Mfg. Co., Limited**

*Makers of the Famous Miller Breeches*

44 York Street

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**TORONTO**

to be caused by the uncertainty as to the actions of exemption tribunals. The war loan activities also undoubtedly affected business to a certain extent, causing a temporary fit of economy to attack a number of men.

However, the uncertainty concerning these two issues will be cleared away before the Christmas season really opens and there is little doubt that there will be splendid business done then. The recent news that the United States Government is placing immense shell orders in this country, coupled with the magnificent returns that are assured from our agricultural industries, shows conditions that are bound to create a plethora of

money in the country and a portion of this is equally certain to find its way into the tills of the men's wear dealers.

**Printed Goods for Spring**

All neckwear manufacturers agree that prints are going to be strong for Spring. This includes several who did not feature this class of goods for Fall and Christmas trade. These silks will come in failles, embossed satins, crepes, foulards, and poplins, and the patterns will continue to be decidedly noticeable. Some of the initial samples shown are loud indeed, but the trade got pretty well accustomed to these during the past

Summer and found that the louder they were the easier they were to sell.

"We have to have large shapes and showy patterns," said one men's wear dealer, "and quality is a very secondary consideration." Therein lies the popularity of the printed lines. Many of them undoubtedly will not give the wear that the brocaded silks would but if they take the eye the sale is made. There will be a number of handsome ranges shown in these by every neckwear house that may be retailed for 75 cents, and they are the goods that the average retailer will make his low priced line for Spring business.



**BROADER FIELD FOR HAT INDUSTRY**

(Continued from page 42)

possible for them to give exactly what is ordered.

**Big Season for Imitation Panamas**

Though the imitation Panama received a good reception on the Canadian market last Summer, it is expected that it will be more popular than ever next season. Some jobbers declare that the imitation Panama will not last, and some manufacturers are also of the opinion that this trade is "but a flash in the pan." One of this latter type declares that the better dressed men will not wear the imitations because all classes of men will be wearing them.

Despite the opposition, there are several things in favor of the imitation Panama made from wood-pulp. It is said the Japanese Toyo hat will be rendered worthless if cleaned, but this does not apply so long as certain cleaning preparations ordinarily used by cleaners are not employed. Where the Toyo hat is cleaned by the application of a simple solution, or even with ordinary water, unless soaked, it emerges undamaged. Furthermore the Toyo hat will not break as will the genuine Panama hat. In regard to the matter of cleaning, dealers might be well advised in selling Toyo hats, to advise customers of the correct manner of cleaning in order that the hats will not be spoiled. The bulk of the public demand is for a Panama or some such similar hat at a price in the neighborhood of \$5.00, and as long as the Toyo hat meets this trade it is expected to enjoy a big run of popularity.

**Straw Hat Orders Light**

Trade in ordinary straws is expected to be good, but orders for next Summer have been light. This state of affairs was not altogether unexpected by jobbers or manufacturers owing to the bad season last year and the fact that large numbers of straws were carried over. Some manufacturers have stored large numbers of straws for dealers, being stocks held over from last season at which time manufacturers urged the retailers not to slaughter prices.

**Possible Embargo on Hat Boxes**

Coincident with the intimation that an embargo on fur shipments from England is a possibility comes word that the export of all kinds of paper, including cardboard, may be prohibited. This naturally involves cardboard used in the making of boxes for hats, and English manufacturers have entered strong protest to the British Government. It has been pointed out by manufacturers that such action will practically kill the English export trade in hats, for without cardboard containers no shipments can be made. It is stated as possible that the British Government may consider the advantage to be gained from an embargo on paper to be greater than to maintain the export trade in hats, and if this is the case Canadian manufacturers will be called upon to supply even a larger proportion of the trade than is the case at the present time.

**WHO KNOWS THIS?**

A subscriber writes asking for the names of firms who make a business of purchasing wool clippings, or swatches. We are unable to give full information and would ask the assistance of our readers in this connection.

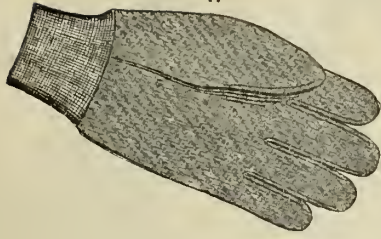
**SELLING UNIFORMS**

**The Location of American Units in Toronto Helps Local Clothing Men —Similar in Some Respects to Years of 1914 and 1915.**

THE locating here of a number of units from Uncle Sam's Flying Corps has once more started a brisk business in uniforms that reminds some of the Yonge St. clothing men of the Winter of 1914—1915. While it is admitted that this business can only last for a short time and the total volume is necessarily limited it is interesting to note that the officers composing these units are glad to buy their uniforms here instead of in their home towns or cities. It is possible they figure that the Canadian tailoring houses have had more experience along these lines than their American co-freres and are thus able to give better satisfaction. Whatever the reason may be, a nice business is being done. Hawley Walker is one of the Yonge St. merchants who has secured quite a bit of this business. He states that the difficulty that is experienced in getting the uniform cloth is holding down their possible volume to a certain extent but finds the class of men that our latest Ally is sending over here, composed of splendid fellows with whom it is a pleasure to do business.

Begg & Co., of Hamilton, men's wear dealers, are applying for incorporation papers. The officers of the new company will be J. C. Begg, President; L. M. Begg, Vice-President; H. Carlburg, Managing Director; M. Bawden, Secretary-Treasurer; W. Begg and Wesley Markle, Directors.

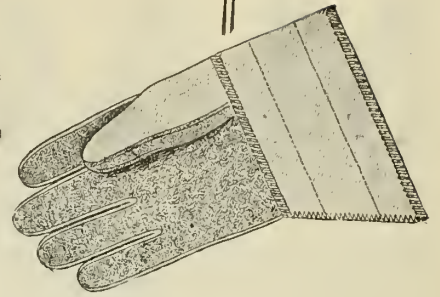




**TAPATCO**  
REGISTERED BRAND TRADE MARK

**GLOVES**

Make good  
 on every job

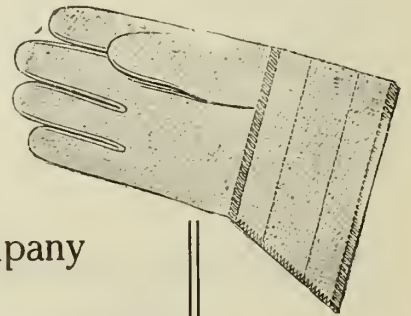
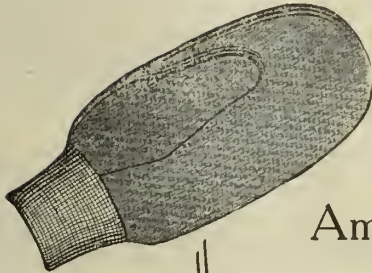


There is always a good, lively demand for TAPATCO Gloves. They are dependable gloves—comfortable, carefully made, and will give lasting satisfaction under the most trying conditions.

Sell a man a pair of "TAPATCOS" and you win his lasting good-will. Besides you secure a fair profit and lay the foundations of a bigger glove business.

TAPATCO Gloves are made in Gauntlet Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

Ask your jobber to supply you.



The  
**American Pad & Textile Company**  
 CHATHAM, ONTARIO



# 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**

# MACLEAN'S

*for DECEMBER*

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..    ::    MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME    ..    ::

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## Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and has lived to tell his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

### "Politics From Within"

—*Leacock, of Course*

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

### Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

### Oppenheim—Allenson— McBeth—Mumford

A LONG instalment of Oppenheim's absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge Macbeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

#### The Usual Popular Departments

THE Business Outlook. The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands  
**15c.**

### Gadsby's Story of the Union Government

GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

### Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

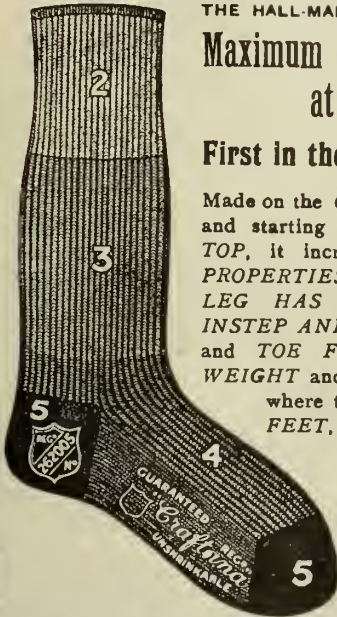
### Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement, and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.



# "Craftana"

Registered No. 282,041



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.



## Lion Brand Bloomers

Our stock of Odd Bloomers and Boys' Suits is very large just now. Mail orders can be filled promptly and at prices we consider big value but which are bound to advance later.

Just now our big seller in Odd Bloomers is No. 256 Brown Corduroy, Flannelette Lined, Governor Fasteners.

**The Jackson Mfg. Co., Limited**

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

## 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 & Company**  
 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.

## Get well stocked with these Scarce Goods

English Cashmere socks, black and khaki, \$5.25, \$5.50, \$6.00  
 Khaki ribbed wool socks.....\$5.25 to \$8.50 doz.  
 Heather ribbed worsted.....\$3.50, \$6.50, \$8.00 doz.  
 Khaki mufflers.....\$7.50, \$10.00 doz.  
 Camelhair.....\$16.00, \$18.00, \$25.00 doz.  
 Woolen Gloves, House Coats.

### Easy Selling British Goods

We are Canadian agents for:—Young & Rochester shirts, neckwear, dressing gowns, house coats, etc. Tress & Co.'s Hats, Caps, Straws, Service Helmets, and Military Caps. We stock "Emcodine" and "Glen-gardeau" Trench Coats and Aquatite Raincoats.

### A Full Line of Military Accessories

For C.E.F., R.F.C. and U.S. Army Officers, Cadets. We carry complete lines:—Fox's Puttees, Trench Coats, Aviation Helmets, Triplex Goggles, Spurs, Crops and Whips, "Soldier's Friend" and other polishes, Kit Bag Handles and Locks, Military Books, Signal Poles and Flags, Slickers, Caps and Khaki Socks. English Leather Leggings, Sam Brown Belts, Badges for all ranks.

## Wreyford & Company

Wholesale Men's Furnishers and  
 Mfrs.' Agents. Military Outfitters

85 King Street West - - Toronto, Canada

# PEACE BY CHRISTMAS

A POWERFUL editorial dealing with the important war developments of the week, including Lloyd George's speech in Paris and Lord Northcliffe's letter regarding the new Air Ministry. These statements are a startling revelation of existing conditions in British political circles and confirm once more THE FINANCIAL POST'S policy in advocating these fearless, able men as the most essential for the winning of the war and for lifting us out of the mess into which the intellectual, incompetent Asquith-Grey-Churchill-Balfour combination had got us.

## GOVERNMENT REGULATION AND THE HOG INDUSTRY

There is a serious and imminent danger that the proposed government regulation of packing profits will have the effect of handicapping the market facilities for Canadian grown hogs. It is not only proposed to reduce the profits on turnover but in addition to reduce possible income to a maximum of 11 per cent. Any step which is likely to interfere with the development of marketing facilities may quite easily reduce the price to the hog raiser to a much greater extent than any benefit to the consumer. The higher the market for hogs the greater the benefit of the hog raising industry to the whole country.

## WALL ST. BEARS CONTINUING TO PLAY WITH C.P.R.

A special article from our correspondent in New York dealing with the market developments as regards Canadian Pacific stock during the week. The heavy liquidation in this stock continues; in fact over 500,000 shares or more than 20 per cent. of the entire common issue outstanding have changed hands since the 1st of July.

## SHELL ORDERS CONFIRMED

Official announcements from American sources during the week have confirmed the advanced reports of the Financial Post as to orders placed in this country by the American government for shells. The business so far is for 7,000,000 75 millimetre shells. The American shell orders in sight total about \$50,000,000 but it is expected that the orders will continue indefinitely and that the total will go at least \$100,000,000 to \$200,000,000.

The foregoing are only a few of the special features of the FINANCIAL POST'S 20-page issue last week. Attention may be directed to such other articles as:—

- "Automobiles Have Helped Out on Farms."
- "U. S. War Orders Will Help Our Trade Balance."
- "Some Revival of Interest in Canadians."
- "The Good and Evils of Short Selling."
- "Railway Capital is Also More Expensive."
- "Public Utility Companies are Facing a Crisis."
- "Book Paper Probe Quite Intricate."
- "Mr. McAdoo Does Not Want Bonds to Cross Border."
- "Canada's Part in Future of West Indies."
- "Prime Cause of Rise in Bar Silver."
- "Big Business and its Part in Great War," etc.

These special articles were all in addition to our regular departments and regular service. These include News of Securities, with items on practically all important Canadian stocks, our pages for bankers with space devoted to practical problems of the branch manager, News of the Bond Market, dealing largely with the Victory Loan, Field of Municipal Finance, Investors Insurance Notes and Real Estate and Mortgages.

All features and departments are compiled and arranged in the interest of the Canadian investor and the Canadian business man.

Each issue of THE FINANCIAL POST is quite as interesting.

The following letter from a very prominent manufacturer and salesman indicates the high opinion in which the paper is held by its subscribers.

THE FINANCIAL POST,  
Toronto.

Dear Sir:

Recently we sent you a subscription covering the delivery of The Financial Post to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information valuable to any traveling representative of any firms.

(Sgd.) F. E. MUTTON,  
Vice-President,

International Time Recording Co., Toronto.

Oct. 12, 1917.

THE FINANCIAL POST is mailed every Friday night. Sign attached coupon and take advantage of the splendid weekly service it gives its readers.

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

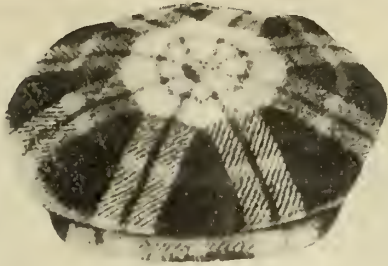
Please enter me as a subscriber commencing at once. I will forward \$3.00 for my subscription on receipt of invoice.

Name .....

Address .....

M.W.R.





Plush Cap with special patriotic red, white and blue lining.

## The Standard of Style

in the cap world has long been held by the popular "Boston."

Our new showing is well up to this standard, and is without doubt as complete an assortment of colors, shapes and trimmings as has ever been offered the trade.

Don't take our word for it. Examine our samples and judge for yourself the value we offer you.

Write to-day.

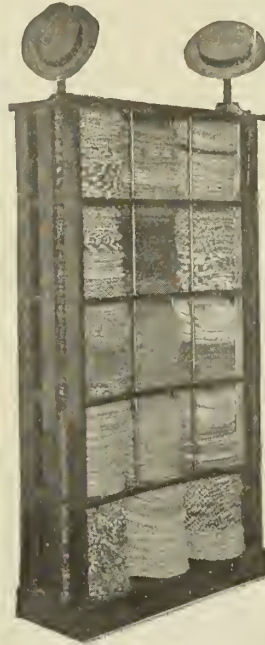
*Winter Caps for Immediate Shipment.*

## Boston Cap Company

338 St. Urbain Street, Montreal

## 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*

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## COMING!

A big demand for  
military accoutrements

*Are you prepared to  
meet it?*

Stock up now with a good supply of our

**Buttons, Badges of Rank,  
Regimental Badges, Swords,  
Caps, Belts, Spurs, etc.**

—Every necessary accoutre-  
ment for officers and men.  
Prompt shipments.

Write us now and prepare for  
the renewed demand when the  
new armies are called up.

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

Beaver Hall Hill, Montreal

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

# The Publisher's Page

TORONTO

DECEMBER, 1917

November 8th, 1917

The Men's Wear Review,  
Toronto, Ont.

Dear Sirs:--

We are desiring to know if you have any suggestions or special features for Christmas windows. Instead of just having the usual holiday touches we are desiring some feature, special in itself.

This is not in your line exactly, but thought you might have something in mind.

Yours truly,

----- & Company, Limited

**T**HIS letter, from a firm rated from twenty-five to thirty-five thousand, is but one of a number coming during the month requesting certain information or assistance.

An answer, of course, was prepared immediately. Moreover, an inquiry was set on foot which will result in some ideas, as employed by the most progressive merchants in other parts of Canada, being sent this firm.

## Such Service Is Gladly Rendered.

MEN'S WEAR REVIEW is fortunate in being in the confidence of the brightest minds connected with the Men's Wear Business. What MEN'S WEAR REVIEW Editors do not know they do know where to find out.

MEN'S WEAR REVIEW, not only through its pages, but also through this service, is able to bring information or ideas to you bearing upon any point of importance to your business.

Sometimes it takes a little time to secure the necessary information. Let our editors, therefore, have your inquiries as early as possible.

MEN'S WEAR REVIEW

Gordon Rutledge, Manager.



MADE IN  
CANADA



MADE IN  
CANADA

## "DOMINION" RAYNSTERS



PRINCETON



STAR

The dressy appearance of a raincoat depends upon the cutting. That is why DOMINION RAYNSTERS are distinctive. Our designers are specialists and know how to give each garment that trim, stylish effect, so much appreciated by careful dressers and wide-awake buyers.

The medium-priced DOMINION RAYNSTERS, illustrated on this page, are proof of that fact.

*For further information, write to our nearest branch.*

### Canadian Consolidated Rubber Co. LIMITED

HEAD OFFICE: MONTREAL

<i>Service Branches</i>	HALIFAX	TORONTO	NORTH BAY	SASKATOON
	ST. JOHN	HAMILTON	FORT WILLIAM	CALGARY
	QUEBEC	KITCHENER	WINNIPEG	LETHBRIDGE
	OTTAWA	LONDON	REGINA	EDMONTON
		VANCOUVER	VICTORIA	

**"DOMINION" RAYNSTERS ARE  
GOOD RAINCOATS**

# TOOKE COLLARS

HERE is a new style creation — another example of Tooke efficiency in collar-making — a step in advance of all others.

MR. DEALER, would you be prepared to supply the demand for a collar of proven worth? If so, then your collar showing would not be replete unless it included the Tooke display.

Send us your order to-day. Our Branch House nearest you carries the full Tooke range.

A detailed illustration of a man in profile, facing right. He is wearing a brown fedora hat, a dark blue suit jacket with a yellow flower boutonniere on the lapel, a white shirt with a striped collar, and a red and black striped tie. The style is reminiscent of early 20th-century advertising art.

*Illustrating the*  
**HAMPTON**

TOOKE BROS., LIMITED, *Makers*  
TORONTO

WINNIPEG

VANCOUVER

MONTREAL















