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FEATURING KNIT GOODS

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, JANUARY, 1918

No. 1

The Monarch Mackinaw Fall 1918

*See our further
advertisement, pages 2 and 3*



The Monarch Knitting Company, Limited
DUNNVILLE, CANADA

MEN'S WEAR REVIEW

Made In Canada



FALCON

AN **ARROW**

ROLL-POINT

FORM - FIT

COLLAR

CLARIDGE IS LIKE FALCON
BUT HAS ROUND POINTS

Chubb Peabody & Co., Inc., Makers, Montreal, Canada.

Milne's Neckwear News For January



Spring's
Biggest Seller

Crepe Failles

We will carry largest line of Crepe Failles in Canada. Our Salesmen are now going out with no less than 60 ranges similar to the one illustrated.

Price \$5.50

We advise the buying of prints for Spring and Summer—with Crepe Faille the leading cloth.

WILLIAM MILNE

50 York Street

Toronto

New lines continually arriving.

Always inspect the MILNE offerings.



Meeting the desire for Quality Knitted Goods

Monarch-Knit range for 1918 is designed with full recognition of the increasing demand for better quality merchandise—very special attention being paid to the careful selection of suitable trimmings, and to the finer details of workmanship.

The Mackinaw illustrated in our advertisement on the front cover of this issue is the style feature of the men's range. We are showing several good models in Mackinaws in a large variety of colorings. The complete Monarch-Knit range, now with our travellers, contains practically every weight, style and color in knitted coats that might be desired.

Your inspection of our 1918 showing is invited.

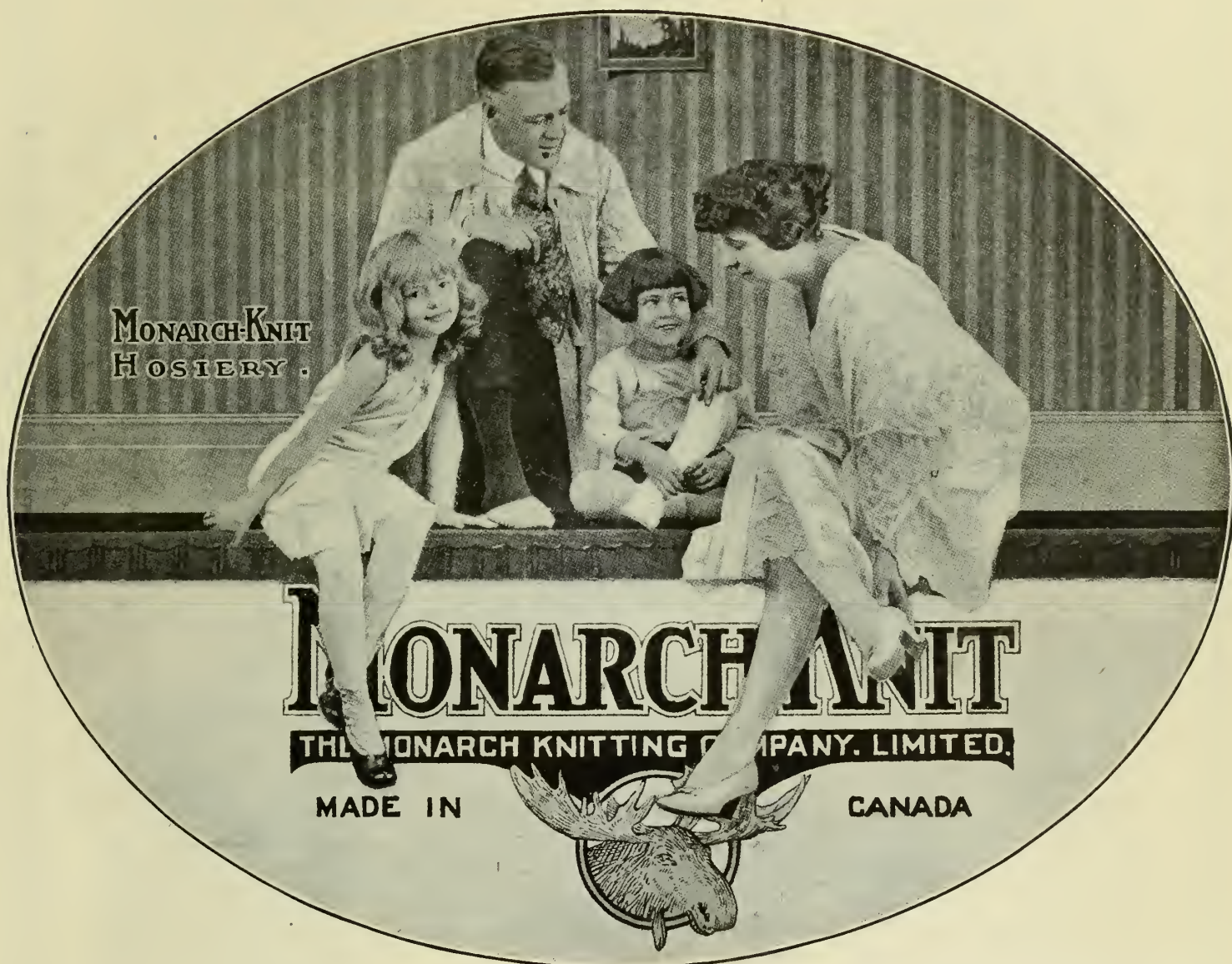
The Monarch Knitting Co., Limited

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 interested, tear out this page and keep with letters to be answered.

The Monarch-Knit Family



This group will be strongly featured in consumer advertising of Monarch-Knit Hosiery during 1918. Its constant reappearance before the Canadian public will keep Monarch-Knit Hosiery continually before the attention of your customers.

You can link up your selling efforts with Monarch-Knit advertising with the full assurance that the innate quality of the merchandise will add to your reputation through thoroughly satisfied customers.

Monarch-Knit Hosiery is made for the whole family in Silk, Mercerized, Cotton and Cashmere. The complete line of samples now with our travellers.

The Monarch Knitting Co., Limited

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's and Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, Etc.
Also Hand Knitting Yarns Suitable for Knitting Soldiers' Sox, Etc.

Dunnville, Canada

If interested, tear out this page and keep with letters to be answered.



This is the H.B.K. Glovmitten

A mitt and glove combined! A practical novelty that is sure to make a decided hit with your customers.

The Glovmitten, while allowing free use of fingers and thumbs for all purposes, insures solid comfort for the wearer through the mitten attachment which can be slipped over the fingers whenever desired.

This **H. B. K.** line is of the same high quality that marks every product bearing the **H. B. K.** trade mark. Every Glovmitten is lined with wool, and has neat strap at wrist. The sewing on the Glovmitten is done entirely on special P. X. M. Machines, which enables stitching to be done right up to finger tips, thus guaranteeing a perfect fit. This is an exclusive **H. B. K.** feature in Canada.

Stock this line now. Glovmittens will be big sellers during the cold weather months.

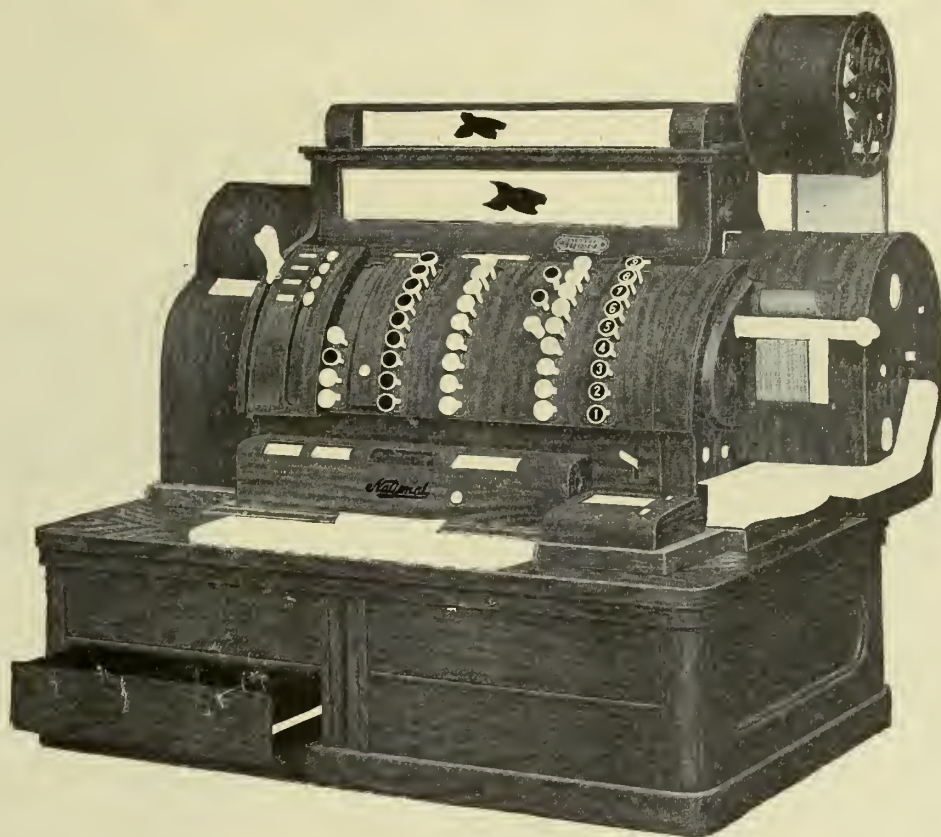
Another very attractive glove is here illustrated. Men's out seam, lamb-lined, strap at wrist, decoration three-needle self. No. 3485 Tan Suede. No. 3585 Grey Suede.

Investigate **H. B. K.** values first.



The Hudson Bay Knitting Company
Limited
MONTREAL

The Most Important Factor



Mr. Merchant:

THE most important factor in the success of any business is the *man* behind it. The business is but a reflection of its director.

If he is ambitious, energetic and intelligent, he will watch his business closely, discover every weakness, and painstakingly nurse it through to success.

He will seek advice, improve his knowledge and increase his efficiency so that he may know how to cure the ills of his business.

Too many men are self-satisfied and refuse to follow the methods that have brought success to other business men.

Think of the ten most successful men in your own line of business

and ask yourself why they succeeded.

National Cash Registers are not cure-alls, but they have helped the most successful merchants in the world and they can help you.

Send for our literature and talk with our representative, because we have made a study of curing a great many of the troubles that beset the storekeeper.

Cast aside indifference and determine to improve your business in 1918.

**THE
National Cash Register
Company of Canada Ltd.**

Christie Street

TORONTO

"AVON KNIT"

1918 Range



Our complete range for Fall and Winter, 1918, is now in the hands of our selling representatives. Quality of materials and workmanship have been maintained on standard "Avon Knit" lines, with prices adjusted. We believe it better to continue to produce quality merchandise rather than cater to price and make goods that will not give satisfaction.

Present prices on "Avon Knit" lines are based on raw materials bought below present markets. We advise early purchasing to avoid the necessity of paying higher prices and being disappointed in deliveries.

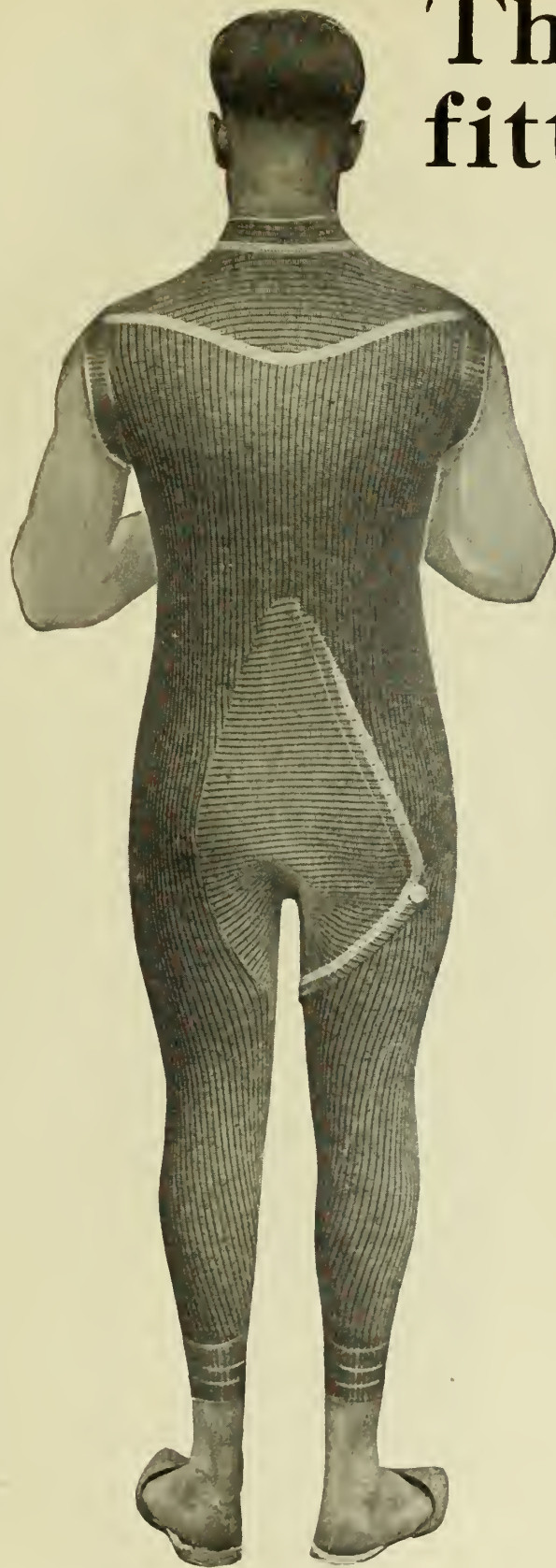
See the complete line of "Avon Knit" Mitts, Gloves, Toques, Hosiery, Sweater Coats, Mufflers, Skating Sets, Children's Suits, Etc.

AVON HOSIERY, LIMITED

Stratford, Canada

Richard L. Baker & Co., 100 Wellington Street West, Toronto, Selling Agents

This is the perfect fitting Union Suit



It's a *Tru-Knit* creation and this brand is a positive guarantee of fine fitting qualities.

The pulling, binding and drawing so common in the ordinary union suits are entirely absent from this line. Note the reversed rib in the yoke and seat pieces. These features alone guarantee the wearer a snugger fit and greater comfort.

Tru-Knit comprise the most extensive showing of Union Suits made by any one mill—Balbriggan Spring Needle Ribs, Plain Ribs. White and Egyptian cotton. Combed Sea Island in White and Natural Silk Lisle. Mercerized (Silkette) Cream and Natural Light Weight Cashmere. Wool Mixes. Pure Wool.

The perfecting of the Union Suits was carried out under the *Tru-Knit* banner.

Canadian Knitting Co., Limited, Hamilton, Ontario



Now for a bigger Underwear business during 1918

Success in underwear selling is determined primarily by the quality and the reputation of the stock you carry.

Where quality, comfortable fit and money's worth are so happily combined as in Atlantic Underwear, you can absolutely rely on steady money-making sales and unstinted customer good-will.

And because Atlantic Underwear is made by expert workmen from Maritime Wool, seasoned by the salt-laden Atlantic breezes, each and every garment is remarkably free from that objectionable shrinkage so noticeable in other brands of underwear.

To fully appreciate Atlantic superiority, a personal examination is advisable. Your wholesaler will show you a complete assortment, and we strongly urge your inspection before stocking any other underwear.

Atlantic Underwear will make 1918 a Prosperous New Year for you.

Atlantic Underwear

LIMITED
MONCTON, N.B.



THE SEMAPHORE GIVES

The Right of Way → → to Comfort

when you stock "RAILROAD SIGNAL"
OVERALLS and SHIRTS

MANUFACTURED BY

THE KITCHEN OVERALL AND SHIRT CO., LIMITED

Factory and Head Office—BRANTFORD

Branch Sales Office—279 College St., TORONTO

If interested, tear out this page and keep with letters to be answered.



Reliable Clothing for Men,
Young Men and Boys

The smart, manly styling of the "H. G. B." models for Spring will build business for you.

The range is big and complete. It has been built up by highly skilled tailoring, and by close attention to every detail. "H. G. B." fabrics are always dependable.

Our travellers will be on their respective territories after the holidays. We are always glad to submit samples upon request.

Helleur, Gariepy & Broderick
MONTREAL Limited

Office and Salesroom, 16 Craig St. W.
Western Office, Hammond Block, Winnipeg.

TROUSERS WITH A
REPUTATION

"Everyman's" Trousers have the real values and the sterling qualities that overcome all competition.

You'll be looking after your own interests when you look over an assortment of "Everyman's."

Sound customer-pleasing quality is the foundation upon which we have builded the "Everyman's" reputation.

We are now showing a grand assortment of Spring lines and a splendid line of Corduroys and Tweeds.

Let us send you samples and prices. Post-card us to-day.

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. 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

FALL DELIVERY OF



TRADE

MARK

We are working under high pressure on war orders, but we appreciate the necessity of maintaining our permanent connections by supplying our customers' requirements promptly.

We request our friends, therefore, to order as soon as possible for delivery in the Fall of 1918, in order that we may make our arrangements in advance and be enabled to do our best for

the War Office as well as for our home trade.

Prompt delivery is assured for both Spring sorting and Fall delivery if orders are placed now.

You will be helping our Allies and assisting us, as well as acting in your own interests, if you make up your list of your requirements in cotton and cotton and wool under-garments immediately after stock-taking.

Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

OUR FACTORY
AT GALT



DEVOTED TO THE
TRADE EXCLUSIVELY



TIGER BRAND

TIGER BRAND

UNDERWEAR AND KNITTED GOODS

Our 1918 Samples

A complete line of samples of our 1918 range of TIGER BRAND Knitted Goods will be shown by our agents throughout Canada from the first of January.

Owing to our concentrated efforts in the supplying of our customers' requirements, we hope to be able to fill all orders promptly and in full. We would, however, advise early buying.

Look over the "TIGER BRAND" range when our representative calls.

The Galt Knitting Company Limited

GALT

Manufacturers of Underwear
and Knitted Specialties

ONTARIO

New Fall Lines

Peck's

Caps and Shirts

These two big departments will submit their *New and Complete Fall Ranges* to the trade immediately after the New Year.

In the Cap Range you will find a wide and exceedingly attractive variety of fabrics, patterns and features from which to make a choice.

In the Shirt Range we feature our famous *Working Shirt* in several new patterns and materials. This shirt is noted for its roomy, well-made and hard-wearing qualities. A complete line of Fine Shirts will also be shown.

We bespeak an early inspection.

John W. Peck & Co., Limited

MONTREAL

WINNIPEG

VANCOUVER



A Late Offering

This handsome check has the new trench buckle and belt on top with a very narrow band at back. Fraser-made novelties are cleverly designed.



A Rough Weather Model

The ear-lap shown down in the illustration can be concealed in the cap between the lining and outer band. An extremely neat solution of the Winter-cap problem for city and town wear.

The Rah-Rah

The ever-popular little chap's hat

For style, quality of material and workmanship Fraser-made caps have established an enviable reputation. Despite the scarcity of materials for Fall and Winter next, we have given our representatives the finest line for Fall and Winter, 1918, they have ever shown. The Kiddies' hats alone are worthy of your attention. If you are not given the opportunity of seeing the new line in a few weeks, drop us a line.

THE FRASER CAP COMPANY, LIMITED
LONDON, 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.

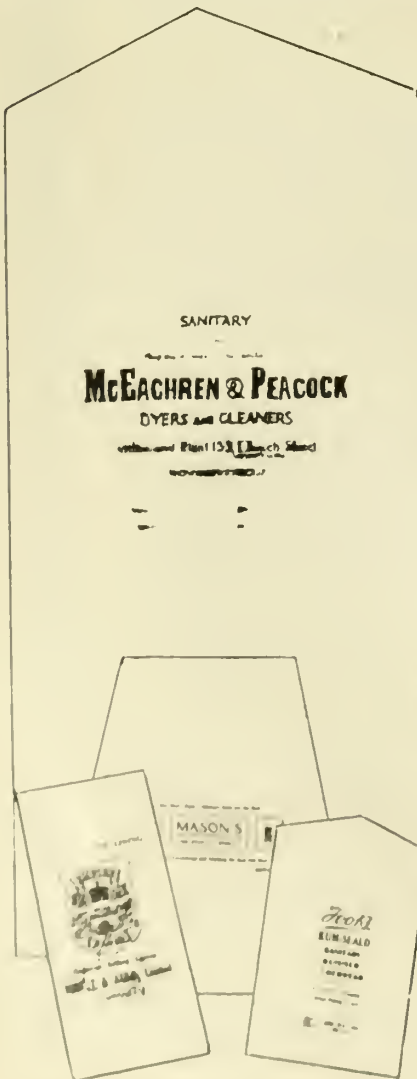
Many dealers are enclosing each purchase in a bag.

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





Looking for well made sweaters
that sell easily?

Well, here they are

And everyone, whether Plain or Jumbo Knit, truly represents the very "Acme" of good value and sensible style.

Acme Sweaters come in Grey, Navy, Slate, Khaki, Maroon, Seal and Olive. Some have shawl collars, in fact every taste can be fitted from this representative line.

We also offer a full range of scarfs in brushed wool in the above-mentioned colors.

Our men will be on their respective territories shortly after the first of the year. See our range before placing.

→ ACME →

'Get acquainted with Acme values'

ACME GLOVE WORKS, LIMITED, MONTREAL

If interested, tear out this page and keep with letters to be answered.

Now Ready

NECKWEAR NOVELTIES

FOR

EASTER TRADE

Our New Line of Neckwear for the Spring and Easter Trade will be in the hands of our Salesmen January 1st.

We are presenting a large and attractive range of Swiss Silks comprising many new and striking designs and tasteful colorings.

Prices from \$5.50 up to \$12.00 and every line offering real value.

We bespeak an early inspection

Crescent Manufacturing Co., Limited
Montreal

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



Make 1918 a Year of Big Sales with "Ahead-of-All" Values

MILLER MADE
PALM BEACH
and Midsummer Suits,
Duck Clothing and
Specialties for 1918

are unusually excellent examples of correct style and superior workmanship.

Dealers would be well advised to place, without delay, as there is a marked scarcity of cotton, and present prices cannot prevail much longer.

White Duck Pants, Lustre Coats, Duck Clothing, Boy Scout Uniforms, Khaki Combinations, Work Suits.

The demand for military lines is coming to the front again and with Canada's new army of 100,000 it is well worth catering to. Speed up your military sales with a good big display of the famous

Miller Walking Breeches

The hit of the military trade! Every Tommy wants a pair on sight. Write for a sample assortment.

Puttees,
Haversacks,
Tunics and Slacks, Etc.

If you have yet to realize the truth of our slogan "Ahead of All," we suggest your investigating now. See for yourself and be convinced that the Miller lines are indeed "Ahead of All."

MILLER'S WALKING BREECHES FOR SOLDIERS



All
Ranks
can
wear them
in
England
and at
the Front

Buy a pair NOW before you leave
they will match your
Tunic and cost you less

COME IN AND LOOK
AT OUR FULL LINE OF MILITARY GOODS

The Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street

:::

:::

Toronto

Taylor-Made

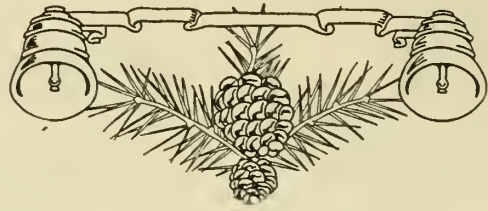


HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

Order one by mail to-day 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



AT THIS, the commencement of another year, we extend our best wishes to all our friends in the Trade.

MAY the coming year be truly profitable; may we face its problems unafraid; and may the pleasant relations which have existed continue until again we say:

Happy New Year.

Deacon Shirt Company
BELLEVILLE, ONTARIO



**Sell
Lion
Brand
Bloomers
in 1918**

Take every legitimate means to increase your turnover in the coming year.

Lion Brand Bloomers will stimulate business in your juvenile department.

You can't stock a better or more saleable line than Lion Brand Bloomers and Boys' Suits.

See our Odd Bloomer No. 256 - Brown Corduroy, Flannelette Lined, Governor Fasteners.

It's a seller. Get acquainted.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

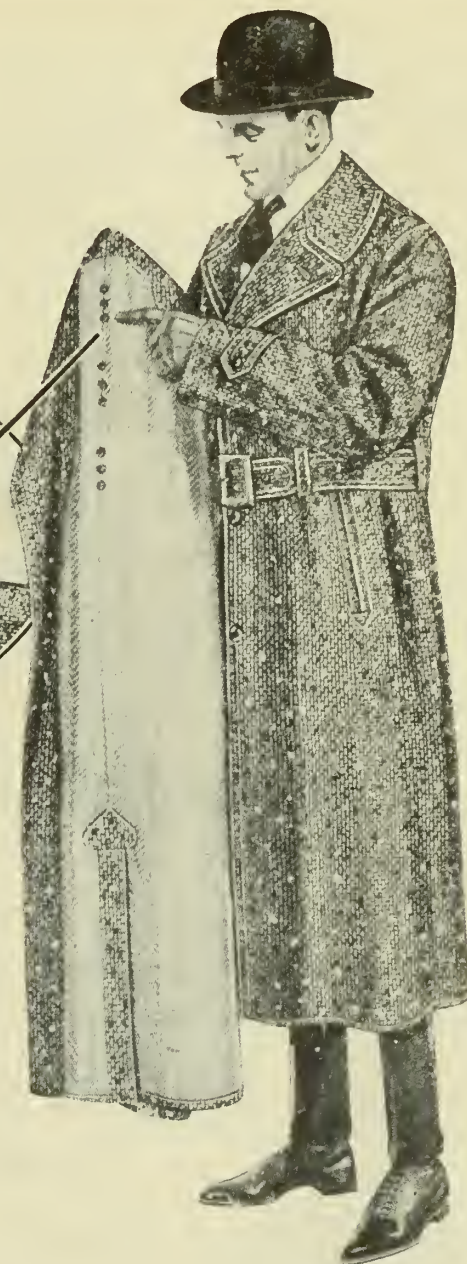
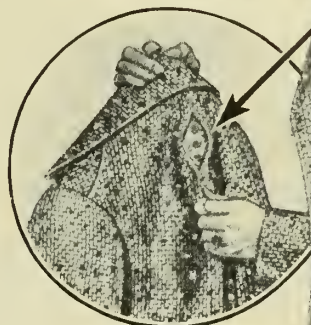
Factories: Clinton Goderich Exeter Seaforth

AT LAST!

Something New in a Raincoat

AIR-IN

"The Coat With Lungs"



Most men who have ever worn raincoats have experienced that feeling of "STUFFINESS" that raincoats often give. They have been disagreeably annoyed by uncomfortable perspiration under the arms and around the neck and shoulders. This is because of the effort to make a coat so weather-proof that the comfort of the wearer has not been considered. The pores of the body must BREATHE. If all access to the outer air is sealed, excessive perspiration and discomfort will naturally result. Merely punching air holes beneath the arms of the coat is not sufficient to give the needed help. The COAT must actually BREATHE if the wearer is to enjoy unrestricted comfort. The coat must breathe, but, how can so impersonal an article as a coat be made to perform this function? It is in answer to this question that AIR-IN has been devised; for AIR-IN is the culmination of long thought and careful experiment to secure just this result. We know that we could make a raincoat with a stylish outer appearance and we have done it, but, we also knew that if we made that raincoat BREATHE we would improve the garment 100%, and we have done it; we have secured exactly the results we had so fondly hoped for in the AIR-IN.

The idea alone behind the AIR-IN coat would make it a ready seller, but back of that idea we have put the force of a newspaper advertising campaign in forty cities all over the country. The use of this great number of newspapers practically makes the AIR-IN a nationally advertised article because in almost any town, anywhere, there are readers of the newspapers selected for this AIR-IN campaign. We are advertising the AIR-IN in this big way, because we have a big story to tell—a ventilated, rain-or-shine coat that has never before been advertised to the general public.

Remember, above all, that you don't really have to sell AIR-IN. It is so unusual that it is its own best salesman. Don't forget that each AIR-IN sold is bound to mean another. Men who are satisfied with their clothes tell others.

Before buying or placing your order on Raincoats elsewhere, write us to send you sample garments and prices, or if possible to have our traveller call on you when en route.



The British Rubber Company

MAKERS OF WATERPROOF CLOTHING

469 St. Lawrence Blvd.

Montreal, Can.

If interested, tear out this page and keep with letters to be answered.

Canadian Panama Hat Co., Ltd.

MANUFACTURERS, IMPORTERS AND EXPORTERS

Makers of Panama Hats for the Jobbing and Wholesale Trade only.

Retailers, make sure your 1918 needs for Panamas are covered.

Order now from your Jobber.

CANADIAN PANAMA HAT CO., Ltd.

345-349 ADELAIDE STREET WEST

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.



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If interested, tear out this page and keep with letters to be answered.

Sell a man
**CARHARTT
 OVERALLS**

and you sell him
 satisfaction

You sell him the very best
 overalls made — overalls
 with a nation-wide reputa-
 tion for quality—overalls
 that are made to stand the
 test and to always satisfy.

Now is a good time to get
 well stocked with our
 line. Prices have an
 upward tendency owing
 to the great demand for
 cotton materials. Avoid
 risk of advanced prices by
 placing your orders now.

We can make you *quick
 deliveries* of Carhartt
 Overalls. Combination
 One - Piece All - Overs,
 Khaki Working Pants,
 Corduroy and Cottonade
 Trousers, and Gloves.

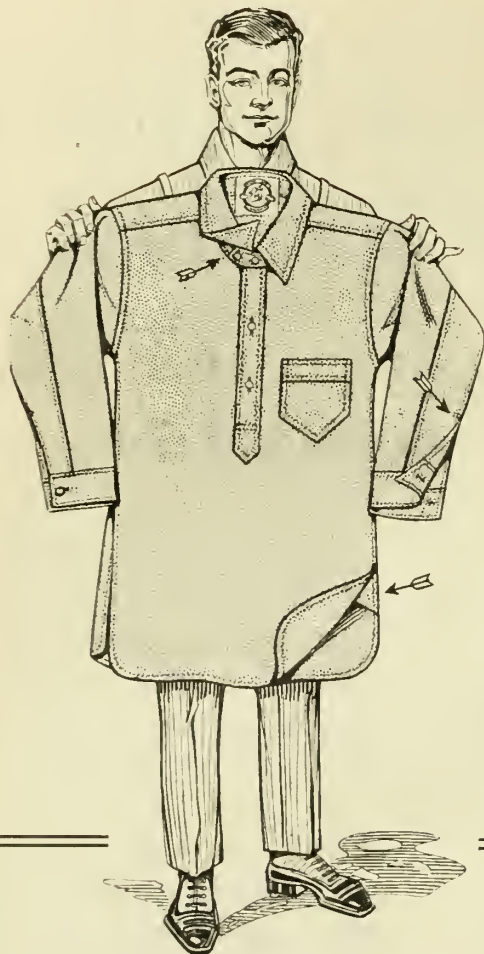
Write to-day.

**Hamilton Carhartt
 Cotton Mills, Ltd.**

— Toronto Unit —

TORONTO MONTREAL WINNIPEG
 VANCOUVER LIVERPOOL (ENG.)





The Shirt Tale

This is the tale of Arm and Hammer Brand Work Shirt No. 837 as told to an Ontario merchant by the wearer.

"I'VE WORN THIS SHIRT FOR A YEAR, HAVE HAD IT WASHED EVERY WEEK AND IT'S PRACTICALLY AS GOOD AS EVER YET. I WANT ANOTHER."

Workmen everywhere find Arm and Hammer Brand Work shirt satisfactory in every respect. They instantly appreciate the big advantages of Arm and Hammer Brand features:-

- | | |
|--|--|
| 1—Extra generous size. | 5—Good quality buttons. |
| 2—Double stitching of all seams. | 6—Reinforced pleats and button stays. |
| 3—Extension neck band. | 7—Arm and Hammer Brand standards of workmanship and materials. |
| 4—Reinforced at all points subject to hard wear. | |

Get a stock of Arm and Hammer Brand shirts now. You'll find the demand worth while.



The J. A. Haugh Mfg. Co., Limited
TORONTO, CANADA

Show these SCARCE GOODS in your store

English Cashmere Socks, black, khaki and white,	\$5.25 and \$6.50
Khaki Ribbed Wool Socks.....	\$5.50 to \$10.50 doz.
Heather Ribbed Worsted	\$3.50, \$6.50, \$8.00 doz.
Khaki Mufflers	\$7.50, \$10.50 doz.
Camelhair	\$15.00, \$18.00, \$25.00 doz.
Woolen Gloves	\$7.50 and \$9.00.

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 "Glengardeau" Trench Coats and Aquatite Raincoats.

A Full Line of Military Accessories

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

We carry complete lines: Fox's Puttees, Trench Coats, Aviation Helmets, 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, \$4.50 and \$5.50. Badges for all ranks.

Wreyford & Company

Wholesale Men's Furnishers and
Mfrs.' Agents. Military Outfitters

85 King Street West Toronto, Canada

Taylor-Made Garment Hangers



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

\$7.50 PER HUNDRED

Orders shipped the day they are received.

The Taylor Mfg. Co.
Hamilton, Ontario

CHALLENGE BRAND

The cleanable collar for the million

Arlington Challenge Brand Collars are keenly appreciated by men in every walk of life who recognize the big advantages of a strictly waterproof collar with all the appearance of the newly laundered linen article.



For office workers, as well as for those whose work keeps them out in all kinds of weather the Arlington Cleanable Collar is entirely without equal. The dust of the office, the grease and grime of shop and factory can be quickly and easily removed from an Arlington Collar by sponging with soap and water. The work of a moment restores the Arlington to its original, newly laundered appearance.

Always keep a little stock of Arlington Collars before the notice of your customers. Tell them about Arlington service and economy. Do this and your sales and profits will be materially increased.

Arlington Collars have stitched-edge, full linen finish — and all the better styles (1/2 sizes).

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

Toronto, 76 Bay St. (Head Office).

Montreal, Reid Bldg., Alexander St.

Winnipeg, Travellers Bldg., Bannatyne Ave.

MAKERS SINCE 1889

If interested, tear out this page and keep with letters to be answered.



Our Dealers Get the Difference

By handling the well-known Brotherhood brand of Overalls, dealers are assured a little extra money from this branch of their business.

Jobbers cannot handle Brotherhoods, and we do not employ salesmen. This means a big saving for you and for us.

Write to-day asking us to explain our proposition. The Brotherhood Line is made only from the best materials obtainable. Great care is exercised in the manufacture.

Let us send you samples and price lists.

H. S. PETERS, LTD., Welland, Ontario

Manufacturers of

BROTHERHOOD OVERALLS

Smocks, Munition Coats, Auto Suits, and Brownies for the Kiddies



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

"Craftana"

Registered No. 262,117



THE HALL-MARK OF

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

First in the Field and Still Leading.

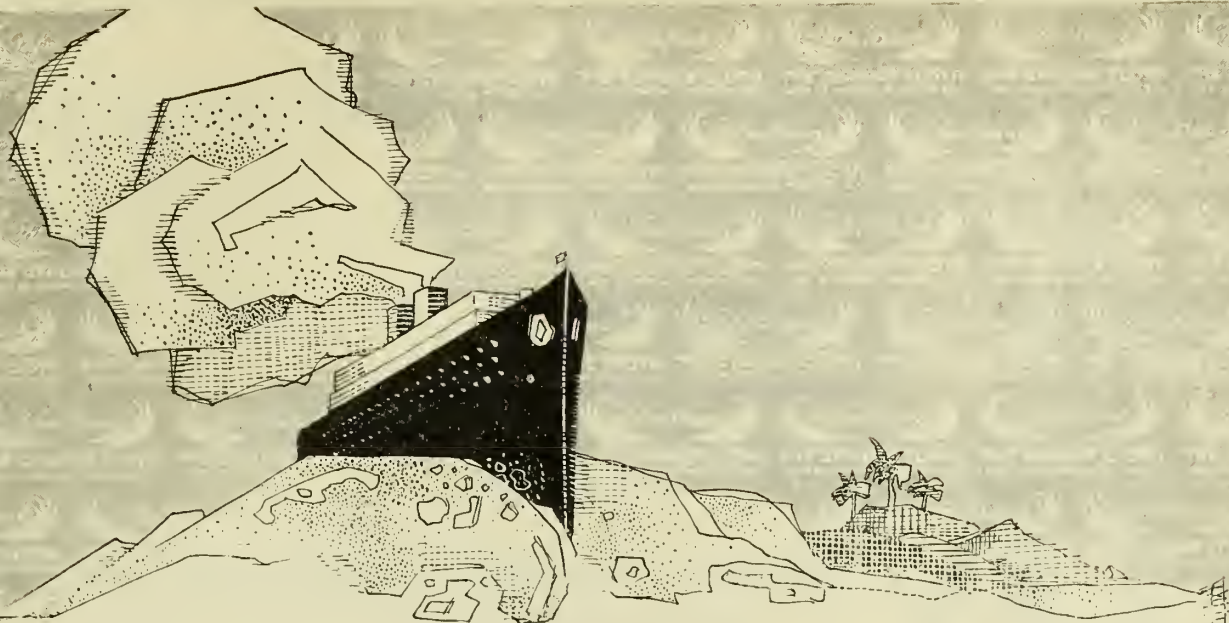
Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are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

**A HALF HOSE
FOR HARD WEAR.**

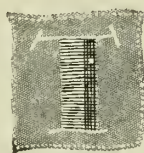
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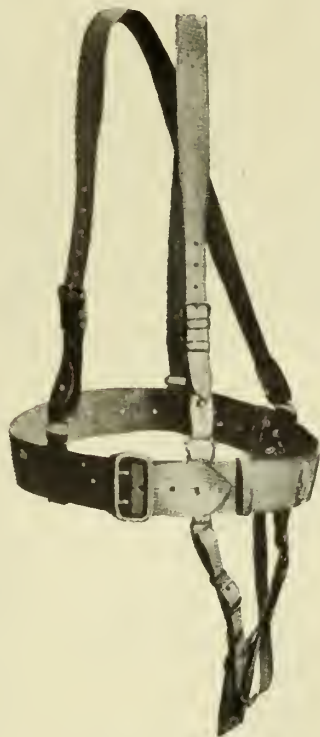


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- No. 12 Belt with Two Straps.
- No. 14 Belt with Single Strap and Frog.
- No. 14 Belt with Double Strap and Frog.



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- No. 18 Leggings with Spring as above.
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**Trench Boots,
Officers' Dress Boots, Short or Long,
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Officers' Leggings (Blocked) in spring
or spiral strap,
Officers' Solid Nickel Spurs and Spur
Straps, etc.**

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—a genuine solid
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Beal Bros. Limited
Toronto, Ontario

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8

TORONTO, JANUARY, 1918

No. 1

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New Year Announcement

Our travellers are now on the way with a wonderful showing of novelties and general ranges for the Spring season.

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with Mitchell Slide-Easy Bands

The Niagara Neckwear Company, Limited
Niagara Falls, Canada



Men's Wear Review

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

VOL. VIII.

TORONTO, JANUARY, 1918

NO. 1

Conditions in the Trade

AT last are shoved somewhat into the background the series of disturbing occurrences which have been rendering the men's wear business very trying. The election—waged with the usual bitterness—is over, and the people's verdict given. The Victory Loan has been floated to the tune of \$415,000,000. The coal and raw material difficulties have been relieved at least in part.

COURSE PLAINER NOW

In short, the trade now stands in a position offering a clearer outlook. What is to come remains, of course, uncertain; but a good deal is now made plain. There are points to go upon in charting the business course.

RENEWAL OF MUNITION ACTIVITY

The success of the Victory Loan means, as has been said before, another year's manufacturing activity. Then the Imperial Munitions Board, the British Government, has already placed large orders for shells and fuses. These orders, coming on top of sizeable demands for shells for the United States, make it very clear that the munition plants, which have been running much less briskly of late, will again be operated full time.

This in itself will mean much to the men's wear trade, but the huge demand for woollens from our Southern neighbors also makes certain a flow of money from that source.

OUR BILLION DOLLAR FIELD CROP

During the month the Census and Statistics Bureau at Ottawa gave out its estimate of 1917 field crops value, placing this at \$1,089,000,000. Over a billion dollars! Such a figure is, of course, only possible by reason of the high prices obtaining. Its meaning, however, is clear. The rural community in Eastern and Western Canada alike has money to spend for all its proper needs.

SATISFACTORY BUSINESS SEEMS CERTAIN

So there is good reason to expect very satisfactory business in the new year.

Conscription still hangs, a somewhat menacing factor, over the trade, but its effects are seen to come very slowly. A few more customers will be lost, but it becomes more and more evident that no man's trade will be undermined as a result of these drafts. Some clerks will be taken, putting on the merchant another problem, but this is all in the game these days. As someone has said, the thing to do is to "Smile, and keep on keeping on."

YOUNG AND OLD ARE NEW CUSTOMERS

While some customers may go there are continually new customers coming. Men who had retired are coming back to work. They consequently need more clothing. The boys are working, earning more and spending more. These and other sources of new business are being discovered.

High prices are becoming more and more a problem. Underwear for Fall is away up; so with shirts, hats and many other lines. All this causes the merchant to wonder how much he had better buy, and when he had best buy it. There is a limit to the price people will pay for clothing. At least there used to be. Now, with everything up so that people expect this, and with so many possessing ample sums of money there sometimes seems to be no limit to the price to which people will go for real necessities. Indeed, men will cut down on other things before letting themselves become shabby.

Moreover, this fact is as it should be. A shabby man—it is now generally recognized—tends to do shabby work.

BIG EARLY SPRING BUYING EXPECTED

The continually rising market is expected to lead many merchants to buy in the early months for a part of next Fall's needs—that is to purchase Spring lines to carry over for Fall. This, of course, will need to be done with great caution, both to see that finances are not strained thereby, and to make sure the goods to be carried over will be suitable for Fall.

The early months of the year will likely see a great deal of buying. Merchants have been proceeding very carefully, selling quite largely out of stock in November and December, so, even where huge stocks were carried, there have been substantial reductions, which, in view of the steadily rising market, many merchants will want to make up in part at least.

FINE CHRISTMAS TRADE

Christmas business, generally, proved eminently satisfactory, the useful present was the thing and the men's wear store profited by the spirit of thrift which is in the air.

WILL TRAVELERS PASS BY SMALLER TOWNS?

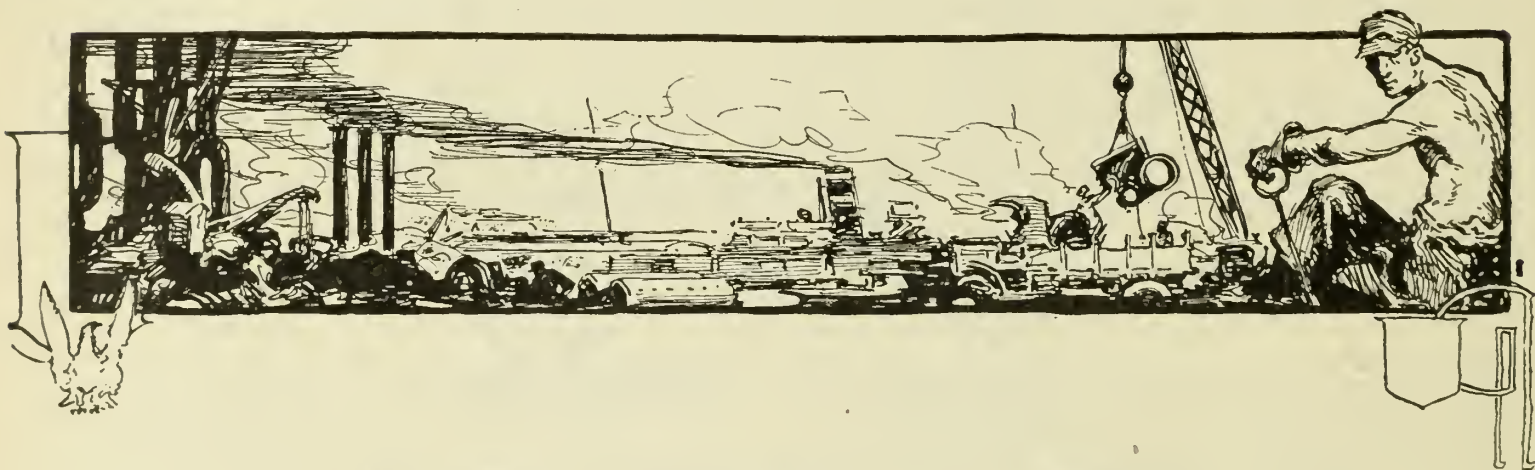
An important tendency—especially to merchants doing business in the smaller centres—is one toward a reduction of traveling staffs. Some manufacturers have lost outside representatives by reason of conscription. Others feel that at present, when through scarcity of goods they have to cut down the size of so many orders, they cannot afford to send men to the smaller places.

One manufacturer analyzed his business for November, and found that in that month he sold in 85 towns over \$63,000 of goods. In 86 other towns he sold only a little more than \$9,000 worth. He feels, therefore, that some of these places must be cut off the travelers' territory for the time being.

WILL NECESSITATE MORE VISITS TO BUYING CENTRES

This, if it becomes a general action—and the tendency seems that way—will present a new buying problem to the small town merchant. He will have to do more by mail, and perhaps make periodical visits to the buying centres.

During the month trade was somewhat affected and the whole country shocked by the terrible devastation at Halifax. The men's wear trade as a whole will do its part in bearing the financial burden—the infinitely smallest part of the burden—imposed by this disaster.



The Knit Goods Situation in Brief

ALL prices for 1918 on underwear, hosiery and other knit goods lines have in most instances been announced by the manufacturers. All along the line there have been heavy advances as was expected. The rate of increase varies a little as some jobbers are carrying forward stocks, and some of the mills have heavy accumulations of yarn. In underwear the increases vary from 25% to 65%, those lines with the finer yarns showing the greater increase. It is pointed out that wool has advanced 60% and cotton 100% since last year's figures were announced and in the face of this fact the prices asked seem reasonable.

In heavier lines of underwear, the coarse ribbed lines so popular with the Canadian trade, there appears to be sufficient in sight to meet normal demands. Mills are only accepting limited orders, however, and it is expected that these having been filled further advances will be in order. In the finer lines, the shortage of yarns is becoming very serious and considerable shortage is liable to develop.

A serious shortage is at present evidenced in all heavier lines of half hose, caused immediately by the heavy buying of the French Government. This condition is likely to extend into the coming Fall season as all mills are working on United States Government orders and in addition have been notified by the Canadian Government that a certain amount of their output will be required for our own forces.

In cashmere lines, imported goods are rapidly disappearing and Canadian makers are experiencing increasing difficulty in securing yarns. Retailers should during the Summer season push list and silk lines and reserve cashmere stocks wherever possible.

In sweaters the possibility of shortage does not appear so serious though advances of about 30% on an average are also the rule. Knitting mills report that higher prices will eventuate when present yarn stocks are exhausted. There are few style changes noticeable except that the khaki military pullover is expected to have a certain demand.

In all lines there are higher prices ahead and in some an almost certain shortage. Retailers desiring to protect themselves for next year would be well advised to get into the market early.

FALL UNDERWEAR PRICES UP ABOUT 50 PER CENT.

Expected Increases Have Materialized — Still Higher Prices Probable Before Long Shortage on Some Lines Most Probable.

FOR the past two months men's wear dealers have been anxiously awaiting the underwear prices for Fall of 1918. From time to time a little indication of what was in sight was gathered from here and there. It was taken for granted that there would be increases in the price of practically all lines, and that these increases would be considerable. It was also known that huge orders had been placed with Canadian mills by the United States Government, and there was considerable uncertainty here as to whether this fact would seriously hold up supplies to the local trade. During the month, however, practically every manufacturer has called on the jobbing trade with samples and prices have been quoted. The result has been a general clearing of the atmosphere, and some definite information can now be given.

Prices, of Course, Higher

As has been said, it was expected that prices would be higher, considerably higher, and in this respect there has been no surprise.

These advances, considerable as they are, would seem to be more than justified by the conditions that the mills are facing. As one manufacturer puts it, "The advances in raw stocks since we last put out our samples are approximately 60 per cent. on wool and 100 per cent. on cotton. Labor has also advanced 25 per cent., with corresponding increases in all other requirements. This we think amply justifies the increase in prices of hosiery and underwear."

Increases Vary

As to the amount of the increase, that varies according to different lines. For instance, some manufacturers have been working up till the present time on accumulation of yarn bought at much below present figures. Now that they are forced to go into the market and pay the vastly increased figures for their raw product, they will have to increase their prices very sharply. In such instances as these the increases will run from 60 per cent. to 65 per cent., and in one or two instances a little higher. Other manufacturers again have been manufacturing all along a little closer to the market, and have been advancing gradually all the time. In their case the present increase is not so marked, representing only about 25 per cent. to 33 per cent. As a specific instance of some well known lines, cotton fleece-lined underwear that before the war went to the trade for \$4.25 will be between \$9.50 and \$9.75 for the coming Fall. Heavy ribbed lines that last year were sold for \$9 will be \$12 now. These two examples will give a little idea of the general advance,



which is, however, irregular, and no definite percentage can be given. Then, again, one or two jobbers, it is known, are averaging prices on stock now on hand with that which is being bought and giving their customers the benefit of the saving here. Thus, it will be seen that there is again likely to be differences occur according to the amount of this season's stock that the jobber is carrying over. All lines are, however, advanced at least 25 per cent., and possibly the average would be about 50 per cent. The writer saw quotations from one house that worked out 66 per cent. more than the price asked for the same line a year ago.

Still Higher Prices in Sight

Even at this dealers and manufacturers, with one accord, affirm that these prices will look small before the end of the year. Mills are only accepting orders for so much from the jobbers. The usual procedure is to cut the previous year's order in half and make that a basis. This is not considered to mean that there will be no further orders accepted at a later date. There undoubtedly will be, but these will be on a new schedule based on whatever the raw market may be at that time, and every indication is that this will be on a much higher basis. Then, too, the jobbers who are averaging stocks will have to ask full prices once they are forced to go into the market again. As one buyer puts it, "Retailers who think these present prices high will be inclined eight months from now to think they were low enough."

Will the Supply be Sufficient?

The next matter that is worrying the retailer is that of supply. Will there be enough to meet requirements? In so far as the heavier ribbed lines are concerned there seems little cause for worry.

There will be some to be bought at any time, but the price will likely be soon advanced. These goods are made from the coarser Canadian yarns, and there appears little reason to expect that this product will not be procurable in sufficient quantities to supply the home mills. As regards the lines made from the finer grades of imported yarns, a different condition exists. With practically an embargo from Great Britain and with license restrictions from the United States the difficulty of getting the required supplies is increasing all the time. Some few Canadian mills engaged on this class of work are now running short time owing to a yarn scarcity, and taking into consideration the world wool situation one cannot but doubt that bad as things are the worst is yet to come.

In so far as cotton lines are concerned there does not appear to be any likelihood of a serious shortage except for the attitude of the manufacturers towards United States orders. One jobber explained this situation as follows: "The mills are, I believe, sincere in their desire to supply the home trade first, and are giving the preference this way in practically every instance. If, therefore, the retailer places his business early through his regular source of supply, so as to give both jobber and manufacturer some idea as to the country's requirements, it will much facilitate matters. If, however, this is not done, the mills cannot be blamed for going ahead and accepting orders that will keep their plants in operation. I know that at the present time there is an order being offered Canadian mills of 50,000 dozen underwear that will only be accepted after some idea of our own country's requirements is secured. I will naturally be told that I am handing out the usual guff and am talking for the benefit of the house I represent, but I reiterate that the retailer who does not place his order early is going to get left, and left badly. By this I do not mean that there will not be some underwear to be procured, but it will be a limited range and at considerably higher prices."

What Buying Attitude to Adopt

The MEN'S WEAR REVIEW has all along urged upon the dealer that speculating on merchandise at present abnormal prices was the height of folly and still holds to this attitude. On the other hand, buying the season's requirements in time to ensure delivery, so that stock may be on the dealers' shelves when the demand commences, is not speculating, but rather the reverse.

Elsewhere in this issue the possibilities and probabilities that enter into the whole market situation are thoroughly dealt with, and it will be sufficient to



Sewell's New Store Front

SEWELL & COMPANY have now occupied a fine new store on Eighth Avenue West, between Centre Street and First Street West. They have carefully planned their windows and have succeeded in securing a unique and exclusive effect, as is clearly illustrated in the accompany photo. Since removing from 126A Eighth Avenue West, the firm has enjoyed a most decidedly increased turnover. This, in fact, has shown as much as a 40% increase.

The accompanying trim shows the method used to indicate what is to be had inside the store. There is no overcrowding, but the impression of quality and full value is given.



state here that looking at the question from all angles and making allowance for any conceivable occurrences, the chances would appear to be nearly 100 to 1 that there are still much higher prices in sight on all textile products. In addition to this, shortage in some lines is nearly as certain. The wise dealer, therefore, will buy, not wildly, not with any idea of stocking up for the distant future, but to the extent that from a conservative estimate will cover next season's demands.

Situation in States

The underwear situation in so far as our neighbors to the south of us are concerned may be well understood from the following clipping from the "Textile World Journal." On reading it over and noting the terms and stipulations, Canadian retailers may well feel that so far they have not much to complain of:

"As a barometer of the situation on underwear for the Fall, 1918, season, a letter sent to the trade by the High Rock Knitting Co., Philmont, N.Y., dated Dec. 1, is interesting. The letter in full is as follows:

"We have fixed the following prices and terms on our men's fleece-lined underwear for season of 1918:

	Sh. & Dr.	Union Suits
"Storm King"	\$8 00	\$14 75
"Red Label"	8 50	15 25
"Red Label Random".....	9 25	16 00

Our "Defender" quality has been discontinued. Terms net 60 days, no dating f.o.b. Philmont. Deliveries on shirts and drawers equal monthly shipments January to June inclusive; on union suits equal monthly shipments July to October inclusive.

"The Government has taken two-thirds of our entire production to be made in wool underwear for the Army, which requires our carding and spinning running night and day. This leaves us free to offer our civilian customers only one-third, which will equal about the quantity we sold on advance orders last season. We are, therefore, offering this quantity to our customers of 1917 only.

"The change in terms and period of delivery from previous seasons is due to our financial resources and storage capacity being used to the limit in purchase of our wool and cotton at the highest prices on record. In order to aid you in these early deliveries on shirts and drawers we are willing to use your bank acceptances at 6 per cent. per annum on invoices for January, February, March and April only, said acceptances to mature July 10.

"We advised caution a year ago in purchases because we had no precedent to guide us, and we hoped for an earlier termination of the war than can now be expected. For 1918 high figures have become established and still higher are in prospect, so we anticipate more liberal purchases than were advised a year ago. We are very sorry we cannot meet this situation by larger offerings, for we shall want your business after the war, but the war must first be won, and we must do our bit toward it. We hope our situation is understood."

months they were hardly asked for a cashmere sock. Unfortunately our Canadian winters will not allow this to become true for half of the year, but the retailer's duty would seem to be to urge the purchase of the lighter weight socks almost exclusively for the months when they can be worn.

Retailers Fairly Well Stocked

The half hose situation promises to be serious. There is, however, one factor. Retailers seem to be better stocked in these than in underwear or sweaters. There is no doubt that some have sufficient cashmere lines to run them another year. Those that have should endeavor to spin their stocks out as far as possible by the sale of lisle lines, as already urged.

Early Buying Essential

To those who are not so well fixed early buying of their next season's requirements would appear to be essential. Apart from the almost certain shortage, delay will mean higher prices. In this, as in underwear, there should, however, be no attempt to "corner the market." It is a patriotic duty for each man to do what he can to ensure a sufficient wool supply for the Allied armies, and buying more than the season's requirements will be a hindrance in this way. On the top of this merchandise at two or three times its normal value is a more or less gambling proposition.

Half Hose With Hemmed Tops

In the United States there have been a few mills putting out lines of men's half hose with hemmed tops instead of the customary ribbed cuff. These, of course, are only of use to the man who is always accustomed to wear garters; and while every man will admit that he should do this, a very large percentage do not. It is noticeable that the trade are not favoring this new departure, and it perhaps will be dropped in the near future.

Restrictions on Wool Exports

The new regulations prohibiting the exportation of articles made of wool or part wool from the United States will not affect the knitting industry in this country to the same extent as it will clothing lines. But little woolen knit goods have been imported at any time from over there. If, however, the regulation covers yarns, a serious situation may develop, as many of the finer yarns are coming from our neighbors at the present time. There seems considerable uncertainty as to how drastic this new rule will be. Garment manufacturers have been notified that no licenses will be given for orders placed after September 25, and if this is insisted upon it will mean a practical cessation of the large trade in American ready-to-wear garments. It is expected, however, that in some way the two Governments will permit sufficient yarn to reach our mills to keep them in operation. There are, however, serious times ahead in the hosiery business, even more serious than we at present may anticipate.

SHORTAGE OF HEAVY SOCKS

French Government Purchases Swept Market — English Cashmere Lines Disappearing—Sell Silk and Lisle Hose Where Possible.

MANY of the hosiery houses announced their Fall prices for 1918 at the same time as those of the underwear mills. In many instances, of course, these lines are both manufactured in the one mill. Some of the smaller hosiery mills have not as yet shown any samples, and in one or two cases seem absolutely at sea as to the prices that should be asked and the quantity that can be delivered. Instances are known of jobbers having been written asking that the manufacturer may be allowed to accept quantity orders without any stipulation as to price, same to be governed by conditions that will exist by the time this mill works around to this particular order.

Average Increase About 35 Per Cent.

For the lines where samples have been shown about the same rate of increase is noted as there is in underwear, or, to put it in figures, from 25 per cent. to 50 per cent., according to the peculiar conditions under which each mill is working.

Bundle Socks Scarce

In the heavier lines of socks, technically known as bundle goods, there exists at the present time a great shortage. This is principally caused by the purchases made a couple of months ago by the Hudson's Bay Co., acting for the French Government. At that time wholesalers were heavily loaded, and there appeared to be but little demand from the retailers. In consequence it was felt wise to let these stocks go, particularly

as the French Government was in great need of the supplies. Since then considerable demand has developed from the retailers and in consequence the market is swept nearly bare.

Scarcity May Continue

The worst feature is that there is a likelihood that this scarcity will continue, as the mills that make this class of goods are nearly all heavily loaded with United States Government orders. This shortage extends to the country to the south of us, where there is an absolute famine in this line of merchandise and where buyers are scrambling over each other for supplies. Government takings and the yarn scarcity are given as the principal reasons covering the shortage.

Cashmere Lines Also Scarce

In so far as cashmere lines are concerned the situation would seem to be nearly as bad. English all-wool lines, similar to those that the Canadian public have for long been familiar with, will in the next few months be practically an unknown quantity. Canadian mills making similar lines are being held up for yarns, and this is a situation that would appear to be more pronounced as the days go along. The only alleviating situation is the vastly increased demand for lisle, silk and cotton half hose during the Summer months. All retailers report that last Summer was a record one in these lines; some will even state that for

SWEATER MARKET IRREGULAR; FEW NEW STYLES ARE SHOWN

IN the realm of sweaterdom there would appear to exist a rather different situation than in underwear and hosiery, the two other knit goods staples. The truth of the matter is that men's sweaters have been a little slow during the Fall season now passing. In consequence many jobbers have considerable stock carried over and some mills have heavy stocks of yarn. This is having the effect of causing a rather irregular market. The writer has heard of lines that are being shown to the trade at last year's figures. In direct contrast some mills are showing advances of about 50 per cent. Striking an average most lines will be advanced and probably 25 per cent. to 30 per cent. would be the usual figure. All dealers however, insist that present stocks are

comparatively limited and a heavy advance will be necessary whenever raw materials have to be purchased.

As to Styles

In men's lines there appear to be no new styles appearing. The pull-over which had a spurt of popularity for the last two seasons is not believed to be much of a consideration for another year. The coat style usually with the large shawl collar will have the demand. There will be some demand for the pull-over military model in khaki yarn, cut with a V-neck, and sleeveless, that makes a comfortable addition to the apparel during the cold days and can be comfortably worn under the coat.

Retailers report that their sales have been largely confined to the better lines and it is noticeable that several mills

that have confined themselves to high grade lines exclusively report all the business that they could handle.

In the States there is an absolute dearth of wool sweaters, and many here in Canada believe that the revival of business during the cold months following the New Year, when elections and conscription troubles will be shoved to one side, will create similar conditions here.

Order Early

In any event the retailer has nothing to gain by withholding his orders till a later date. Indeed, he stands every chance of paying considerably higher prices. It is a sure bet that he will not secure lower ones.

As to getting the season's requirements, there is every reason to believe they will be met. The situation in this class of goods does not present nearly such a serious viewpoint as is looming up in the hosiery and underwear fields.

AIMING A LETTER AT FARMERS

A. E. Aitken Appeals to His Country Customers in Terms They Can Under- stand—Such Messages Bring Results—A Profitable Year

THE accompanying reproduction of a letter sent to customers and prospective customers by the A. E. Aitken Company, Ltd., of Edmonton, Alberta, will be read with interest by many clothing merchants. It has been used very effectively, as was intimated to a staff representative on his recent visit to this store. Said Mr. Aitken: "It served to create a personal interest in our store and methods on the part of the particular class of men we desired to reach."

The letter is direct and business-like and compels interest from the outset. Appealing, as it does, to the farmer friends of the store, it is so worded as to interest them immediately. Once interest is aroused there is little doubt of the remaining argument, the vital part of the letter to the merchant, failing of its mission.

The letter is in an agreeable conversational style and highly effective. The farmer to-day is in a good position to appreciate a well-written letter, and is flattered by being written so directly.

The effectiveness of this form of advertising is well recognized, but it must be distinctly understood that it can be successful only when the firm so circularizing stands fully behind and makes good to the extent of one hundred per cent. all claims set forth.

Perhaps this and other advertising has much to do with the fact that the A. E. Aitken Co. have recently enjoyed the most profitable business in their history.

H. K. Atkinson, clothing, Ottawa, Ont., has suffered fire loss.



Edmonton, Alta. September 15.

Dear Mr. Sinclair:

If you could buy No. 1 northern hard wheat at \$1.50 per bushel, or No. 1 fine combing clean wool at 40¢ per pound; would you take a carload?

If you could buy your new fall suit of clothes at practically the same price as you paid four years ago; wouldn't you go to the store that could supply that article?

We were very fortunate in being able to procure a large quantity of old country pure wool "wear like iron" tweed and worsted cloths that were woven before the war. These cloths have just been made up into suits for stout men, normal men, short men, and tall men in sizes from 35 to 48, at practically before war prices.

The next time you come to town, leave your car on Rice St. at the side of our store, and let us entertain you for a few minutes --- try on a few of these suits and compare them with the best suit you ever had --- you be the judge --- we'll abide by the decision.

If we can sell you the first suit, it's a cinch you'll buy your next from us --- These are the kind of clothes you want aren't they?

Yours for service,

A. E. Aitken Ltd.,

For *A. E. Aitken* (Signed)



The deer heads in the interior of Gebbie's store add materially to its attractiveness—especially in Saskatchewan, where so many men are hunters. The interior display here, as will be noted, is very good

FARM TRADE IS STEADY TRADE

Please the Man From the Country and He Will Come to Your Store Season After Season—So A. H. Gebbie, of Saskatoon, Has Found—Farmers Purchase on Few Occasions, But in Large Quantities.

ONE of the most enterprising of Saskatoon's merchants is A. H. Gebbie. He is a man who believes in giving the public the best in the way of goods and therefore stocks only the standard grades. As a result his customers stick to him.

Mr. Gebbie believes in advertising. Some years ago he took up the title of "Gebbie—The Men's Man" and he has stuck to this all along, until he is known not only in the city but in the outlying districts by this name. He says it pays to invent some kind of title so that when anyone thinks of their needs in men's furnishing, they will immediately think of the "men's man" and go to him.

However, that may be, Mr. Gebbie has made a success of his business, so much so that he has had to remove to larger and more commodious premises, illustrations of which are given on these pages.

Conditions Good

The new store is situated on Second

Avenue South, at an advantageous spot. It is equipped with the most modern store furniture and an appearance of elegance is noticeable upon entering the doorway.

When approached to speak of conditions as he found them, Mr. Gebbie was ready to talk.

"I have found conditions better this year than last," he said. "This is probably due to my new location. Of course the milder weather now prevailing here has taken off a lot of business which might otherwise have come in. Men are not buying furs or heavy clothing as much as they should. They are waiting for the severe cold weather to set in. As soon as this arrives, and it may come any day, there will be a boost in this class of goods."

Saskatoon is situated in the middle of Northern Saskatchewan, reputed to be one of the richest farming countries in Western Canada. It is natural that a man with Mr. Gebbie's business acumen

should try to secure the patronage of the farmer. He has gone about it very wisely, mostly by advertising in the local and country press, and to-day has a considerable clientele of farmers.

Farmers Buy Expensive Lines

"The farmer, owing to his increasing prosperity, is now buying well," declares Mr. Gebbie. "Whereas years ago a farmer would want to get the cheapest article for his need, to-day he is buying the very best. I may say that some of the most expensive goods in my store are being purchased by the farmer. At this time of the year, I get a number of farmers coming in with their wives, and often with their children. They will purchase a whole winter stock for the household. Here again the prevailing milder weather has kept these folk from coming in. I am, however, expecting them and my stock is ready for their purchase. I find if I can please the farmer, he becomes a very staunch customer and will patronise me year by

year. The city customer is likely to be drawn away to a competitor more easily. Needless to say the farmer pays cash for his goods; he is able to. Men in the city will rarely buy a whole stock of men's wear. They purchase piece by piece when they are in need of goods. That is the advantage of the trade with the farmer. He only makes two or three purchases a year, but they are valuable ones.

"I also manufacture furs and have made up quite a number of beaver coats this season, and also seal jackets and small furs, which have been mostly sold to people living outside the city. I also make up and manufacture ladies' furs. They have sold well this year, as a lady does not wait for the colder weather before purchasing, as a man will.

"In regard to my trade with the farmers. I may say also that many of them are busy plowing. When this is over they will come into the city to make their Winter purchases."

Prospects for 1918 Bright

Mr. Gebbie first established himself in Saskatoon in 1910 at 242 Second Avenue South, in a boot and shoe store. He sold this store to Jack Lowes in 1910, and then re-purchased it in 1915, and went into the men's wear business, with everything but boots and shoes. He soon built up a good patronage by deciding to accept only standard articles and by his wise and judicious publicity.

Mr. Gebbie is a man who is liked, for he is of the human sort that can take an interest in the life of the city besides devoting himself to his business.

"The prospects for the men's wear retail trade in Saskatoon" says Mr. Gebbie, "is very good at present. Men are getting well paid here and are ready to buy the best of goods. I think I am sizing up the situation for the other stores in the city. At the same

FORMAL OPENING **Gebbie** THE MENS MAN FORMAL OPENING

—OF OUR—

HANDSOME NEW STORE

123 Second Avenue South

Takes Place Today, Saturday, September 15

And a cordial invitation is extended to all our friends, customers and the buying public generally to be present on this occasion. We want you to see—if only to see—the finest stock of

High-Class Clothing and Furnishings

for men and boys ever brought into this city. These goods were all ordered before the big recent advances, which means that we are in a position to sell clothing and furnishings at prices considerably less than you expected to pay this fall.

We are sole selling agents in this city for the famous Semi-Ready Clothing, a privilege we are proud of, as there is no finer made clothing on the Canadian market today.

Don't forget that we manufacture, remodel and repair furs of all kinds. First class workmanship guaranteed.



The strong opening announcement of this store has been followed up by some very effective advertising—appealing to the city and country trade alike.

time I ought to say that the number of men's wear stores in Saskatoon is sufficient to cope with the present demand."

Notes

Excelsior Hat Company, Toronto, Ont., has dissolved.
Joseph Plante & Co., men's furnish-

ings, Montreal, Que., has sold assets.
J. B. Pharand, jr., men's furnishings, Hull, Que., suffered fire loss.
Diamond Clothing House, men's furnishings, Montreal, Que., suffered fire loss.
Globe Shirt & Pants Mfg. Co., Montreal, Que., suffered fire loss.



There's a fine, winter-like atmosphere to this trim of Gebbie, the Men's Man. But furs sell finely at this season in Saskatoon—to farmers and to the city folk.

WHAT IS THE CORRECT BUYING POLICY FOR 1918?

Have Top Prices Been Reached on Most Lines?—Shortage of Some Men's Wear Merchandise a Certainty—Splendid Chance to Clean Stocks—Time For Speculation in Merchandise is Past.

ANOTHER Christmas has come and gone. To most it has been a prosperous one, with all the business available that could be well looked after. The thoughts of the men's wear dealer naturally turn to the year ahead and the problems that will have to be met during 1918. Business problems there have always been, but war and its accompanying conditions have made these more numerous and still harder to solve.

One of the most important questions to be decided for the coming year is the buying policy to be adopted, and much and careful thought should be given to this matter after taking into consideration all conditions and possibilities that the present situation can afford. MEN'S WEAR REVIEW has discussed this question with a number of the leading retailers and jobbers, and the advice here given is the boiled down matter from these conversations.

Shortage of Some Lines Certain

The first fact that stares all buyers in the face is the indisputable one that there will exist serious shortage in many of the lines of merchandise handled over the counters of the men's wear dealers of Canada. The equipping of the army of our latest ally, the United States, will be one of the large factors leading to this end.

How About Prices?

Then how about prices? Will there be still further advances, or have top figures been reached? Should a dealer buy ahead against possible advances? To answer the first of these questions it may be safely assumed that there will be still further advances. High as the prices that are being asked for what Fall lines are already announced, they are claimed by the milling interests to be below present raw material figures and only possible because stocks have been laid in ahead. Raw cotton continues to show considerable strength, and some dealers will go as far as to predict a 40c basis. Canadian wool dealers have been indirectly notified that the next allotment of Australian wool for this country will be at figures that will average at least 25 per cent. higher than is being paid for the shipments now arriving. Labor continues to demand and set higher prices all the time. Every by-product of all manufactured lines is advancing, or at least is firmly held. All these are factors that are bound to tend towards higher prices, provided either of three possibilities do not eventuate. The first of these is the possibility of the war coming to an end suddenly. It would seem safe to put this as a very improbable possibility. The second is the possibility of further Government control, either here, in Great Britain or in the

United States, and this is a possibility that cannot be so easily dismissed in the face of what recently happened to steel prices.

U. S. Government May Control Wool

It has been rumored that the United States Government has some form of wool control in view, and already the Boston wool dealers have made some tentative suggestions, offering to place their entire stocks under Government control at present figures. While it is hardly considered probable that control of this kind would lower present prices, it would certainly tend to stabilize same and probably prevent further advances.

Will High Prices Restrict Buying?

The third possibility is the setting in of a period of continued business depression that would so far curtail sales as to leave large stocks in the hands of jobbers and manufacturers. As has been already stated, civilian production is bound to be much curtailed, and it would be almost a cessation of business that would really entail any such condition.

This is a possibility that in so far as Canada is concerned may be safely dismissed. As long as labor can command the present figures, as long as our crops and other farm products continue to have regular market at fabulous prices, as long as the munition orders continue to flow into the country, as we have every assurance that they will for at least another year, so long business will remain good and merchandise will be bought regardless of high prices.

But will not the prices that will have to be asked for merchandise that is now being put on the market for Fall, 1918, restrict buying to a large extent? This is also not an easy question to answer, but the opinion of the majority is that it will to the extent of the quantity turn over. That is, there will not be as many garments sold, or as many suits of underwear, or as many pairs of socks, but that the cash volume will be maintained. It would seem to be ridiculous to say that there is a price limit beyond which people will not go, but will prefer to do without the article in question in the face of what has already been. The "limit" price has been reached and passed half a dozen times in the past three years, and still the consumer buys merchandise, and moreover, buys the good article and not the cheaper substitute that is being put upon the market to take the place of the better goods at the old price. On the other hand, the average purchaser will not buy so often. He will try to make the old garment last a little longer, the darning needles and the cleaners will be a little more used, and in consequence the number of sales will likely be decreased; but this will be

more than taken care of by the increased value of each individual sale.

That the slight depression noticed in the men's wear trade during the closing two months of the year was not due to the public refusing to pay the higher prices asked, but was rather the effect of a series of upsetting influences, of which the more important were the Victory Loan campaign, the conscription uncertainty, and the election stir up, is the opinion of all, and it is expected that business will get into its stride again as the new year opens up.

After having looked at the three possibilities already mentioned from every viewpoint, the conclusion that one must come to is that the chances are strongly in favor of still higher prices on a great many textile products.

Shortage Still More Certain

The even more certain feature to be considered, however, is the one mentioned at the beginning of this article: that of a serious shortage in many lines of men's wear merchandise. In clothing, for instance, it is becoming more and more difficult to get delivery of cloth from British mills. To aggravate this condition it has been semi-officially announced that the United States army will be clothed from British sources once they have crossed the Atlantic. This will, of course, mean at once a still further curtailment in the supplies of cloth that will be released for civilian purposes.

Knitting Mills Could Sell Output

In so far as knit goods are concerned, underwear, hose, sweaters, and so forth, the mills engaged in this business make no secret that they could sell their entire output to the United States Government, and no doubt some of them have done so to the extent of seriously cutting down their possible output to the civilian trade. Others claim that they wish to protect the home trade first, and are waiting to see how the trade will go after placing business before accepting further orders.

Whether Government controlled or not, whether higher prices prevail or not, shipments of wool are likely to be still further delayed owing to the increasing shrinkage in our mercantile marine, and the still more urgent calls that the Government will continue to make upon it. The troops of Uncle Sam's army will have to be taken across the ocean, and also there is the greatest possibility that the wheat needs of the European allies cannot be satisfied from the North American continent this year, and Australian wheat will have to be brought over to a larger extent than has prevailed. This will all tend to cut down tonnage available for wool transport

Already some Canadian knitting mills are complaining of having their output cut down owing to a shortage of yarn supplies, and this is a condition that is likely to grow worse before it is better.

Cotton Supplies Likely to be Sufficient

In so far as cotton and cotton yarns are concerned, while prices may, and indeed seem very likely to advance, there is no reason to anticipate a shortage, although the demand of the United States Government will be very heavy. This will affect in particular such lines as overall ducks and heavy shirtings, and there is expected to exist a shortage in these materials, accompanied by still higher prices. It does not seem probable that there will be any serious shortage in so far as the finer shirtings and similar goods are concerned, although the state of the raw cotton market undoubtedly means continued high prices in these lines as well.

The Wise Buying Policy

With, therefore, higher prices probable, shortage on many lines almost certain, would it not be the wise thing to buy ahead and protect oneself for the future? The answer to this is both "Yes" and "No."

In so far as certain requirements for the season ahead are concerned it would seem to be the wise course—in fact, the only safe course—to buy early and insure having the merchandise to sell when the customer asks for it. Business cannot be done with empty shelves, and business must be done to pay expenses. A customer wishing to buy a suit of combination underwear is not going to be satisfied with a suit of overalls, nor the one desiring to purchase a Winter cap is not going to accept in lieu thereof a Panama hat. As is well known, it is necessary to have seasonable lines in stock at the beginning of the season's demands if they are going to be made to carry the proper proportion of profits.

It will be remembered that MEN'S WEAR REVIEW counselled buying Spring underwear when prices were first announced last July, and those merchants who are now out trying to fill their requirements, and finding that many lines are withdrawn, and that others are being held at higher prices, will now admit the soundness of this advice. In the same way, we believe that requirements should be covered in January for next Fall, in the face of a probable shortage and a possible advance in prices.

Speculation Time is Past

On the other hand, buying with any idea of holding, buying more than is absolutely necessary to protect your business, is no longer the policy that it is safe to adopt. In other words, the day for speculation in merchandise has passed. At present prices it is good stuff to buy if you can unload at once, but very dangerous to play with. The wise stock market manipulator will never wait for the very top figure before beginning to unload, and the same would appear to be good sense here. Even though every indication would seem to point to still higher prices, these are already so far above normal that they are out of the range of safe speculation. Everybody believes that sooner or later there will be a drop from these figures, and the uncertainty as to when that time will be is the fly in the ointment.

Policy of Departmental Stores

In justification of this policy it is only necessary to mention the fact that two of Toronto's large departmental stores, which up till six months ago were setting practically no limit to their buying, have recently put the lid on tight, and any buyer who can get an order past the merchandise manager to-day has to first show that he absolutely needs the goods.

Splendid Chance to Clean Stocks

Then, too, when studying the season's certain requirements there are a number of points to be considered. Mention has already been made of the possible fall off in turnover in so far as number of sales are concerned—that is to say, that one dozen underwear at \$2 will show on the sales sheet as much business done as two dozen at the pre-war price of \$1. Thus, though cash volume of business will likely be kept up, the actual number of garments will almost certainly be somewhat diminished. Then, too, the amount of investment will have to be considered. Any merchant buying as many lines for Fall of 1918 as he was accustomed to buy three years ago will find himself loaded up with a stock that will run into a great deal more money than he had figured on and which may embarrass him to pay for.

The chance to clean stocks should also not be overlooked. Never was there such an opportunity for dealers to clean up the odds and ends of their stock at a profit. This should be the thought when Fall buying is being planned: "How many of my customers' wants can be

supplied from the stock I now have on hand when I take into consideration that even the odds and ends and soiled goods are so much better value, intrinsically, than any new goods that I can possibly buy at the present time?" With this view the stock should be thoroughly studied at inventory time. After making these due allowances, buy as soon as possible what you are sure you are not going to be able to get along without.

How Would the Cessation of Hostilities Affect Prices?

This is another question that we often hear discussed, and we may as well admit that the wisest do not know. That eventually prices will recede from their present high levels is a fact that no one will dispute, but that pre-war prices will be reached on most commodities is very doubtful, and the decline in any case will be spread over a long period of years. Talking to a wholesale dry goods man who has naturally given the matter considerable thought, he drew a diagram on a piece of paper representing what he thought would be the trend of average prices at the cessation of hostilities. This diagram we reproduce here. It will be noticed that he expects a sentimental break immediately after peace is announced that will be caused by the parties with cold feet who find themselves heavily loaded seeking to get from under. In his belief, though, the actual shortage on all raw materials entering into textile production is so real, and will continue to be so real for a great many seasons after the conclusion of hostilities, that this first sharp break will be followed by a reaction that will carry prices back nearly to high figures. From then on there will be a gradual decline as the world's production overtakes the demand until a normal basis has been reached.

This would seem to be very good reasoning, and is the belief of the majority. So many things, however, are possible, so much depends on the power of the country to absorb the soldiers and laborers that will be released from the manufacture of war products, that the wisest admits that he is at sea. The policy to follow would seem to be the one we have outlined here, and then when victorious peace does come to the allied arms, as it must sooner or later, we will be able to courageously face the fresh problems that may arise. "Sufficient unto the day is the evil thereof."



CLOTH CONSERVATION IN NEW YORK

Away With the Trouser Cuff, the Pocket Flap and the Patch Pocket—Plenty of Snap to Styles, However.

NOW that the Christmas season is over, and the burst of yearly extravagance is once more a thing of the past; when we are no longer driven by the wild impulse to get back at the fellow whom we had forgotten all about but who had remembered us long enough to pick out something for us that we wouldn't wear on a bet; why now I say we can get back to some sort of rational thinking on the matter of clothes and begin to ponder again, in sober style, on just what will be the thing for the next few months.

"SAMMIES" COME FIRST

To begin with the American clothing trade, or a very considerable portion of it, has harkened to the suggestion of the government that the Sammies need trousers more than the Oscars need cuffs on their sleeves. As a result they have gathered together, and have solemnly sworn to dispense with all adornments on clothing that does not add to the comfort of the wearer and which does add to the consumption of cloth.

Of course just what constitutes comfort for the wearer is a point that might be debated with a good deal of warmth. There are some retiring chaps for instance who would not feel comfortable in one of those obtrusively checked overcoats. They would go nervously sneaking down the street with just that shivery feeling of apprehension at the back of the neck that one has in passing a crowd of youngsters on the day of the first packing snow. Yes, there is some difference of opinion as to what constitutes comfort in clothes, but in the main the meaning is pretty clear, and it spells a more chaste outline to our clothes in the future.

CUFFLESS TROUSER OR BREAKFAST IN BED

Cuffs fell as a sort of gift from heaven a few short years ago, and we have been doing tricks with them ever since. Now it appears that the cuffs on the bottom of the trouser and the cuff on the sleeve are to be a thing of the past. That has been hinted for some time past, but these clothing people have actually got the bit in their teeth at present, and it certainly looks as though you would have either to wear a cuffless trouser, or have your breakfast in bed for all time to come.

More than that it means that the belt is to be a thing of the past, and with it in the limbo of forgotten things will be found the patch pocket and the flowing coat skirt. These all were more or less a development of the military style. Now it would seem that the authorities are going more or less to put a sort of patent on that kind of thing. If your life would be entirely incomplete without a belt, it is always possible to get in with the boys who are still to be permitted to have belts on their coats.

Not that the outlook is as gloomy as might be supposed. After all the dapper of other ages managed to get along happily enough without any of these adjuncts, and after all you can do a lot of things with a little different cut to the cloth. If you do not think so consider the collar maker who has been making a series of yearly novelties on the old regulation collar style, by the mere manner of the way he nicked the corner off.

CHANGE IN POCKETS

Now ponder the matter of trousers. Bereft of their cuffs you may think that they will look a solemn thing. But it has spurred the manufacturers to a prodigy of thinking, and all this brain sweating has resulted in the idea that it will be possible to have military pockets without in any way encroaching on the extra supply of cloth. It is merely moving the pockets over to a position in front. Of course ten odd years ago that was where everyone was wont to wear them. Even the ladies had a deftly hidden pocket somewhere in front, but of late years we have grown accustomed to using the side entrance in looking for our available nickle, and it's going to take some education to get us used to this change.

With the coat sleeve something a little more novel has been arranged. Round about the place where the two buttons usually appear the cutter has chipped off a little bit giving a cantaway slanting end to the sleeve, and in place of the old familiar buttons there is a single link. That ought to catch the eye of the chappies who are always hankering for something new. Then take a glimpse at the three-button sack suit. In place of the usual flare to the skirt there is a clinging to the hips, here again you get the touch of novelty in the pockets that are cut on the slant, but without a flap, of course, so their direction is not as obtrusive as it formerly might have been. The pocket, indeed, has been a sort of harbor of refuge to the disturbed style maker. He spent his whole time more or less juggling pockets. There is a waistcoat, for instance, that, I am told, is going to be the ultimate word on waistcoats. It is a rather delirious design in a flannel plaid, designed to add a touch of buoyancy to an otherwise sedate costume. But the point about it, as we have suggested, is the matter of pockets. The lower ones are very low down on the outside and travel upwards, while the upper pockets reverse the program and travel down, making a converging line. Being pockets they don't, of course, actually converge.

(Continued on page 48.)

MEN'S WEAR REVIEW



VOL. 8. JANUARY, 1918 No. 1

EDITORIAL BRIEFS

TO ONE and all a prosperous and a truly happy New Year.

* * *

WELL the election is over. Let us all get together for the good of Canada, the Empire, and the cause.

* * *

TEMPER buying with caution.

* * *

THESE days of difficult merchandising keep smiling.

* * *

THE smile of quiet confidence that all is right will go a long way toward enabling a merchant to keep confident his customers.

* * *

ARE you short staffed? The need then to so arrange the store and the stock as to enable less men to serve the customers as well. Our man power has now—and for years to come—to be placed where it will accomplish the most. If some appliance will enable fewer clerks to do the necessary work then that appliance is an aid not only to the business but to the nation.

* * *

JOSEPH, as we remember it, was the original food controller. Joseph also was stripped of his coat of many colors. Perhaps this was a forecast of the need for food conservation and simpler designs in clothing going hand in hand.

AFTER THE INVENTORY, WHAT?

NOW for the inventory.

"What you want," said Frank Stockdale to the merchants attending his lectures, "is figure facts about your business."

Figure facts—that's what you'll get from the inventory. Get the facts that are of value to you—no more and no less. Facts which lead to action are the thing. Will the stocktaking show you have a larger stock of some unimportant line than of an important one? Then the thing is to question why. Who did the buying? Was the buying all right but the selling in one case below the requisite?

That indeed is the question.

After the inventory find the answer to the prob-

lems the figure facts present. The answer is not in the back of the book, but it can be found. Better still it can be acted upon.

MAKING THE GOODS GO ROUND

TO a certain extent at least it will be advisable, this year, to get your customers to buy what you want them to buy. Cashmere socks, for instance, will be scarce, and already the advice is given to sell lisle and silk socks as much as possible in the Summer months, thus husbanding the cashmere. Canadians lean strongly toward cashmeres but good salesmanship will do much toward popularizing the other lines. Woolens are getting scarcer. It is for us all to do what we can to make the limited supply suffice.

WATCH COLLECTIONS NOW

SPEAKING recently before the Canadian Credit Men's Association, Wm. Moffatt, Assistant General Manager of the Imperial Bank, said a number of things of great importance to retail merchants. Perhaps the whole speech might be summed up in Mr. Moffatt's own phrase: "Get your business snug."

Bearing on one means of achieving this end, he said:—

"It is very much in the interest of the storekeeper and of the community at large that advantage be taken of the present situation to collect outstanding accounts, especially those that have in the past been inclined to be slow. Farmers have heretofore been, as you know, considered dilatory in their payments even when in a position to pay, but if their accounts and the accounts of wage-earners are allowed to run until conditions change on account of unsatisfactory crops, lower wages or prices, or for any other reason, merchants will have to face hard times with large amounts outstanding, having lost the opportunity of putting their business upon a safe and sound footing during the period of agricultural and business prosperity.

With wheat above the two dollar mark, hogs at unprecedented figures, and all crops bringing huge prices it should surely be possible to get the farmers to clean up their store debts. Because many farmers get in money only at one season it is found necessary, in many sections, to do with them a credit business. But, as Mr. Moffatt advises, they should be pressed to clean up their indebtedness now when they have the money.

As for the townspeople—with present high wages there should be no need of giving credit to these. But if such credits have been given collections should now be made. The store's customers have the money to settle and the merchant needs the money in his business these days of soaring prices.

JUSTIFIABLE PROFITEERING

IN a recent issue of *The Financial Post* appears one of a series of remarkably fine articles written by J. W. T. This bears upon banking in its relation to merchandising and quotes one bank manager as saying:

"My advice has been that the manufacturer should take the full advantage of the market, that if he has raw materials secured at lower levels that he should not consider himself under any obligation to sell his product below the price set in open competition."

"But is this not profiteering?" I interjected.

"Maybe it is," he came back, "but who is not a profiteer in these times if he has the opportunity? The laborer gets all he can for his labor, the farmer gets all he can for his produce, and the investor gets all he can in return for his money—even though it may be less than before the war. And of these I think the farmer is the man who has benefited to the greatest extent; yet no one calls him a profiteer."

"But in the case of the manufacturer there is the sound argument that he should take advantage of the rise of the market in order that he may be in a position to take advantage also of the decline when it comes. There will be many cases where the profits which a manufacturer has made out of raw materials on the rise will be no more than he will lose when in the course of readjustment the values of his stocks on hand decline in relation to the market for his products."

What is said here as advice to the manufacturer would, of course, apply fully as well to the retailer. Certainly there is a time coming when goods will decline in value. It behooves us all to remember this and to set by a reserve—accumulated by taking at least a part of the extra profit which advantageous buying makes possible—which will enable the writing down of stock when the time for this step comes, without disaster to the business.

ONE DELIVERY DAILY

IN the United States a movement is on foot to reduce deliveries to one a day—also to so co-operate as to make delivery expenses comparatively low. The men's wear trade does not find this question of delivery quite so vexed as do merchants in other lines, yet many are unquestionably paying more to give this delivery service than they like—more also than is fair to those who carry home their purchases.

How much does delivery run up the cost of doing business? Not much with some, yet if the cost could be reduced over the whole Dominion a great National saving would result. Necessary men—or boys—would also be released for other more necessary work.

There is likelihood that an agitation for one delivery a day will be commenced in Canada. The

men's wear merchants will unquestionably do all they can to forward this movement.

USE THE MEGAPHONE

UNDER this striking caption the *Owen Sound Advertiser* points the argument that the best way to meet the Mail Order House Competition is to use the same methods that these stores are using, viz., advertising. Here are a few of the arguments used:—

"Did you ever hear a man talking through a megaphone? A person talking to a crowd can make himself heard within a small radius. If he uses a megaphone he can make himself heard over a large radius. But only those in front of the megaphone can hear; and to reach all the crowd he must turn the megaphone in different directions. A newspaper is like a megaphone; it carries the message entrusted to its columns, but only in certain directions; and to reach all the crowd the man who has a message must move his megaphone—must use all the papers in the territory he wants to reach.

"And the merchants of Owen Sound have a message worth sending out. In many lines they can undersell the departmentals; but the trouble is that they, or a great many of them, are not using the megaphone or not using it properly.

"The hollerer—he who puts a sign over his place of business—gets some business; the user of a fixed megaphone—the single paper advertiser—gets a bigger share; but the biggest share can come only to him who swings the megaphone in different directions—who uses all the newspapers in his territory and thus makes sure of covering it all."

This newspaper is only tooting its own horn say some merchants, certainly, it is doing the very thing it is urging, but, moreover, it is absolutely right. Follow the mail order campaign and see just how much of its success is built up on advertising.

BITTERNESS IN BUSINESS

DURING the recent election some communities came in for the scathing criticism of many well-meaning people—and of some people perhaps not so well intentioned. Out of the bitterness engendered has come some talk of boycotts. It is an unfortunate fact that wherever such measures are adopted—to whatever extent—the many high-minded citizens suffer, and the hoodlums who caused the whole trouble suffer little, if at all. The election is over. What is wanted now is to uphold the Government—to stand by it when it does right and to let it see our displeasure if, and when, it does wrong. There is nothing to be gained by holding any commercial enmity. There is much to be lost this way. Especially is there much to be lost because to some of the finest, most public-spirited firms in the Dominion harm would be done.

the stock. One dealer referred to this as a main feature. "The boys and I go through the entire store thoroughly before any attempt at listing is made. Everything is thoroughly dusted, cleaned and straightened. Great care is taken to see that all lines are in proper boxes, shelves, or parcels and are properly marked. All odd lines, shop-worn goods, soiled or faded goods, or any other stock that for some reason or other is proving unsalable is culled out and set to one side. As soon as we have completed our survey this portion of the stock is marked down and put on the counters for sale. We try if possible to clear this all out before we write inventory. What is not so disposed of is reckoned at a price that will allow a profit to be made on it if sold at much reduced figures." This would seem to be good business although there are some who believe that the clean-up sale should not be held until after the inventory is completed. So long as the principle is adopted of pricing this undesirable stock at a sufficiently low level so that the new year will not have to bear the old year's burdens it would appear to matter very little which policy was adopted.

What Price Basis Should Be Used

The stock cleaned, straightened, and culled over, the next thing to decide is the basis upon which same will be taken, or in other words shall the selling or cost figures be used? Moreover shall actual values be used or actual cost? For instance, at the present time most merchants have much stock on their shelves that is worth anywhere from 50 per cent. to 100 per cent. more at existing market values. Should this stock be listed at this enhanced value? To answer the first question the preponderance of opinion is in favor of the cost in preference to the selling price as the basis of inventory. The only exceptions are the large departmental stores which reckon all merchandise on its selling value once it has been placed in stock. The right basis, however, for the average merchant is cost value. A profit is not made until the goods are sold and the percentage basis is a poor standard to go by as it is impossible to tell in advance at what price these goods may have to be sold before they are finally off the shelves. Then too the question of insurance would have to be considered, as adjustment would only be made on cost values.

Do Not Use Appreciated Values

The second question that of taking stock at actual cost or at appreciated values is open to more room for discussion. MEN'S WEAR REVIEW, however, takes the stand that original cost is the basis to work upon. While there are no legal reasons why a man desiring so to do could not list his stock at market figures still by so doing he is very apt to be deceiving himself by reckoning on a profit that has yet to be earned and is only a probable profit after all as no one can tell what may happen in a year's time. Then too he is putting a heavy burden upon the coming year as a profit would then have to be shown

upon the increased figures and as many retailers to-day are selling merchandise at less than mill cost this would be very hard to do. It would seem then that cost on the good stock, with sufficient allowance off all slow selling lines to put them on a salable basis, would be the correct way to figure. This opinion is endorsed by practically every merchant interviewed.

Call All Stock on One Day

One matter about which some merchants have shown themselves neglectful is the necessity of having the inventory, as finally completed, to be the exact figure for some one certain day, whatever the day may be when it is decided to close the books for the year. One men's wear retailer was found who took his stock as he came to it and took about two weeks doing it. No track was kept of the sales in the interval so that a certain amount of the stock was included in the inventory sheets that was really sold before the day when the books were finally closed. It is easy to see that if a large business was being done there would be room for serious discrepancies here. To obviate this, as each section is gone through and listed, the list should be placed handy and a space left at the bottom of same where all sales could be marked that are made from this portion of the stock. On the day it is decided to close the books these lists could be collected and before writing them into the regular inventory sheets the number of articles sold could be deducted.

Mark Selling Price on Lists

The average inventory sheets now contain a space for selling price as well as cost. While there would seem to be very little object in extending this, one merchant showed the importance of marking same on lists as well as the mark, whatever may be used, which represents the cost. Some clerks have very hazy notions of the importance of getting this cost figure correct and where the actual meaning of the mark is unknown to them, as it is advisable to have it except in the case of a head clerk or buyer, all looks much the same. Thus, in the cost mark in use, the letter "L" may stand for 9 and the letter "E" for 3. As these are written on box or ticket they may be very easily confused. The advantage of having the selling price marked on the list is to catch any such errors. If for instance a sweater that sells for \$5 is marked to cost \$9, it will be easily seen that a mistake has occurred whereas if the selling price had not been set down the error might never have been detected.

Taking Three Separate Inventories

The larger departmental stores are taking at every inventory time what is practically three inventories in one. The distinction that is made is the length of time that an article has been in stock. In order to have this knowledge some distinctive mark must of course be used. The usual custom is to use a serial number as a cost mark, where an invoice book is used or a letter to denote the

season where a cost cipher is in use. In the first case all goods coming in during the season commencing January would be numbered 30,000 and from that up to whatever the number of invoices arriving during the season. On the first of July this number would be changed to say 35,000 and this series carried out for that season. In this way it is easy to tell from the serial number the time the goods were placed in stock. When making inventory all goods that have arrived in the six months immediately preceding are listed in one class, those of the previous six months in another class and all goods that have been in stock a year or more in still another class. Close watch is kept upon the amount of this third class and the department manager is forced to keep this down to a minimum. This would seem to be a very good system that even the smallest retailer could profitably adopt. When the cost cipher is used instead of the invoice number, the more usual and probably the better practice for the smaller dealer, a letter could be used separate from the cost cipher by a stroke to denote the season of arrival. Thus goods arriving during the Spring Season of 1917 could be marked K/FGR or some such mark and after July 1 this mark would read L/FGR showing that the goods had arrived at a later date.

Real Value of Stock Ascertained

Taking an inventory in this manner would seem to give some very valuable information. If for instance the results showed that over 25 per cent. of the stock was over a year old greater efforts would have to be put forth to clean up each season's purchases and dispose of all odds and ends. Of course just at the present time many are carrying stock for over a year that they bought for that very purpose, and allowance would have to be made for this; but even so it would be very interesting to know how much of the year's business was done on strictly new goods while the previous season's stock was allowed to rest upon the shelves.

Taking the Stock in Departments

For the men's wear dealer who has decided to put his business on the departmental basis, inventory time is of course the time to make the start. Each line should be carefully listed according to the number of departments that you have decided to break your stock into. This can be done when writing same from the original lists to the final records.

This is also the time from which to start the perpetual inventory. In last month's issue of MEN'S WEAR REVIEW the methods of one Toronto dealer were described. The benefit of knowing the approximate value of stock on hand on each and every day of the year would seem to warrant adopting a similar system, and every men's wear dealer should endeavor to follow this out for the coming year.

The Correct Inventory Forms

We give with this article the form of
(Continued on page 62.)

"HOW TO MAKE FIGURE FACTS EARN PROFITS"

(Second address by Frank Stockdale.)

CONTINUING his series of lectures on problems of Retail Merchandizing, Frank Stockdale addressed the gathering of merchants and manufacturers on the subject "How to Make Figure Facts Earn Profits."

"I have found a great many stores," said Mr. Stockdale, "that are selling plenty of merchandise, wonderful stores in beauty and service, they are doing a good business, but they fail to come across with the thing most to be desired by a retail merchant—Profit."

"Most figure facts do not earn profits. Ninety per cent. of the figure facts in stores represented here do not earn profits. Some of you think you have splendid systems of accounting, but your systems only protect profits, they do not make profits. There is a difference between the nightwatchman and the man who works in the store, and there is a difference in the figure facts—records that protect profits and records that earn profits."

"Figures in connection with a business are very undesirable unless they tell the truth, the whole truth and nothing but the truth. A lot of men are misguided in figures. There are a lot of people using figures who conducted matters just as profitably before they got records into their business. They are misled by their figures. Some men's intuition, sense of management and sense of a movement of things has been a better guide than the figures they had. Incomplete figures will lead a man far astray, and the only way to talk intelligently about profits is by using figures."

THE DANGER OF NOT HAVING THE FACTS

"I know a store that ran along for four or five years making a nice profit for the owner. The sixth year they bought heavily for increased business, but they lost in the sixth year all they had made in the other five simply because they had been letting the business run along and the old goods were collecting all the time. When the crash came their profits went up in smoke. There are a lot of people in business who are in business because they are good salesmen and not because they are good managers. I have seen numerous cases where a man working for another man has become the star salesman. He decides he is the best salesman and starts out to run a business of his own. If he stops at salesmanship he is almost doomed to failure, because there is more to business to-day than being able to bring the mind of the customer to your way of thinking about merchandise. That is one of the absolutely essential things, but I have also known a lot of men to sell and not make any money. The management of the successful store must be based very largely on figures. There are certain things figures will do for a store. There is one class of people that complain more about competition than any other, they are the guessers. And the main reason they are complaining is because

their competitors know a few things they don't know and among the things their competitors know are these: '*What lines are profit makers,*' '*What lines are profit chokers,*'—these two lines are found in almost every store. '*What their constant expenses are,*' '*How much it costs them to sell goods.*'"

"There are two things a man does in the retail business, he carries goods and he sells goods. There is a distinction. I might fill the room with goods and not sell them, but that begins to cost money right away. And I might sell goods without carrying goods. Some people can sell goods without carrying them and some people carry them without selling."

"Other things the man who is up with his business knows are '*How much money is invested in stock,*' '*Are stocks increasing faster than sales,*' '*How many bills he has to pay,*' '*Whether collections are keeping up with charges,*' '*Progress and condition of the business.*'"

"Lots of figures don't tell us whether we have been going forward or backward. That kind of record won't do a man much good. You have to know these facts sometimes, and the sooner the better."

"'*Don't forget markdowns,*' That should be taken into consideration when you mark your merchandise. The merchant wants to look ahead and make provision for the thing that in most cases is inevitable and know what his losses will be."

"'*Expenses forgotten are usually profits lost,*' I have known men who tack on a little percentage for 'incidentals' before adding their percentage of net profit. This indicates that the merchant knows there are mistakes."

"'*Rent and real estate,*' '*Interest on capital invested in stock, fixtures, etc.—open accounts, outstanding accounts and money invested in working capital,*' '*Salary for self and members of family,*' '*Depreciation on goods and equipment.*' These are other items that must be considered."

"Depreciation varies and there is no reason for taking any definite percentage. If there is anything in records it is to tell us the truth, so merchants should be honest with themselves when they go to depreciate. Let the statements tell you the truth for some goods depreciate faster at one end than the other."

MARGIN NOT NECESSARILY PROFIT

"A clear understanding of the fundamental difference between margin and profit is necessary. One of the keenest merchants I have met told me he would like someone to write an article on 'margin of profit vs. margin for profit.' What he said was he would like someone to write an article on 'an opportunity for profit, and actually getting the profit.' Margin is the opportunity for profit and also an opportunity for loss. Margin itself does not spell profit."

USE AND ABUSE OF PERCENTAGES

"The percentage pathway is lined with pitfalls. We find merchant after merchant tripping up on percentages. The following statement should be referred to when you are stuck about percentages:— '*Percentage is a sign of relationship.*'"

"It has been said that competition these days sets the price, but you want to know if competition leaves a profit for you, and that is the reason for figuring.

"There is one absolutely essential thing to know whenever you start to use a percentage, and the first question is 'where did you get it?'"

At this juncture a sample problem was worked out by Mr. Stockdale figuring a net profit on an article where margin, cost price and cost of doing business in the store were given. Mr. Stockdale indicated that there was a big difference in using the percentage on the cost or on the sale price, enough difference in fact to eat up an ordinary net profit.

"In one case," he said, "we have taken the margin on cost and in the other case we took the margin on cost and the cost of doing business on the sale. But the difference between the margin and cost of doing business is a percentage that means something. The kind of percentages to have are the ones that represent the same taken out of different figures and then when I compare percentages I compare the same kind of percentages. You are going to get to the place in your business where you will want to compare your figures. You cannot do this unless they are based on the same foundation. It should also be remembered that the percentage for clerk hire is based on sales not on the cost of the goods.

"Three essential things in business to be controlled are (1) *Cash*, (2) *Help*, and (3) *Merchandise*.

"The handling of cash and the balancing of the book at the end of the year with a balance in red ink is largely a matter of handling cash. It does not affect stocks and it does not affect the handling of people, because to handle people you cannot wait until the end of the year unless you expect to lose a lot of money on them. Special records for people and for stock should be kept. I would admonish every man never to go to the bother of keeping records in his business unless he has use for them. I am not advising any man to get a fact in his business which he cannot use, and you will not find it hard to get. The trouble is people do not see the use of facts. There are more nice trial balances filed away in the safe than there are facts placed on the desk which are used when the merchant goes to advertise, mark up goods or talk to a traveling salesman. That is the essential thing in records, to be able to use them in your business.

ANTE-MORTEM NOT POST-MORTEM FACTS

"What we need in figure facts is diagnosis instead of post-mortems. I want to know what is happening in my business while it is happening, or as soon after as possible and not what did happen. The method of diagnosis is also changing. In olden days they used to diagnose by the use of antiquated methods. The old time storekeeper would look at the sales and if they were all right everything was all right. The modern retailer diagnoses by knowing his turnover, expense and sales. It is only necessary to select one

expense to know if you are doing all right, and that expense is *Rent*. The landlord is the man who keeps up with you because you are in competition with each other. The rent you pay depends on the turnover you get."

Referring back to the problem of figuring the net profit when the expense of doing business in the store was given, Mr. Stockdale emphasized the point that "*average percentages do not apply to specific cases*" and that therefore the cost of doing business in the store was not the figure to be used in selling an article in the store." He continued:

"The expense of carrying and selling a certain article is not the same on all articles.

DEPARTMENTALIZING THE STORE

"I have known a number of merchants to departmentalize their stores and to establish departments in departments. That is what the chain stores are doing, and that is where you have to find out where you are making money and where you are losing money. In departmentalizing the store stock records are as valuable as expense records."

At this point Mr. Stockdale illustrated the case of a department store divided into a number of separate departments, some of which made money while others lost money. He struck out departments which equalled each other i.e., one showing a loss equal to the other's profit, and thereby illustrated that the profit making extent of the store resolved itself down to about one-quarter its original size.

"The same thing applies to lines as to departments. You cannot apply average percentages to specific lines or departments and know what you are doing," said Mr. Stockdale.

"The reason figures do not earn profits is because we get tangled on percentages or apply averages to specific cases. Manufacturers of advertised products are having the time of their lives because the average merchant is applying average figures to things that do not come under the average.

"One of the big reasons why average percentages do not apply to specific lines is because turnover on various lines varies greatly.

In the discussion which followed the address the question was asked "What distinction is there between turnover and sales?"

In answer, Mr. Stockdale stated that turnover as applied to sales was using the term turnover out of its proper place. We are using two terms, one is *turnover* and the other is *volume*," said Mr. Stockdale. "We want something to express the speed of the movement of the merchandise and we have reserved 'turnover' for that purpose."

Replying to a question as to average percentage allowance for rent in specialty stores, Mr. Stockdale stated that there was a great dearth of these figures, but that the average figure of rent in an average city is 3 per cent. for clothing stores, and varying according to the class of the store.

"One man rents a location where he has to pay a larger rent than another man. Increased sales means increased turnover and there lies the relation of turnover to rent."

BOOM IN MILITARY SUPPLIES

D. E. Macdonald, Guelph, Ont., Expects Larger Trade in Soldiers' Requirements Than in Early Months of War—Suggesting Acceptable Gifts for the Soldier Overseas—Keeping the Military Spirit Alive.

IN the city of Guelph, Ont., there is a distinctive military spirit inspired by the presence of a permanent battery of artillery and also due in large part to the fact that this city is the headquarters of a considerable number of infantrymen. Military training at the Ontario Agricultural College and the establishment in Guelph of a large home for convalescent soldiers are also features which combine to keep the military spirit uppermost.

Such surroundings are especially conducive to good business in military supplies, and the D. E. Macdonald Bros.' store in Guelph has made a feature of this branch of trade during the past three years since the war commenced.

The city of Guelph has raised a large number of troops, and with the application of the Military Service Act it is expected another 800 troops will be raised in Wellington County. A Convalescent Home with accommodation for 1,500 hospital cases has but recently been opened and is expected soon to be filled to capacity. The city has always fared well as regards troops stationed locally, and this has done much to establish a good trade in military clothing requirements.

First Years Were Good

During the first year of warfare, business in military supplies was partic-

ularly active in Guelph. A slight falling off during 1916 and part of 1917 represented a general condition found in the men's wear trade in all parts of the country. Recently, however, business has been picking up, and with conscription in effect, the D. E. Macdonald store is going right after more business in military supplies. Effective window displays such as that illustrated herewith, are the chief means of re-awakening interest and already a noticeable activity is apparent.

Mr. Macdonald recently expressed himself to a representative of MEN'S WEAR REVIEW as fully confident that with a little attention business in military supplies would return in greater volume than in the early days of the war when Canada's new soldiers, representing the highest type of young manhood, sought to outrival each other in appearances by the employment of special badges, etc.

Conscription Has Little Effect

Conscription has little affected the men's wear trade in the Macdonald store, and the management is of the opinion that the increased business in military supplies, which is expected to follow the actual putting into uniform of the new army, will counterbalance, to some extent, the trade lost through the taking

of these men out of the civilian life of the city. It was found by the management of the clothing and other men's wear departments in the Macdonald store that the uncertainty of the matter was the chief detriment brought about by conscription. Even this difficulty was overcome in some cases owing to the fact that prospective purchasers would leave a deposit on certain clothing, promising to pay the remainder if not called upon for service.

Sweaters a Big Item

The military stock in the Macdonald store is a comprehensive one and includes practically every line to be desired. Large numbers of sleeveless and collarless sweaters are sold for use in arranging soldiers' overseas boxes. This type of sweater is worn under the tunic and in some cases is supplied with sleeves. Handkerchiefs and socks are also good selling lines for overseas boxes.

A set comprising muffler, tie and handkerchief selling at a price of \$3.50 and \$4.00 is also a good seller as an acceptable gift to any soldier on active service—an acceptable gift any time during the long winter.

Woollen and coarse leather gloves find a good sale, the latter chiefly for artillery. (Continued on page 62.)



Socks, breeches, puttees, mufflers, sweaters, gloves, underwear, accessories—these and many other lines wanted by soldiers and wanted as presents for soldiers find a place in such military windows as the above trimmed by Mr. Hallgarth in the five windows of MacDonal & Bros., Guelph.



COLLARS & SHIRTS



IS BUYING SPRING SHIRTS FOR FALL WISE?

Some Merchants Are Planning to do This — If They Have the Money to Invest it Seems Wise Step—Prices For Fall Will Take Big Jump.

DURING November and December orders placed by retailers for shirts were comparatively light. This, MEN'S WEAR REVIEW believes, after careful investigation, was due to what medical specialists would call a complexity of diseases—first the regular year-end depression, then the unsettled condition resulting from the oncoming election, the uncertainty as to conscription; and finally the great diverting factor of the Victory Loan.

In other words, many merchants have been selling shirts quite heavily during the past two months, and have been buying very lightly.

Heavy Buying Coming

Hence there is reason to expect larger ordering of shirts than usual after the turn of the year. Buying will be necessary to sort up depleted reserve stocks. Buying will be necessary to supplement the spring stocks now being delivered for the huge success of the Victory Loan insures a continuation of prosperous times for Canada—insures full pocket-books and a consequently heavy demand for shirts, pyjamas, summer underwear, fancy soft collars and the like.

One or two good merchants—daring, yet not foolhardy—advised MEN'S WEAR REVIEW that they intended to buy for spring sorting enough shirts to give them a substantial stock to carry over for fall. Is that course wise? Will money thus be made? To get the view point of the makers, MEN'S WEAR REVIEW put the question direct to a number of the leading shirt houses. The answers received—direct, unequivocal answers—will be of value to many merchants in assisting them to reach their decision.

A Cautious Attitude Advised

There is a note of warning wisely sounded in this opinion.

"Our advice in this matter is, that if a merchant has idle capital he can invest it at a profit of from 25 to 50 per cent. by purchasing his fall shirt requirements to-day, but the merchant who is financing his business from day to day on a small margin of capital would be ill-advised to make any pur-

chases beyond his immediate requirements. The matter of profit is always a secondary consideration to the question of financing; it little profiteth a man if he had the whole world, were he unable to pay for it!

"Relative to your inquiry as to prices for fall, we might state that prices from the New Year on, will show a decided advance; prices for fall will, in some lines, be 50 per cent. higher than they are to-day, and, in the majority of lines, will show an advance of 25 per cent.

"Those manufacturers who have materials purchased some time ago, and who continue to sell them on the market value at the time they purchased them, will find they have made a mistake when they go into the market to purchase for fall, 1918. The greatest advance yet shown by the converters of shirting fabrics is evidenced in fall prices.

"A recent cotton report shows that there is one million bales less in this year's crop than in 1916, and notwithstanding this, the United States will use seven million out of the eight million bales, which will only leave one million bales for foreign consumption, and the impression in Great Britain is that they will be seriously short of both raw and finished cottons.

"Unquestionably there is going to be no depression in the price of fabrics for at least another year."

Says another manufacturer, confronted with the query as to the wisdom of the merchant who intends to buy spring stock to carry over:—

Be Conservative

"He is quite right. Prices for fall shirts will unquestionably be considerably higher. The same applies to all kindred lines. Even supposing that raw cotton (which is steadily increasing) goes no higher, piece goods will be dearer on account of the reduction of looms available for their manufacture, this being brought about largely by the commandeering of so many looms in the United States for Government work.

"As to the wisdom of the retail trade buying heavily in anticipation of greatly

advanced prices, this is a matter of personal judgment and the merchant's financial ability to carry the load. It seems to us that prices are already so high, that, even supposing they do advance a little more, it would be the part of wisdom to anticipate their wants well ahead, but rather conservatively than otherwise.

Here is a further opinion:—

"The merchant who was talking to you and expressed himself as going to sort heavily for spring, and prepare to carry a good stock over, is undoubtedly using very good foresight.

"The condition of the shirt trade to-day in Canada is that stocks generally are in fair shape for present trade, as goods for the season are all practically now delivered. Most merchants have bought for spring, 1918, up to their usual requirements.

"If spring, 1918, opens up, as I expect, and the amount of money that the Government expects to spend in Canada is put into circulation, the stocks already purchased for spring, 1918, will not be adequate. Manufacturers, naturally, are not stocking up heavily in shirts, as the prices of raw materials have so materially advanced in recent months that we cannot afford to buy material to make up stocks for our floors, as the retail merchant is not yet educated to the selling prices that we will have to ask for shirts for the shirting season of spring, 1918, and fall placing of same year.

"We have already been in the market for materials for fall, 1918, and all prices have advanced from 50 per cent. to 125 per cent. Heavy goods which are usually used for fall, in both cottons and wools, are usually made up of materials that use a lot of cotton and wool, and on these particular classes of goods, the prices have greatly advanced.

"The conditions to-day in England and the possibilities of receiving goods from that country in the shirting trade, are now practically impossible, and now that the United States are in the war, a great many of their looms have been taken for war purposes, and merchandise is

getting more scarce there every day for civilian trade."

This maker gets down to figures and says:—

Some Advances

"In reference to prices for fall lines will say there is every indication, in fact there is nothing else to do but to increase prices for fall, 1918, that is providing you have to buy the materials for fall. The writer has in mind one particular cloth in the lower grades on which there is a difference of 3c per yard, which was practically an increase of 22½ per cent. over the price paid for same cloth for fall, 1918, as compared for spring, 1918. On a higher grade there has been a difference of 8c a yard which works out to practically 30 per cent. As you are aware this is along the predictions of the writer and it is only necessary to look up the raw cotton market where the prices are ridiculous to say the least.

"Another thing that we will have to contend with on deliveries for fall goods will be shortage on materials. There is no doubt that a vast amount of goods is being bought by the United States Government for war purposes which will have its effect upon the regular lines as they are not making new looms to take care of this business, so that from the common standpoint you can do nothing but expect a shortage."

Causes For the Opinions

The unanimity of opinion frankly came as a surprise to MEN'S WEAR REVIEW. Yet, in view of the rising cotton market, and the rapidly rising demand for cotton; in view of the small crop with which this demand must be more or less satisfied, there seems no doubt that we are in for very high shirt prices. Not only will there be a sharp advance for fall, 1918, but there seems reason to expect further advances for spring, 1919. When will the top be reached? Well, just at present, one man's guess would seem about as good as another's. The end of the war will have a big bearing on the matter, yet it is certain the demand for cotton—for years after the war—will be very great. The working of our old, old friend, the law of supply and demand, will be sure to hold prices high. Whether they will be on the present basis or not, MEN'S WEAR REVIEW can not, at this writing, predict. They will certainly be higher than pre-war prices.

Need of Understanding Causes

But now we're in for a period of very high prices. We might as well face the situation—all get the information at our finger tips so that we can explain the high prices to our customers. We ought all to remember that the high earning power of our customers enables them to pay these high prices. We ought to remember, indeed, that the causes for high prices and high earning power are largely the same.

Powers Bros., clothing and men's furnishings, Ottawa, suffered fire loss.

A WORD OF CAUTION ON BUYING

Don't overbuy.

You can see advances coming—yes. But don't jeopardize your credits. This is the word given by practically all students of the present situation, and summing up the argument is about as follows:

Money can be made by laying in reasonable supplies of shirts for carrying over. But there is a risk here which needs to be borne in mind. Style changes may somewhat reduce the value of these carried over goods—although it is to be remembered, on the other hand, that there are less changes in style and patterns now than in pre-war days.

But, while money can be made by buying—more money, in the long run, can be made by keeping credits in proper repair.

There should be buying on an investment basis, not on a speculative basis. There are merchants who now would be glad to have bought less, in order to make their payments with less strain. Inability to meet bills when they come due has forced many a merchant into liquidation.

Says one man:

"It is better for a merchant to cover his regular requirements and pay the price for his merchandise, which will prevent him from overstocking, rather than to place orders for large quantities of goods over and above what he requires. The day always arrives when these goods must be paid for, and many merchants place themselves in a position of asking accommodation from the firms from whom these goods were purchased, not only creating exceedingly anxious conditions for themselves, but injuring their credit with those firms."

A margin of safety in the form of cash is a splendid thing for any business.

CLOTH CONSERVATION IN NEW YORK

(Continued from page 39)

About Evening Dress

There are some interesting little novel—these gentlemen mentioned early in this letter have thrust upon us.

There are some interesting little novelties in the swallow tail suit. There is nothing about the trousers that needs any comment. They will be amply sized for dancing, other than that, however, there is nothing to cause any wakeful nights in planning regarding them. The only place where a little private discretion may be indulged is in the matter of the decoration of the side seam. This may be either a satin stripe or a single or double silk braid, but it must be something. This item of decoration is the important element in these trousers. The style adopted must be in accord with that used on the coat. There is a little novelty to be found in the material from which the conventional black cutaway is created. The cloth may be either blue or black in a stripe or basket weave. Think not, however, that this new idea will cry aloud. These patterns are so cunningly hidden, that no one probably but the owner knows they exist. One might wonder why then they achieve any popularity were it not that the little thing different has been and probably always will be the greatest selling point that can be addressed to the American mind.

Bright Hat Bands

The fashion of the moment, too, decrees a satin piping on the edges. This does not give an unpleasing effect, the trimming on the lapel is dull in tone, and nothing like the fearful moiré effects that the diligent movie fan will probably think are the most advanced whisper of the times.

There are some interesting little novelties too in hats, not so much in hats as perhaps in hat bands; the bands tend to brightness, quite a striking brightness be it noted. The one we are thinking about at the moment has a plaid ribbon.

As for ties. There is a turn toward greater width, and of the colors there you can give range to your most fantastic fancy. Figures, have, it appears, still somewhat the edge on striped designs, but there is a wide range of both type and each will be worn so there is no reason to get downhearted if stripes are your desire. Pick the thing your heart yearns for no matter how vivid it may be, and ten chances to one you will not be far wrong.

W. J. Martin, who has been with W. E. Preston, Ltd., (formerly The Playfair-Preston Co., Ltd.), Midland, Ont., in the men's wear department for some time, has accepted a position with the John White Co., Ltd., Waadstock, Ont., where he has charge of the men's clothing department.



This illustration shows well the artistic effect and the great display of goods secured in Art Percy's new store, Brantford. A great part of the lines, it will be noted, are under glass.

SENDS STORE PICTURES TO BOYS IN TRENCHES

A. C. Percy, of Brantford, Keeps Old Customers Advised of His Progress—This Has Present as Well as Future Value—Insuring Continuous Light.

TURN the dark clouds inside out till the boys come home." So runs the closing lines of a somewhat hackneyed war song. Action which A. C. Percy, of Brantford, has just taken brings to mind the importance of this home-coming of the boys.

Herewith we are illustrating two views of Mr. Percy's splendid new store. These views Mr. Percy is having reproduced on postcards and is sending them to all his old-time customers now in the trenches or in England—just a card showing the new quarters of a man from whom they used to buy—a card conveying the season's greetings of this man who used to serve them.

Those postcards are already overseas—will have reached the Brantford boys by now. It is safe to say they made a good impression.

Building for the Future

Mixed motives are behind many of our actions. It is probable that Mr. Percy did not decide to send these picture post-

cards abroad with any great hope of profit resulting to himself. We imagine the idea was more to do his little bit towards keeping happy those fellows who are bearing the brunt of this war. Nevertheless there is a great benefit which will come. Many of those Brantford boys are going to return to their homes. Some will be back sooner than anyone probably imagines—back as a result of wounds. They will again be good buyers of men's clothing and apparel, and they will naturally feel very kindly disposed towards the man who remembered to advise them of his new business location, and who remembered to wish them a happy Christmas.

The Word Comes Home

Then many of these boys overseas who get this announcement from Mr. Percy will mention it in writing to their homes. There may be other boys who read this letter. There will be a father, who, after all, is a buyer of clothing. These men who are at home will be caused to


feel very favorably towards this store by reason of the little courtesy shown to their loved one abroad.

There is a good idea here. Mr. Percy has not got it patented. Fortunately the great majority of our men's wear merchants do not want to patent an idea. They want to use it and then pass it on for others to employ. MEN'S WEAR REVIEW is of the opinion that this idea of Mr. Percy's—or some similar idea—might well be employed by merchants of other cities and towns to keep them in touch with the customers overseas and to make the home friends of these boys feel very favorably towards the store.

Good Points About the Store

The illustrations of the store are worth the study of our readers. It will be seen that the furnishings are on one side; the caps, waterproofs, overcoats, etc., on the other side. The hats and furnishings are all under glass.

The window has an adjustable back,
(Continued on page 54)



MARKET REPORTS



THE MARKETS AT A GLANCE

THE men's wear trade has been chiefly interested this month in the new prices on knit goods, such as underwear, hosiery and sweaters. The mills have nearly all gone to the wholesale trade during December with Fall ranges and prices, and these show increases that vary from 25% to 65%. Even at these figures limited business is being accepted and it is understood that further prices are in order inside of the next few months.

There is a decided shortage in evidence in heavy wool half hose and as the manufacturers of this line are practically all booked up with United States Government orders, it is believed that this shortage will extend into the coming Fall season.

Overalls have shown further advances and standard lines are now quoted at \$23 and \$24 per doz. Manufacturers unanimously predict still higher prices in the near future.

The cloth situation is hourly becoming more serious as restrictions and embargoes shut off possible sources of supply. While Canadian clothing manufacturers have not as yet gone extensively into the United States market for cloths, nevertheless a certain amount has been secured there. A recent order from both governments forbidding inter-trading in wool or wool products without license seems rather indefinite as some are under the impression that licenses will be hard to procure for civilian business. So far only orders placed before September 25 can be shipped.

Glove leathers continue very scarce and at continually higher prices. Production of some factories is considerably reduced owing to difficulty of getting supplies. Boot and shoe business is still a little quiet but prices remain steady and in some lines are firming up a little. Prices for felt shoes will be tremendously increased when lists are completed for next Fall.

Raincoats are another line showing advances during the month equal to about 25% on an average. British supplies of this line appear to be totally cut off, jobbers who had taken orders on same having to send regrets.

Shirts are also expected to show heavy increases for Fall and in some heavier lines shortage of material is expected. Neckwear business has been good during the holiday season and high-priced lines have sold well. Silks seem to be in fairly plentiful supply at the present time.

Raw products that enter into textile manufacture have all shown strength during the month, cotton in particular crossing the 31c mark on the New York spot market. Wool remains steady, subject to possible further Government control, but yarns have advanced in price. Rumors that the export restrictions from the United States will include cotton products in the very near future can be heard on all sides, but so far no foundation has appeared for these stories.

Wholesalers report collections very fair, although not as good as a month ago. It is thought possibly that the Victory Loan may be having some effect here. One dealer spoke of Eastern Ontario as being particularly backward.

FEW HEAVY SOCKS

**Bundled Socks Almost Cleaned Up—
Shortage Expected to Continue Into
the Coming Fall Season**

HOSIERY.—The feature of the men's hosiery market for this month is the pronounced shortage of heavy wool socks. It will be remembered that the Hudson's Bay Co., acting for the French Government, made extensive purchases from all the jobbers of this class of

goods. This coupled with the fact that a fairly heavy demand developed from retailers during the month of December has pretty well cleaned up existing stocks. As nearly all the mills which make this class of hosiery are loaded up with United States Government orders, sorting supplies are almost unattainable. It is expected that this shortage will continue into the coming year.

In finer lines the Canadian trade is being forced to lean more and more upon local mills. These in their turn are

forced to rely very largely on the United States for fine yarn supplies. With all sorts of regulations and embargoes in force and rumors of still more drastic ones to come, this yarn shortage is liable to become still more pronounced. Altogether it would appear that great scarcity is in sight in all lines of hosiery.

Mills which announced Fall prices during December are asking increases that vary from 25 per cent to 50 per cent. Invariably these assert that still higher prices are inevitable in the near future.

NECKWEAR STEADY

Spring Lines to be Shown Shortly—Swiss Silks in Fair Supply—No Immediate Price Changes

NECKWEAR.—There are no changes to report during the month in the neckwear situation. Wholesalers report a good Christmas business with prices holding steady. Higher figures have been secured for neckwear this year than have ever been previously attempted in Canada.

Swiss silks are coming through in fair supply and in conjunction with Japanese and American lines no shortage is apprehended. Prices, while firm, have shown no recent advances. As reported in last month there will be little 50c neckwear to be had for the coming season.

OVERALLS AGAIN

Advances in Overalls During the Month—Still Further Ones in Sight—Scarcity of Cloth Existent

OVERALLS.—During the month all overall manufacturers have advanced their prices, some 50c a dozen and others \$1.50. The prices being asked for standard lines are now \$23 to \$24 per dozen. Unanimously all agree that still higher prices must come very soon. Overalls at \$30 and \$36 are glibly discussed and that same will reach \$30 inside of another six months is easily possible if consideration is given to the cotton situation. Rumors that the United States will put an embargo on cottons have been going around and while as yet there is no apparent foundation for these, anything is possible. There is now serious shortage in the United States of overall cloths owing to government requirements and Canadian mills are engaged on similar orders. To those who can afford to carry same, overalls at present prices would appear to be good property.

BOOTS AND SHOES

Shoe Trade Still Quiet—No Marked Price Changes in Sight—Fall Deliveries Have Been Good

BOOTS AND SHOES.—The shoe trade is still finding business much below normal. In addition one wholesaler reported that the amount of his returns from Fall shipments was unprecedented. Various excuses were advanced by the retailers for so doing but undoubtedly in most cases they found themselves overstocked and were afraid that prices were going to break.

Samples are being prepared to start after the Fall business for 1918. While there have been no marked advances, neither have there been any concessions and considering that this branch of the trade has been very quiet it is rather surprising that prices have been so well maintained. Leather which was very weak two or three months ago has now firmed up and shoe manufacturers point to this as an indication that lower prices are impossible.

Rubbers have remained steady since the usual of about 10c in November. It

is noticeable that deliveries were very good on this line for the Fall season, a marked contrast to that of a year ago.

RAINCOATS HIGHER

No English Lines Coming Through—Paramattas Coming Back Strongly for Spring

RAINCOATS.—Raincoat dealers report advances equal to about 25% during the month. There is great difficulty in getting supplies and in so far as English lines are concerned none are coming through. One large dealer reports that a large proportion of his sales for the Spring season had been in British lines and he was forced to admit that he could not deliver same. "The cost of selling these remains whether we deliver them or not" was his remark.

There are few style changes, although paramattas are expected to have full swing for the coming season. These will be principally in the well known tan and olive shades.

SHIRTS HIGHER

Fall Ranges Will Show Heavy Increases—Many Retailers Buying Fall Requirements From Spring Lines

SHIRTS.—While manufacturers will not be going to the trade for some little time with their Fall range of shirts it is understood that these will be at largely increased prices when same are announced. The advance is roughly estimated to average at least 33 1-3% and possibly 50%. With the vastly increased cost of all cotton materials it is not hard to account for these figures.

Retailers are many of them buying sufficient stocks for Spring to carry them over into the Fall season and it would seem to be good business for those who can afford to carry the stock.

In heavier grades of duck shirts still more drastic changes are possible and decided scarcity exists at the present time in this class of cloth.

HAT FUR SCARCE

Higher Prices in Near Future—\$30 a Dozen Spoken of as Bottom Price—Supplies of Hat Fur Short.

HATS AND CAPS.—That there are much higher prices in sight for all lines of hats is the opinion of every dealer with, in addition, every possibility of serious shortage of supplies. To give an idea of how raw products have advanced it is only necessary to quote a few of the prices given by a Toronto wholesaler this week. The fur that would make a dozen hats of good quality before the war cost \$4.80. This same fur is now worth \$18.00. A cheaper grade that brought \$2.70 is now worth \$13.50. When the increased cost of manufacture and selling is taken into consideration it is easy to see that still higher prices will almost surely be necessary. One wholesaler expressed as his opinion that \$30 would be the cheapest hat on the market six months from now and others again admitted that they were at sea and did not know what to expect. No houses are in

a hurry to get out with a range for next Fall and it will likely be considerably later than usual before the trade is asked to buy.

With the English market completely shut off and French exports allowed for military purposes only; with Australian prices jumping every week it is very hard to tell what is in sight for the hat industry. Dealers may rest assured, however, that there will be large advances when they are asked to look at samples for Fall and even at that it would appear to be good business to buy as soon as possible as nothing warrants any hope that there will be anything to look forward to but still higher prices.

FALL PRICES OUT

Mills Announce Fall Prices on Underwear for 1918—Vastly Increased Prices Are in Order

UNDERWEAR.—During the first two weeks in December the majority of the underwear firms announced their opening prices for Fall, 1918. These showed increases all along the line, although the percentage varied considerably. Some lines show increases of as high as 65 per cent.; others again have been able to hold prices down to figures that are about 25 per cent. higher than those of a year ago. Mills are only accepting orders on a limited basis, and further advances are expected a little later in the season. Still further orders from the United States Government are in sight, and retailers are urged to place their Fall orders as soon as possible, so that the mills will be able to know whether they will be justified in accepting more of this business. To give an idea of opening prices being asked the trade, it is sufficient to refer to the cheaper grade of cotton—fleece-lined that for many years before the war hung around the \$4.25 mark. These will be about \$9.60 or \$9.75 for the coming season. Heavy ribbed lines, such as at one time fetched \$6.50, and which last season could be bought for \$9, will be \$12. All other lines will be, roughly speaking, in proportion.

STANDARD CLOTH

Why Selling Costs Are Increasing—Manufacturers Working on Stocks on Hand

CLOTHING.—It would appear almost a certainty that new and drastic regulations regarding British cloth manufacture are at hand. These are expected to include restrictions confining all civilian cloths to what will be known as "standard cloths." These will be made almost entirely from "wool shorts," and will have cotton mixed with both warp and woof yarns. It is also expected that these will be in two weights only, possibly 14 oz. and 18 oz., and in two colorings. It is, therefore, on the cards that a year from now we will all be dressed practically alike.

Meanwhile clothing manufacturers are working as far as possible on stocks on hand. It is found to be most unsatisfactory to go out and sell goods from

samples of expected lines and be forced later on to tell the customer that delivery cannot be made, as the cloth has not arrived. One manufacturer mentioned this fact as one of the reasons why selling costs are advancing. "Retailers forget that it costs us as much to sell these goods that we cannot deliver as those that we do, and in consequence the latter lines have to stand the double cost."

Travellers have completed Spring trips and report fair business, everything considered. It is thought that sorting business will be large, as business is due for a revival after the present disturbing influences are put aside.

The Canadian trade still demands fancy styles, according to most of the

manufacturers interviewed. "When you tell a man he cannot have a thing that is the time he wants it," said one, "and it looks as if that may be the next restriction, as it is practically in force in the United States."

Prices and supplies for the coming Fall season are bothering the manufacturers considerably. "Has the limit been reached? There is no limit to this thing," said one. With the understanding that the United States troops will be clothed from British mills it looks as if civilian cloths released will rapidly shrink to the vanishing point. On the other hand, it seems questionable if the British authorities will clothe U. S. soldiers from their mills and allow Uncle Sam to gobble the world's woolen industry.

It is known that a number of Canadian clothing manufacturers still have large stocks of cloth on hand, and these are practically the only ones that are in shape to accept orders. Cloths bought now can only be secured on a "try to deliver in six months" basis, and this is liable to spread out into a year or eighteen months. It will be easily seen that going out to secure orders from samples of lines so procured is to say the least very unsatisfactory from both buyers' and sellers' viewpoints.

MEN'S WEAR REVIEW saw samples of high-grade overcoating that the jobbers are going to ask \$18 per yard for. When this is made up and cost of selling and findings added the resultant overcoat would have to wholesale for about \$100.

UNIQUE ADVERTISING AT FALL FAIRS

Hamilton Dealer Uses Novel Method of Publicity—Free Suit to the First Party Discovering "Mr. Good-Dresser"—Great Interest Aroused Everywhere.

IN that section of Ontario that makes Hamilton its headquarters are held every year a number of fall fairs—fairs that draw large crowds from the residents of the surrounding country. Four of the best known of these are those held at Ancaster, Waterdown, Rockton and Caledonia.

Hamilton men's wear dealers have long recognized the importance of these fairs as advertising fields and considerable attention is paid by them to methods which will result in making the fair attendants new customers of their stores.

Begg & Co. hit on something this year which they feel will have good results.

The services of a young man were secured, one who was not connected with the personnel of the staff. He was dressed in one of three outfits selected from the clothing stock. Pictures were taken of him in each one of these, a mask being kept over his face, and the cuts secured were used in a handbill, printed to announce the advertising scheme.

This, briefly speaking, was an offer to give the first man or boy over 16 years of age who should accost this man and address him "Mr. Good-Dresser the Begg & Co., Man" a \$25.00 suit or overcoat free. He Mr. Good-Dresser was to be on the fair grounds, dressed as in one or other of the illustrations given of him, and it was by the clothes worn that recognition was possible.

Members of Staff Hand Out Bills

All this information was printed on hand bills and these were circulated through the fair crowd by members of the Begg & Co. staff. It was at first intended to use young lads for this work but it was found that they failed to bring to the recipient's attention what the bills really contained and in consequence they were often stuffed into pockets before the full significance of their contents had

been grasped. In consequence members of the firm who were on the fair grounds took over the distribution, and when presenting the bills called attention in each instance to the fact that "Mr. Good-Dresser" was actually on the grounds and that he had to be caught that after-

costed "Mr. Good-Dresser" in the correct manner the latter presented him with a certificate entitling him to the promised suit or overcoat and then disappeared at once.

The same man was used at all four fairs mentioned, and Mr. Begg is parti-

The Best Store for DAD and the BOYS.

Mr. Good-Dresser

May wear this \$2.50 Cap and Semi-Ready Fall Coat

FALL OVERCOATS
Like this one worn by "Mr. Good-Dresser" on sale at
Begg & Co.
\$18.50
and CAPS at
\$1.50
OTHER LINES AT
50c. 75c. \$1. & \$2.

THESE GLOVES
ARE
Dent's Make
and sold at
\$1.50
at the
BEGG & CO.
store.

THESE SHOES
are the
BEE-SHAN SHOE
with a BIG
Hamilton Reputation for
Style and Comfort.
\$5. to \$8.

Have a Mr. Good-Dresser wearing a new Semi-Ready \$18.50 Fall Overcoat, a \$1.50 Fall Cap and a pair of Bee-Shan \$5.00 shoes.

"Quality First" at the **Begg & Co. Store**

IF FAIR DAY IS VERY COLD
MR. GOOD-DRESSER WILL WEAR THIS

\$30.00 SEMI-READY TRENCH OVERCOAT
He will also WEAR THIS

\$8.00 Velour Hat
SELECTED FROM THE
BEGG & COMPANY HAT STOCK

It is very becoming on him and quite the new thing.

Trench Overcoat
IS ONE OUR
"Mr. Good-Dresser"
HAS SELECTED
From Hundreds of these Coats now on Display
IN THE
Men's Department
AT THE
BEGG & CO. STORE

PICK HIM OUT
IN THE CROWD

The Begg & Company Store.

Much reduced illustration of bill giving details of "Mr. Good-Dresser" and giving much store news.

noon. Interest was thereby immediately aroused and the numbers who went around accosting every one whose clothing resembled in the slightest degree that illustrated showed that Begg & Co. were being well discussed at the fair.

Soon Discovered

At each fair Mr. Good-Dresser was hailed in a short time after appearing on the grounds, but very often conditions as set forth in the bill were not complied with and identity was not divulged until this was done. As soon as the successful claimant had recognized and ac-

cularly pleased with the fact that so far no Hamilton man had been the prize winner. He feels that it is much better to have a resident of the district in which each fair was held talk about the suit or overcoat he had secured free.

Drew Attention To Values

Apart from the advertising value of having the firm's name brought into prominence this way, it was found that some scheme of this kind was necessary to insure the recipient placing any value

(Continued on page 55.)



SUITS & OVERCOATS



STRICTEST ECONOMIES ESSENTIAL IN 1918

In Summing up the Cloth Situation This is Outstanding — Leading Men in the Trade Advise Care With Regard to Stocks in Hand—Some Style Tendencies For Next Fall.

THE sixteenth annual convention of the National Association of Clothing Designers will be held in Hotel McAlpin, New York City, on January 10, 11, 12, 1918. After that date the clothing men of the United States and Canada will anxiously await reports, for it is possible—yea, very probable—that no such drastic methods as will be adopted regarding the conservation of cloths and labor in the assembling of men's wear will have been recorded in previous history of the trade.

It is to the credit of the clothing designers that they have long since evinced a willingness and a real desire to work in concert, from a loyal and a patriotic prompting, with the Economy Board of the Council of National Defence of the United States. Indeed, as far back as July of 1917 they expressed their willingness to work with and use their every endeavor to the end that the work of this National Committee might be made easier.

Read This

In a preamble issued by the president of the National Association of Designers he leaves no doubt as to the seriousness of the situation with regard to cloth conservation as confronting the trade for the season of 1918-19. He furthermore refers to the need of all designers attending the convention, bringing with them only the most conservative suggestions, timed to the needs of the moment.

"The unprecedented situation confronting the trade calls for deep, serious thought on our part, as creators of the fashions and styles of the American public.

"Manufacturers and retailers were prone to accept our forecast and recommendations at first, but they have ultimately been convinced that the needs are urgent, especially in the matter of woollens, and that the situation has reached a critical stage.

"In bringing suggestions to the convention for discussion, designers will do well to subordinate any tendencies they might otherwise have to the needs of the hour. Come prepared to submit your models on modest lines, and with a record of savings to be effected attached to the models, showing the exact savings in complete and detailed form."

These are a few of the pointed thoughts expressed by the president of the above association, and it is well that our readers should be acquainted with the ideas forming in the minds of those

who are to dictate style tendencies for next September and later.

* * *

"The Canadian mills are doing well, I must say, and are producing some very superior goods," said a large Montreal manufacturer to MEN'S WEAR REVIEW. "It must be remembered, notwithstanding, that Canadian woollens cannot be made without the addition of a certain quantity of Australian wool—that is, to be of the greatest durability and service, it is essential that they be mixed in the proper proportions. And, of course, permits have to be secured for the importation of any quantities from the Australian market."

Serious strikes in Australia of late have held up large shipments of wool destined to Canadian mills. It is sincerely to be hoped that these may soon be en route and that the needed quantities may be forthcoming before present stocks, which are limited, are entirely exhausted.

Re Fixing of Prices

An interesting situation has developed in the United States, where President Wilson has conferred with and has asked the National Defence Committee to consider a proposal for "fixing" a price for wool. As a result of their investigations they are to bring in a recommendation. Since this request was made it has served to materially check the speculative tendencies in this commodity and the price has been somewhat steady, speculators evidently getting "cold feet" with the prospect of a set price ahead.

A licensing system of control is suggested. This would require that those selling to manufacturers would have to do so only under license, governmental regulation and supervision. It would effectively bring an end to the speculative feature.

"Free wool," coming from Uruguay and Montevideo, would come in under the same ruling, or would be subject to a "fixed" margin of profit, which would require to be normal and to not exceed, say, 2½ per cent.

The advantages of these arrangements, it is argued, would be—First, to stabilize

raw material prices; second, to guarantee to producers a fixed return for their "clip;" and third, to facilitate gathering, grading, distributing and financing the wool crop.

Conservation the Thing

In view of the embargoes already effective and of those that are probable in other countries within the coming months, difficulties will continue to be accentuated rather than minimized. "The greatest care should be exercised," said a large clothing manufacturer to MEN'S WEAR REVIEW, "in the matter of conserving supplies of woollens, wherever held, for they will be well nigh irreplaceable next year."

There will be a real shortage, many think, of fall overcoatings. Some feel that the situation with regard to these is over-estimated, and that in large centres, huge supplies, sufficient for the needs of both Canada and the United States, are ample to meet the needs of one or two seasons still, if no replacing were effected. It would seem that there is good reason to accept the warnings that have been given, notwithstanding. One thing is very evident that with embargoes, restricted shipping, labor shortage and strike problems, stocks must of necessity be increasingly smaller to-day.

Meltons, it is stated, cannot now be bought, either for present or future delivery, at any price. He who has any considerable quantities of these would do well to conserve such materials.

A Word on Advances

"What, in your opinion, will be a conservative figure, representing the increases for cloths used during the coming season as against prevailing prices for the previous year," asked MEN'S WEAR REVIEW in discussing price tendencies.

To make surer of keeping within facts the manufacturer consulted his books.

"On Canadian woollens there will be an approximate advance in price of 35 per cent., and on British woollens, if obtainable, the advance will be fully 50 per cent," he said. This needs no comment on our part.

The better class of lustrés will be very hard to get. The supplies formerly procured through English mills are not now to be had at all. All linings are very scarce, and the increase for these is represented in an advance to the manufacturer, for linings, buttons, threads, etc., of some 40 per cent.

Blue worsteds, now so scarce, will be replaced by tweeds, to a large extent, because of the scarcity, and also because of the abnormal costs of the former. Mills are also taking orders, for limited lots only.

The Style Tendencies

There is one undeniable fact regarding tendencies for next Fall, viz., that these will follow decidedly conservative lines. Look out for narrow trouser again. Be prepared to see fewer cuffs on these. Dissuade yourself from the belief that

there will be any flaps on the hip pockets of trousers. Accept it as very probable that there will be a "standardized" length agreed upon for trousers.

Now as to suits. These will be modeled after lines pertaining to the military cuts, very likely. While conservatism will govern, there will be plenty of lines to garments, and features will be embodied which will permit of natty effects without departing from the all-essential need of conserving materials.

"Designers, until wool scarcity is relieved, will be taxed to the utmost of their ingenuity, and will require to manifest real skill and proficiency in garment designing," said one of the leading officers of the National Association of Designers. And they will show a commendable spirit, when they sense the situation and decide to conform with the economic needs of present times.

Double-breasted ideas in coats will probably be eliminated for the present. Lapels will be narrowed to some extent. Sacque suits will be restricted to an appreciable extent. Cuffs will go. Cash pockets will probably fall into disfavor and be struck out for the time being.

In the matter of overcoats, one leading designer looks upon the ulster as meeting with favor. This will probably be tailored on conservative lines with the well-liked raglan shoulder well to the fore.

Designers are now figuring that, in view of the necessities of the hour, these required restrictions will be an eventual benefit in many ways. Conservation of materials may be taught as in no other way, so that the future of the trade will have been assisted into an appreciation of values, which might fail of being grasped in the ordinary course of events.

SHALL I HANDLE PALM BEACH THIS YEAR?

This Line is Meeting With Much Success—Many Were Unable to Meet Last Year's Demand—High Prices Prevailing For Regular Cloths Will Stimulate Sales For Light-weights in Many Sections—Some Opinions of Live Dealers.

WHEN MEN'S WEAR REVIEW undertook to secure the candid opinion of leading men's wear men on the topic of summer weight clothing, it ran into a few snags. "If I had my way, I would prefer to leave the line out of my reckoning for the season. I do not feel that 'Palm Beach' clothing is a settled thing, and doubt its becoming a popular line—summer weight clothing may be all right if the season be a hot one, but because of its uncertainty I would prefer to drop it if I had my way."

Said Henry Marks, of Montreal: "I feel that Palm Beach clothing is becoming increasingly popular. It is a nice fabric, and I do not think that there is anything more serviceable or better for summer wear. Last year I could have sold 35 per cent. more suits than I carried in stock, and I did sell well nigh 250 of Palm Beach suits alone, aside from other light-weight lines."

Line Gains Many Friends

"Business men are coming to wear and appreciate the fine advantages of light-weight clothing. I used to buy a full line of old-style fabrics in the light-weight goods, and my orders for these used to run into four figures, from season to season—now I buy nearly all my summer clothing in the new popular materials."

"My sales of summer-weight clothing are much larger from year to year. In fact, I would go so far as to say that during 1917 I enjoyed an increase of 75 per cent. over the previous season in my sales of light-weight lines."

We could thus quote for the information of our readers, from other reports

obtained. The following opinion certainly offers an important view.

"I show my line of summer weight suits around the first of June. It matters not whether the weather suggests such garments or not—I get them in the window and set my customers thinking about the line and the need they have for one or two suits. And if it happens to get hot then I get busy right away with my advertising campaign—if not I start this just so soon as it does get hot. On intensely warm days last summer," said one retailer, "we sold as many as 50 suits. The only regret that we had last season was that of our inability to meet the demand. We sold some 500 suits or more, and we could have sold another 200 to 250."

What to Carry

Another vital question is that of stock. "How much shall I carry?" It is essential, naturally, that the summer weight garments be ordered well in advance. Weather conditions cannot be taken into consideration and the dealer must have faith in himself. The city dealer, and the country dealer as well, would do well to weigh the matter carefully. One who has made a success of the line carries a full range, and his policy is that he shall have the size and the shade asked for when requested, so that he is bound to make the sale if the customer wants the goods at all. It might be mentioned that where the favorable results related above were there is no "watering-place." The demand has been created and exists very largely among the business men of a thriving city, who wear the suits to business.

Costs of clothing, generally, will be

much higher in 1918. So will the summer weights be higher. But the advances here, as far as can be learned, will not exceed probably 15 per cent. This will permit of suits being sold for \$15 to \$18 and \$20. In view of the increased costs of regular cloths many dealers are figuring that the request for the light goods will be larger and more frequent than in previous summers.

FUR SHORTAGE MAKES PRICES HIGHER

(Continued from page 60.)

higher for Fall than they have been for Spring.

In regard to the dye situation it is stated that American manufacturers are now able to furnish practically all the dyes required, and as regards quality the dyes are improving weekly. It is stated that the United States and Canada will never have to depend upon Germany for dyes again.

SENDS STORE PICTURES TO BOYS IN TRENCHES

(Continued from page 49.)

which allows a large square window or a smaller one, as is illustrated.

Two Lighting Systems

There is another feature about this store which is worth the attention of all merchants. One-half or every other light is on the Hydro and the other half on the Western Ontario Power System. Thus, if one system is off there is still plenty of light by which to do business. This certainly will prevent a good deal of annoyance.

SALVAGE FROM BATTLEFIELDS

Great Britain Saving Millions Through Recovery of War's Waste—45,000,000 Articles of Wearing Apparel Recovered and Treated.

THOUSANDS of bags—packed to the limit—securely sewn—thrown into waiting cars—transferred to boats—unloaded again into box cars and finally dumped into the Dewsbury military depot—bring tons of recovered garments from the war-ridden battlefields of Flanders.

Since the beginning of the great war no fewer than 45,000,000 separate pieces of military wearing apparel are said to have been taken up from the scenes of great battles, and, passing through an army of workers, are either rendered usable again or "converted" into cash through sale as rags. Shirts, hats, caps,

jackets, coats, breeches, puttees, and great coats by thousands find their way back to England through a systematized department, specially created just to handle this work. Three hundred women handle this huge task and handle it well.

Huge sheds are used, into which truck-loads of these salvaged materials are run, three railway stations accommodating the tons of garments as they come in. On arrival, they are opened and spread out, when the many "sorters" set to work and garments suited to renovation and further use are set aside, while others are placed by themselves to be sold to the large junk or rag dealers. These

goods, passing through specially-designed machinery, are again made up into cloth for army use. In a single day as many as 85 to 90 truck-loads have been received.

Nothing is wasted. So expert do the women become in sorting the various classes of cloth that woolens, Angolas, and linseys are readily thrown into distinct piles. Garments fit for future use are sent to large dyeing firms, where they are thoroughly cleaned, renovated and redyed. Some are reissued to the troops, while others are suited to the requirements of interned aliens or prisoners of war.

Thousands of shirts are recovered, and these are used extensively by the German prisoners of war. Gold lace, leather pouches, thousands of towels, woolen scarfs, belts and webbing materials almost without number are carefully treated, and help to swell the value of this truly remarkable salvaging project.

REDUCED SIZE OF SWATCHES MAKES BIG SAVING

A SUBSTANTIAL saving in the quantity of cloth that is used for samples by tailors to the trade in the United States is assured by an agreement which has been made as a result of conferences with the Commercial Economy Board of the Council of National Defense. A maximum of 6 by 9 inches has been fixed for such samples, and it is estimated that the reduction represents enough wool to uniform more than 67,000 soldiers. Mr. A. W. Shaw, chairman of the Commercial Economy Board, in a letter to Secretary of Commerce Redfield, states:

My Dear Mr. Redfield: We have just found out the results of one of the minor phases of our wool campaign, and I know you will be interested in them, because the saving, while comparatively small, is so clean and definitely measurable.

In the course of our conferences last summer we asked the tailors to the trade—those concerns that send out swatches of samples to retailers and make suits to order for the retailers' customers—to reduce the size of these samples. The National Wholesale Tailors' Association, representing about two-thirds of the tailors to the trade, unanimously agreed to do this. Mr. William Cahn, president of the association, and certain other members undertook to secure the co-operation of the remaining one-third. Mr. Cahn now reports that the entire industry with the exception of three firms is pledged to send out no samples larger than 6 by 9 inches. This means samples averaging 21½ per cent. smaller than last year. The cloth used for these samples last year totalled 1,037,000 yards. The saving therefore is 223,108 yards, worth, at current prices, \$419,500, and representing enough wool to uniform 67,600 soldiers.

URGING MORE ECONOMY IN THE USE OF WOOL

THIS letter, just mailed to worsted fabric manufacturers by the Commercial Economy Board of the U.S. Council of National Defense, will be of interest to all:—
To the Wool Manufacturers of the United States:—

"In view of the necessity for continued economy in wool, it is imperative that all non-essential uses of wool be stopped. The Commercial Economy Board wishes to emphasize again its recommendations to wool manufacturers to aid in conserving our wool supply.

"For the Fall season of 1918 you are requested—

"1. To confine your business to the more standard fabrics and designs, reducing the number of designs to a minimum.

"2. To avoid showing designs that cannot be cut economically in the manufacture of garments and clothing.

"3. To reduce the size of your selling samples to the smallest practical dimensions.

"4. To use re-worked wool or cotton, in so far as possible, as a substitute for virgin wool.

"In order to protect the welfare of our fighting forces and to supply the essential needs of the civilian population, the country cannot endure, under present circumstances, the use of wool and cloth in any unnecessary way. Every possible saving, no matter how small, must be made because many small savings will make in the aggregate a very large quantity of cloth.

"May we have the assurance of your co-operation with the government in making these recommendations effective?"

Commercial Economy Board,
Council of National Defense

UNIQUE ADVERTISING AT FALL FAIRS

(Continued from page 52.)

on a handbill so that he would keep it long enough to even read its contents.

There are so many advertising pamphlets, booklets, fans, carriers, etc., distributed at such fairs as these that it is known much of it goes onto the ground unread and unnoticed. To make their advertising effective was the idea that Begg & Co. had in mind and Mr. Begg states that the interest aroused was sufficient, he was sure, to cause those who received hand bills to give them more than passing notice.

In the inside pages of the four page folder distributed, prices were mentioned and goods described and the readers' interest aroused by the possibility of securing a \$25 suit or overcoat free, he usually digested pretty thoroughly the whole contents.

Like every other advertising proposition of this kind, it is hard to trace direct results but Begg & Co. are sure that such publicity as was secured is of immense benefit.

Another Scheme

A couple of years ago this same firm used the idea of having a huge telescope set up in the grounds of each fair, pointed towards the sun and the holiday crowd was invited to come and look through. When they did they saw a canvas sign across the end of the telescope bearing the inscription "Best Store Under the Sun is Begg & Co's." This caused much amusement and each fellow hoaxed, so to speak, hastened to find a friend that he could fool also.

Ely, Ltd., men's furnishings, Ottawa, Ont., suffered fire loss.

St. Laurence Cap & Hat Mfg. Co., Montreal, Que., has dissolved.



Neckwear, and Neckwear Only

IT IS, of course, a very difficult thing to get good illustrations of goods displayed behind glass. Unfortunately the photograph from which the above illustration was made was somewhat weak, and in consequence the fine qualities of this trim are not as apparent as could be wished. The trim, as arranged in the window of Macdonald & Co., Ottawa, by Ed. Payne, was a regular winner—it certainly won neckwear trade for the store.

Here is a neckwear window and a neckwear window only. Even the stands are trimmed with neckwear silks, and ties in profusion give the impression of a splendid stock inside, and cause the passer-by to stop and examine the various patterns. The display was made at a time when there were large crowds in Ottawa. It is not hard to understand, therefore, that this trim made many purchases for the store.

Specializing on one line so entirely might not be a good thing to do every day in the year. Once in a while, however, it is an exceedingly compelling method of drawing attention, not only to the one line, but to the store.



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



NECKWEAR



NECKWEAR STYLE TENDENCIES

Manufacturers Will Complete Spring Range Early in January—What Toronto Stores Are Showing—Bright Colors Expected to be Good

WITH Christmas neckwear business safely out of the way, manufacturers are turning their attention to Spring lines. Some will have ranges complete about the middle of January, while others again will wait until after February 1.

As stated in last month's issue there will be practically no 50c neckwear shown, the range starting at \$5.50 in most cases. Prints will have the run. It is expected, in failles, poplins and satins. Bright colorings will be good and loud patterns. Incidentally it is reported that in London, England, brighter colored ties are being worn than ever before. It is thought this is the reaction from seeing so much of the dead khaki color. Discharged soldiers noticeably swing to the louder patterns.

Supplies seem to be keeping up well,



Two Spring models shown by Tooke Bros.



One of the Spring patterns that will be shown by E. & S. Currie

Swiss silks coming forward fairly freely during the month. New York reports plentiful supplies of silks on that market with good demand and prices well maintained.

Among the newer neckwear novelties that have appeared has been one that was directly influenced by the recent election.

This was a bright red silk, with a picture of Sir Wilfred Laurier appearing just below the knot. This was originally designed for the Province of Quebec and is believed to have had a large sale there.

Another novelty is neckwear of "camouflage blue," this being rather an elusive color, as the name implies, and has different appearance in different lights.

During the holiday season Yonge St. stores showed a splendid range of high-priced lines running up to \$3.50 each.

The silks used were mostly brocades in Persian and Oriental designs, moire velours, baratheas, poplins and similar goods. For the time prints were put aside. It was noticeable that knitted ties are included in practically every display. Neckwear houses say that there could be a good trade done in this line, if supplies could be procured. New York also reports an increasing demand for "knit" lines and bright patterns in diagonal stripes are selling well in these. Regimental colors are also being sought. These goods retail for as high as \$3.50 each and have the advantage of splendid service.

Canadian manufacturers regret the difficulty that exists in procuring the novelty patterns that the trade demands, particularly in Swiss silks. The condition here is somewhat similar to that which

(Continued on page 62)

KANTKRACK
TRADE MARK REGISTERED

COLLARS

Only One Grade

Made in Canada



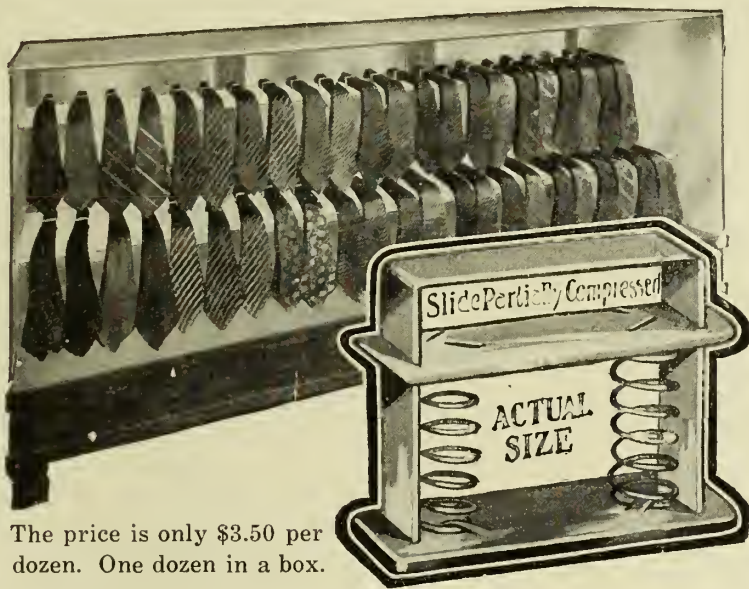
12—18½



12—18½

Every **KANTKRACK** Collar is made to sell and satisfy

Nowadays when economy is the national watchword your customers will be quick to see the advantages of the **KANTKRACK** Collar. It offers them what is to all intents and purposes a linen collar with many new patented features—but without any laundry expenses.



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

Every **KANTKRACK** Collar is made by experts in a factory wholly and exclusively devoted to collar production. The demand is good in your community. Be ready to meet it.

Get those nice Spring ties displayed on the

ONLI-WA Tie Holder

and they'll sell quick. It's the most convenient way too. Any tie can be removed without disturbing the others.

May we send you particulars of the **KANTKRACK** and "ONLI-WA" proposition?

The Parsons and Parsons Canadian Company
*Makers of the famous **KANTKRACK** composition collar*

Est. in U.S.A. 1879

HAMILTON, CANADA

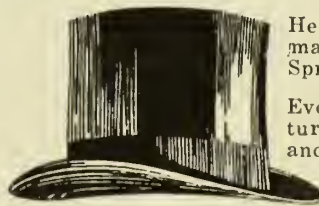
Est. in Canada 1908

LARGEST CANADIAN DEALER
WASTE PAPER
ADEL. 760
E. PULLAN TORONTO

CONDENSED ADVERTISEMENT

EXCEPTIONAL OPPORTUNITIES FOR SMART YOUNG BUSINESS man capable of managing a first-class men's clothing and furnishing shop in the heart of the City of Montreal. Must be aggressive and ambitious, with clean record of past services, and experienced as manager. Apply by letter, stating full particulars, to Box 155, Men's Wear Review.

SILK HATS



Here's a distinctive young man's model from our Spring, 1918, range.

Every silk hat we manufacture radiates superior style and finish in every detail. The hats that please the careful dresser.

Order your silk hat supplies from the largest and best equipped silk hat factory in Canada.

GEO. PROVENCHER

166B ELIZABETH ST.

MONTREAL

Established 1894

If interested, tear out this page and keep with letters to be answered.



HATS *and* CAPS

FUR SHORTAGE MAKES PRICES HIGHER

Canadian Hat Manufacturers Have Fertile Field But Face Difficult Problems — Imported Hats For Spring But Fall Shipments Indefinite—Fewer Travelers For Small Centres—Selling Heavy For Future Delivery.

THE fur situation continues to be the dominating factor in the situation as regards the manufacture and distribution of hats. With the curtailment of imports of English and Italian hats, the Canadian field is a very fertile one on which Canadian manufacturers should thrive; but there are difficulties to be overcome which at times appear to threaten the industry even in Canada. The fur situation is undoubtedly serious though developments of the next few months may prove that the seriousness is more in regard to exceedingly higher prices for hats rather than an actual famine of this essential raw material.

Shipments of fur from England to American manufacturers are very light. It was predicted in the last issue of *MEN'S WEAR REVIEW* that prices of felt hats manufactured in Canada would soar very high if English shipments of fur were cut off, as was considered probable at that time. While an absolute embargo has not been declared on fur exportation from England, supplies have been sufficiently diminished to necessitate the increase and compel American and Canadian manufacturers to look around for other sources of supply. Many causes are combined to interfere with the English supply of fur, but the cutting off of the Australian supply of rabbit fur is undoubtedly a big factor in the situation.

Partial Famine of Fur

Recent advices from a large fur dealer in New York in regard to the outlook for the hat industry predict very high prices with a partial famine of fur a possibility. Orders are being accepted by United States manufacturers subject to sellers' option for delivery.

Prices of fur in New York are \$1.00 per pound higher than they were in September last. This advance means an increase of \$3 per doz. in the price of hats. Local jobbers state that there will be no more \$21 per doz. hats sold in Canada for delivery after Feb. 15. Hats may be obtainable at this price when one-half of the order is for hats of better quality. It is predicted that within six months

the cheapest hat on the Canadian market will be \$27 to \$30 per dozen.

The elimination of English and Italian hats from the Canadian market is not anticipated by the trade in Canada. There is a good supply of these hats on hand for Spring, 1918, though the outlook for Fall, 1918, trade in imported hats has not taken very definite shape as yet. Hat shipments from England continue to arrive despite the difficulties which face their exportation from the Old Country, and it is evident that for some little time at least Canadian manufacturers will not have exclusive field. Deliveries from foreign markets will undoubtedly be rendered more difficult in future, but evidence of the fact that these manufacturers will continue to be represented in the Canadian field for some time is found in the fact that a new Italian hat—new at least to this market—has been announced recently.

Active Selling for Future Delivery

Jobbers report active selling throughout the country. Immediate sales are not heavy, but this tendency is compensated for in the heavier buying for future deliveries. This condition of affairs indicates that dealers generally are confident that trade will come in good measure when the first effects of the application of conscription have passed. For this reason sorting of hats for Spring is expected to be unusually heavy. Higher prices have been generally expected by the trade, and owing to the fact that adequate forewarning was sounded, jobbers report little difficulty in explaining the situation.

While the dye situation continues acute in England, there is increasing evidence that the difficulty has been pretty well solved in America. Canadian manufacturers are reporting better results from American dyes and it is gratifying to note that American dyes are now being produced in sufficient quantity to more than meet the demands. Evidence of the growth of the United States dye industry is found in figures issued by the United States Bureau of Foreign and Domestic Commerce. These figures in-

dicate a gain in exports of aniline colors during September, over the preceding month, of \$66,800. This represents an increase of 21.8 per cent. and has been achieved in the face of heavy demands made by the domestic market as well as increasing demands for chemicals used in dye manufacture by the munition industry of the United States. With this difficulty removed Canadian manufacturers have to solve the problems of securing fur supplies and sufficient labor.

There is a big market for Canadian manufacturers and they unanimously express confidence that they can meet the situation if labor and raw materials do not become too scarce.

No Travelers for Small Centres

An announcement of importance to men's wear dealers in smaller centres is to the effect that it is possible travelers from hat manufacturers will not call upon them for orders for Fall, 1918, hats. A shortage of help and an endeavor to cut expenses to the minimum and thereby reduce the price of hats to the lowest scale, has inspired this action on the part of some Canadian manufacturers and jobbers. Dealers who are likely to be affected by this announcement should endeavor to arrange to come to some central point to examine samples and place orders. These merchants in future may have to plan to come to the market if it is in the best interests of the trade under existing circumstances to eliminate the practice of the market going to the dealer.

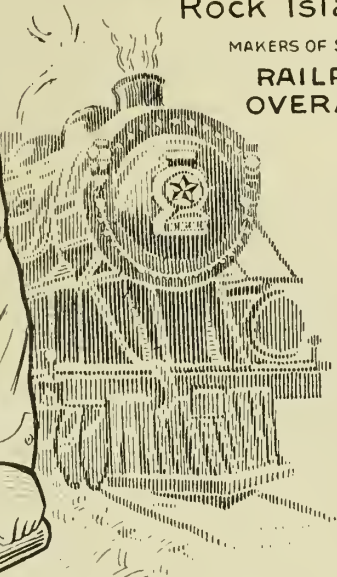
Last minute advices to *MEN'S WEAR REVIEW* from one of the foremost hat manufacturers of the United States, in connection with the industrial situation, are to the effect that though there is a decided shortage of furs and prices are high, quotations are being advanced weekly. It is stated that fur cutters have sold the fur from practically all the skins that are in sight. Some United States concerns are prepared to ship all their orders for Spring delivery and are trying to protect themselves for next season, but prices will of necessity be

(Continued on page 54)

The **J. B. Goodhue Co.** Limited.

Rock Island. P.Q.

MAKERS OF STAR BRAND
RAILROAD
OVERALLS



Prove all things and hold
fast to that which is good.

For a quarter of a century Star Brand Overalls have been the standard of high grade garments.

To-day, the dependability of Star Brand Overalls has made them the Big Things with discriminating Railroad Men, Farmers and Mechanics.

Made to give satisfaction and they give it—always. Take no chances. Keep stocked with Star Brand Overalls and retain the good-will of your customers. Due to the severe advances in cottons, Spring prices will be much higher. Send in your order to-day and reap the benefit of present prices.

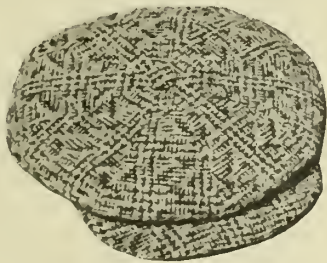
STAR BRAND OVERALLS

MADE ONLY BY

The J. B. GOODHUE CO., LIMITED

ROCK ISLAND, QUE.

Made in Stripe, Blue and Black, and sold from Coast to Coast



OUR BEST SELLERS
in a **VELOUR TWEED**

Mixture of Black and White and
Brown, Green and White effects

For the time we have been in business the *Boston Cap Co.* have proved to the merchants and to the people who are wearing their caps, that they have always received real value for their money.

Our travellers will be on the road the first week of January with a complete line of *Fall and Winter samples for 1918.* Kindly hold orders until you have seen this splendid line, when you will be able to judge for yourself of the values offered.

BOSTON CAP COMPANY

Wholesale and Retail Manufacturers of Hats and Caps

338 ST. URBAIN STREET

MONTREAL

BOOM IN MILITARY SUPPLIES

(Continued from page 46)

lery and army service soldiers and the former for infantrymen.

Puttees and lanyards are also in good demand. The former are very hard to get owing to the fact that the chief English source of supply has been badly interfered with lately and the Canadian or United States puttees are of inferior texture.

Badges and breeches are often asked for but are not stocked in the Macdonald store. When a request is made for these articles they are secured specially for the customer.

Bachelor Buttons—Playing Cards

Bachelor buttons are also a very necessary part of the soldiers' kit and one which oftentimes gets depleted. Bachelor buttons and playing cards are two articles which are generally overlooked in making up the overseas parcel. Both are very much in demand by the soldier on active service, however, as is proved by the brisk demand for these articles when they are suggested to the customer in connection with military supplies for the overseas parcel.

Socks are always acceptable by the boys at the front and form an important part in the military supplies department of the Macdonald store. Khaki socks are difficult to get at the present time owing to a shortage of dye. For this reason grey socks are featured for this class of trade. The lighter socks have been proved to be better for the feet in any case, especially where considerable marching is done.

A complete range of soldiers' requirements is to be found in the Macdonald store and these are arranged in effective manner to catch the eye of those looking for some suggestions for the overseas parcel. Considerable trade is done with the soldiers stationed locally, but in this case a greater volume of supplies is sold to relatives desirous of sending parcels overseas. The prevailing military spirit undoubtedly does much to encourage business in military supplies, but the men's wear dealer himself has a good deal of influence over the matter and can often render effective service by constantly keeping on display, either in the window or on the counter, some articles which would be welcomed by the soldier overseas. The suggestion is in most cases sufficient to develop trade along this line, and it is expected that such development will do much to balance business during the time that the greater number of the country's men are in foreign lands fighting the nation's battles.

THE WHY AND HOW OF THE INVENTORY

(Continued from page 43)

inventory sheet that is usually considered the most efficient. Some neglect the selling column entirely but whether the extension is followed out or not the value of entering same in the records has already been touched upon. As to

the exact ruling of the book that is a matter of detail and as long as the results are accurately ascertained it matters little. Accuracy, however, is the essential thing in the inventory as incorrect or carelessly acquired figures may well prove worse than none at all as they may be the means of confirming some badly mistaken ideas that the merchant may have about his own business.

HEADED VICTORY LOAN.

W. B. DEACON, president of Deacon Shirt Co., Belleville, was Chairman of the County of Hastings organization for raising the Victory Loan. They set \$805,000 as the amount for Hastings County, but by careful organization the county has turned in over \$2,000,000, and Mr. Deacon states if time had permitted the county could have added much more to that amount. The farmers through this section have done well.

ARLINGTON COMPANY HAS NEW SELLING SYSTEM

THE Arlington Co. of Canada, Ltd., are changing their selling system, replacing the method of disposing of their goods through commission agents with a special selling staff—this to the end of keeping in closer touch with merchants and users of cleanable collars. New offices are being opened, the head office and sales room being at 76 Bay Street, Toronto. F. J. Coulter is in charge of the Western office, which is located in the Travellers' Building, Winnipeg; while A. Rose, who will look after sales in Quebec and the Maritime Provinces, has offices in the Read Building, Montreal.

THE SALESMAN'S WIFE.

Head of N.C.R. Co. Wants To Know the Part She Plays.

How important a factor is a man's wife in his success as a money-maker?

John H. Patterson, president of the National Cash Register Company, intends to know exactly—and he is looking for the answer in dollars and cents. He is experimenting along original lines with his entire sales force.

The experiment had its beginning recently when more than 500 wives of sales agents and salesmen of the National Cash Register Company from all the United States and Canada met at Dayton, Ohio, for a business convention. It was exclusively a woman's affair, the husbands remaining home attending to their regular work.

In a series of sessions, the wives were let into the secrets of the cash register business. They were told all about the company's policy, methods of selling and profits on sales. They were taken through the factory to learn how cash registers are produced. They were informed of the usefulness of the cash register and the problems with which salesmen have to deal. And they were instructed how to assist their husbands in becoming better salesmen.

Of all the business innovations which Mr. Patterson has sponsored—and he was the promoter of many now in general practice in business—this is unquestionably the most radical. Because of this fact, the Dayton convention is of particular interest.

It was held in the famous N.C.R. "school house," a large hall built especially for conventions and entertainment purposes.

NECKWEAR STYLE TENDENCIES

(Continued from page 58)

prevails in the British cloth market. Mills can sell all they can produce in staple patterns, so why worry about new designs? Most of the bright new patterns are in United States and Japanese prints and this accounts largely for the latter's popularity.

Some plaids will be included in Spring ranges and there will be a tendency to buy a few more stripes than has been the case for the past year.

Wash neckwear is expected to have a good run for the coming summer as it is known that most retailers had a good season in this line in 1917. There will not be noticeable price changes in this range, although qualities will be slightly deteriorated. It will, however, still be possible to get a very fair range for \$2.25 a dozen.

ARMY CLOTH STANDARDIZED

To enable army officers in England to purchase their uniforms at a more moderate price the War Office has launched a scheme for the standardization of the cloths used. There will be fifteen standard varieties of material for breeches, coats and overcoats, and the prices will be Government-controlled from the raw wool stage to the completed garments. The tailor will not be allowed to charge his officer customer more than a certain maximum, which will enable the officer to outfit himself with breeches, coat and greatcoat for something under \$50.

No restrictions will be placed on the prices tailors may ask for clothes already in stock. The new standard cloths will be distinguished by a narrow yellow and white stripe on the selvedge.

NOTES

J. O. Trotter, men's furnishings dealer, Calgary, Alta., is discontinuing business.

The Regal Shirt Company, Ltd., has been granted an Ontario license from date of October 16. W. C. Cairns of Hamilton has been appointed attorney.

Premier Hat Shops Ltd. has been incorporated at Ottawa with a capital of \$40,000 to carry on business as wholesale and retail hatters, haberdashers, tailors, hosiers, glovers, exporters and importers. Agencies and branch stores will be established.

MacLean's Magazine

for *JANUARY*

Chasing the Submarine—by a Canadian

A CANADIAN, whose name is withheld, in the Motor Boat Patrol Service in the North Sea, tells in the January MACLEAN'S the story of the work and life and triumphs of the Service to which he is attached. It is a fine performance by MACLEAN'S to get this story for the Canadian people. Successes of this sort have made MACLEAN'S go far forward in public favor during past months.

If the horrid and terrible submarine warfare and the conquest of this pest of the deep interest you, learn more about submarines and their capturing in the January MACLEAN'S, and pass on to others the news of this unsigned contribution.

Ships—more ships—and yet more ships

THIS is a very strong article which Miss Agnes C. Laut contributes. As usual she is very well informed. Regarding the duration of the war she voices American opinion when she says that it is likely to be long drawn-out. The United States people are buckling down to a stern struggle. At this time we want very much to read what well-informed, virile thinkers and writers have to say about the war, since things are not any too bright in certain directions. Miss Laut has a good deal to say about the shipping programme of the United States, and certainly she gives facts and sets us thinking as few writers do.

"Jim" by Robert W. Service

A POEM by this strong poet—a poem wrought amid the smoke and hell of battle, yet fanciful and tender. One wonders how men can write fanciful verse amid surroundings that seem so adverse to thinking and writing, yet some gifted can detach themselves and let fancy play; or is it that their minds see through the real and horrible—through the immediate environment into inner things? Whatever it may be, we ought to be glad for the verse that men like Service give us, remembering how and where it is produced.

Adam and Arthur William Brown, Brothers

ADAM BROWN is a Canadian short story writer of large promise. His brother, Arthur William, is one of New York's foremost illustrators. Both brothers have joined their gifts to make Hannibal Helps a mighty good feature of the January MACLEAN'S.

A New Serial by Alan Sullivan

ALAN SULLIVAN'S recent novel, *The Inner Door*, is being well received. Perhaps we have no better novelist of his type in Canada to-day. He writes

books that show introspection and fine analysis. This serial, *The Magic Makers*, adds venture and mystery to psychological study, and is a rare good thing. Arthur Heming illustrates the story, which begins in Scotland and is transferred to Canada where the stage is set.

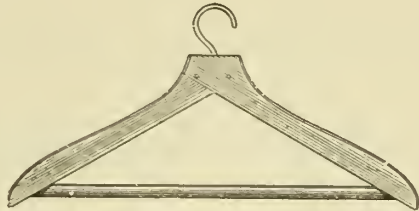
The Regular Departments of MacLean's

REVIEW of Reviews, Women at Work, The Business Outlook—are present in goodly measure. Oppenheim's *The Pawns Count*, Trench Pictures, and first-class illustrations by artists of note help to make the January MACLEAN'S good value for money.

At All News Stands, 20c.

Taylor-Made

**Boys' Garment
Hangers**



Boys' No. 33B Coat Form with
Trousler Bar, 15 in. wide,
\$7.50 per hundred

*The Taylor Mfg. Co.
Hamilton Ontario*

BEST WISHES

to our Customers and
other Friends for a Merry
Christmas and a Happy
New Year.

May the new year bring
Peace and Prosperity to all.

H. E. Davis & Co.

*Manufacturers of the "Davis Storm Resista"
High-Grade Waterproof Clothing for
Men, Women and Children*

117, 119 and 121 St. Henry Street
MONTREAL, CANADA
TELEPHONE MAIN 5445

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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

*Service
Branches*

HALIFAX
ST. JOHN
QUEBEC
OTTAWA

TORONTO
HAMILTON
KITCHENER
LONDON
VANCOUVER

NORTH BAY
FORT WILLIAM
WINNIPEG
REGINA
VICTORIA

SASKATOON
CALGARY
LETHBRIDGE
EDMONTON

“DOMINION” RAYNSTERS
THE GOOD RAINCOATS

the HOOK ready to adjust under tie



the
TOOKE
SOFT COLLAR
HOOK

NO
WRINKLING
HERE

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

(PATENTED OCTOBER 1917)



the HOOK adjusted under tie

TOOKE BROS. limited MONTREAL

FEATURING CLOTH-CONSERVING CLOTHING STYLES

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, FEBRUARY, 1918

No. 2



MOVED!

We have found it necessary to secure more room for present requirements and future development and have removed to

Our Own New Building

COR. RICHMOND AND DUNCAN STS. TORONTO

This gives us one of the largest and best equipped plants in Canada where we can serve you promptly and efficiently. Will you come and see us? You're welcome!

THE KING SUSPENDER CO.
THE KING NECKWEAR CO.

Makers of famous "EZE," "KING SUMMER," "TIGER" SUSPENDERS
and "STAY-IN-SHAPE" PAT'D CRAVATS.

King
QUALITY
GUARANTEED



How About Gloves *for* Easter?

If there is one time in the year that a man is sure to buy a pair of gloves

It is at Easter.

Are You Ready for Your Share of This
Glove Business

If you are,

You have your stock of H.B.K. Goods

If you are not,

See the H.B.K. line at once.

Quick action necessary to get Easter delivery.

The style, quality and variety of the range are up to the high standard of excellence which the trade expects from this house.

The Hudson Bay Knitting Co., Limited

MONTREAL

Manufacturers of

"Gloves for all occasions."

75c. Suspenders

THE latter part of 1917, on account of rising costs, the alternative confronted us of cutting quality to meet a demand for a continuation of 50c. price on our branded lines or of advancing the retail price to 75c.

WE concluded that the public wants the quality for which our trade-marked and branded lines have always stood, and the retailer would have little difficulty in getting the 75c. price; that he would indeed fail to satisfy his customers who expected the old 50c. quality by selling a 50c. suspender.

THE 50c. suspender cannot now give what has come to be looked for in Dominion Suspender Company branded lines, such as the *President*, *Texend*, *Bull Terrier*, *Kady*, *Whiz*, etc.,—endurance, comfort, appearance.

IT seems certain that the 75c. price will, during 1918, obtain generally for suspenders. The change comes as rationally as did the change in recognized necktie prices from the old 50c. price to 75c. and \$1.

WHERE quality is wanted the price must now advance. The Canadian man wants quality suspenders. We guarantee the quality in all our branded lines to be the same as it has been for years.

The Dominion Suspender Company
Limited
Niagara Falls, Canada



About your next assortment of Underwear

Make sure the line you stock has the quality, the fit and the all-round money's worth that will make a satisfied customer with every sale.

Atlantic Underwear guarantees you all three. When you sell a man a suit of Atlantic Underwear you can rely on his further patronage because this brand will measure up to his expectations of what real good underwear should be.

Maritime wool seasoned by the salt-laden Atlantic breezes—expert workmen—a factory equipped with every modern facility for the making of good underwear—these are some of the factors which go to make "Atlantic" the standard of underwear satisfaction.

The proof of our statements is at your service. Have your wholesaler show you a complete assortment—to-day.

Atlantic Underwear, Limited
MONCTON, N. B.



Your department of tailoring will appeal to a larger clientele

when you instal the "C.N.R." Made-to-Measure Service.

Representing the utmost in fine tailoring and correct fit and the most authentic version of up-to-the-minute styles this special measure tailoring service is just what you need to win the custom of the better class trade.

Our prices are remarkably low—cut just as close as the quality will permit. Add to this the splendid service to the customer, the generous profits, and you will see that our proposition is worthy of investigation.

By timely and judicious purchases and a conservation of our resources we are enabled to offer a splendid collection of fabrics for the coming season.

Our dealers are seldom hampered by early cancellation of patterns. We offer many advantages. Our service is elastic and adapted to present war-time conditions.

May we explain further? Ask us.

Coppley, Hoyer & Randall, Limited
Hamilton, Ontario



CRESCENT
SPRING and EASTER
NECKWEAR

Comprising many new and beautiful patterns and colorings in the always popular

Swiss Silks

Prices \$5.50 to \$12.00 and each line a winner.

Easter is early this year. Be ready for the demand.

Full range now in the hands of our salesmen.

Crescent Manufacturing Co., Limited
Montreal

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



MADE-TO-MEASURE CLOTHING

NEW SPRING SETS

are now going out from our Made-to-Measure Department

PECK'S Made-to-Measure Clothing offers you in this line of tailored garments a positively unequalled service. Every suit reaches you with our absolute guarantee of satisfaction. Dealers who have secured one of these agencies are enthusiastic over it.

A PROPOSITION FOR YOU

We are open to appoint a number of established dealers or special representatives at several important centres. Will be pleased to furnish information, with reference to complete outfit, with which we equip you for securing and handling made-to-measure business.

As these agencies may be closed any time, we advise immediate enquiry. To facilitate matters, all correspondence from Port Arthur east should be addressed to our Montreal office, and from points west to Winnipeg office.

John W. Peck & Co., Limited

MONTREAL

WINNIPEG

VANCOUVER

Milne's Neckwear News for February



FOR SPRING

WE will show, for a limited time only, a large and varied range at \$4.25. Included in this are the latest foulard prints of splendid quality.

Other wonderful ranges at different prices—\$5.50, \$8.00, \$10.50.

The illustration shows a tie from our \$5.50 range—a beautiful and novel Ombre stripe.

WILLIAM MILNE

50 York Street

Toronto

New lines continually arriving.

Always inspect the Milne offerings

WEARING THESE CLOTHES
MEANS HE IS WELL DRESSED
AND—
HE REALLY DOES WANT
TO BE WELL DRESSED
SO—
BEING WELL DRESSED IS
MERELY A MATTER OF HIS
KNOWING THAT YOU SELL

ART CLOTHES
COOK BROS. & ALLEN LIMITED




Putting the New Wearbest Values "Across"

Will be easy because the originality and creative ability of our organization have made the Wearbest lines remarkable in style, value and all round excellence.

With fabrics that are usually attractive and prices as low as quality will permit, "Wearbest" sales are certain to be lively and liberal retail profit makes selling effort on your part worth while.

See for yourself the real values of "Wearbest" Clothing. Let us show you what we've got then compare with any others you wish.

HIGH SCHOOL CLOTHING— A New Department

On account of the large number of young men going to the front, wise merchants are paying more attention to the boys 15 to 20, who begin their first long pants. To take care of this increasing business, we have added a new department showing wonderfully snappy stuff for High School boys.

The Wearbest Clothing Mfg. Co.

*Makers of Stylish Clothes for Men
and Young Men*

149 NOTRE DAME ST. W., MONTREAL

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*

Every Ambitious Merchant



SHOULD
READ

SALES PLANS

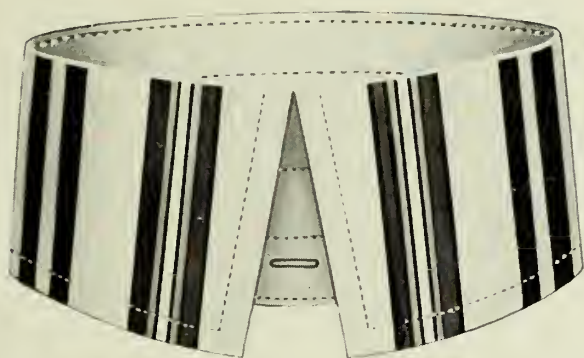
A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE \$2.60 Post Paid

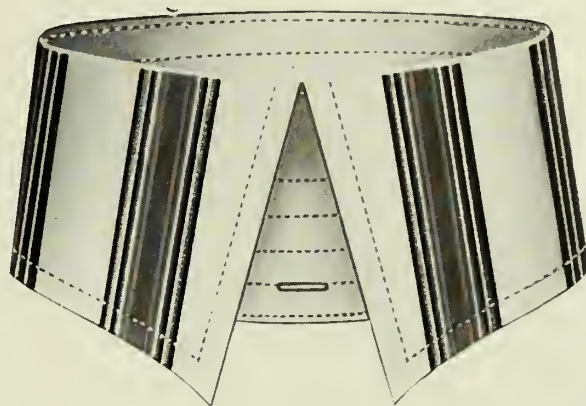
Sent postpaid only on receipt of price.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-153 UNIVERSITY AVENUE :: TORONTO

Nobby Colored Stripe Silk Collars



98 { Height at Back 2"
99 { Points 2 1/2"



194 { Height at Back 2"
Points 3"

98, assortment of four colored stripes to the dozen.

99, groups of fine hair-line stripes, assorted colors, green and blue, blue and red, helio and green.

194, seven assorted colored stripes.

The inner and outer bands of these collars are faced with a fine quality pongee and the inner bands are quilted with fine stitching.

Now In Stock Immediate Delivery

Send for an assortment at once.

Sizes 13 1/2-16. \$4.00 per dozen.

TRADE
W.G.R.
MARK

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

"The excellence of the product has established the brand"

If interested, tear out this page and keep with letters to be answered.



A Comparison of Values

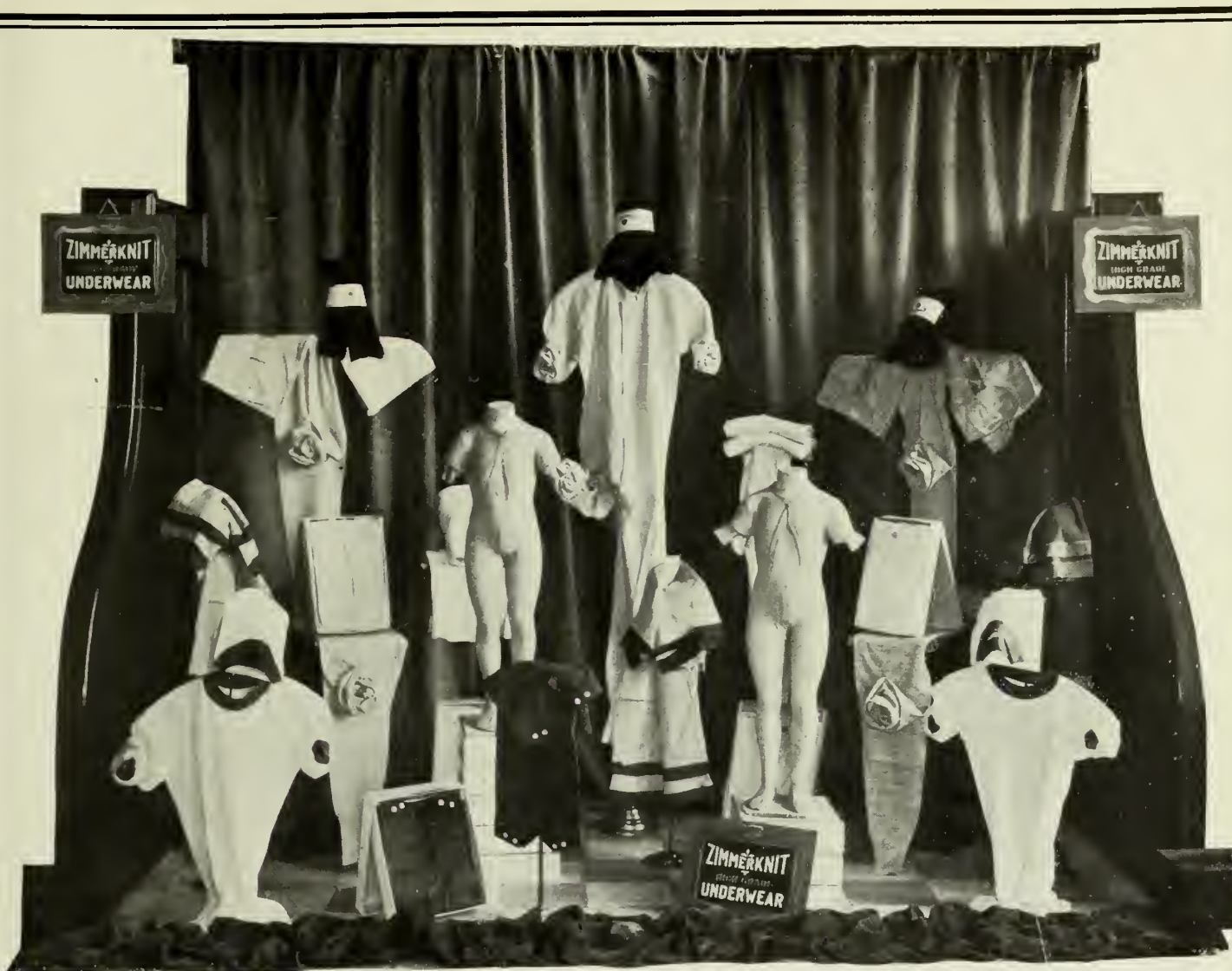
in 1918 clothing offerings will clearly demonstrate the superiority of the "K. & S." range.

For "K. & S." clothes are just right. They excel in the little things—the essentials that embody style, comfort and all round salability.

And the range is sufficiently varied to enable you to satisfy the conservative man as well as the more fastidious dresser demanding the up-to-the-minute style, fit and individuality that "K. & S." clothes so fully give.



Kaplan, Samuelsohn & Co.
MONTREAL



Window Dressing Suggestion

No. 1.



The background is rose velour and the flooring is made of velour cardboard to match, the squares being 8" by 8".

The window is 4 feet deep and 9 feet wide.

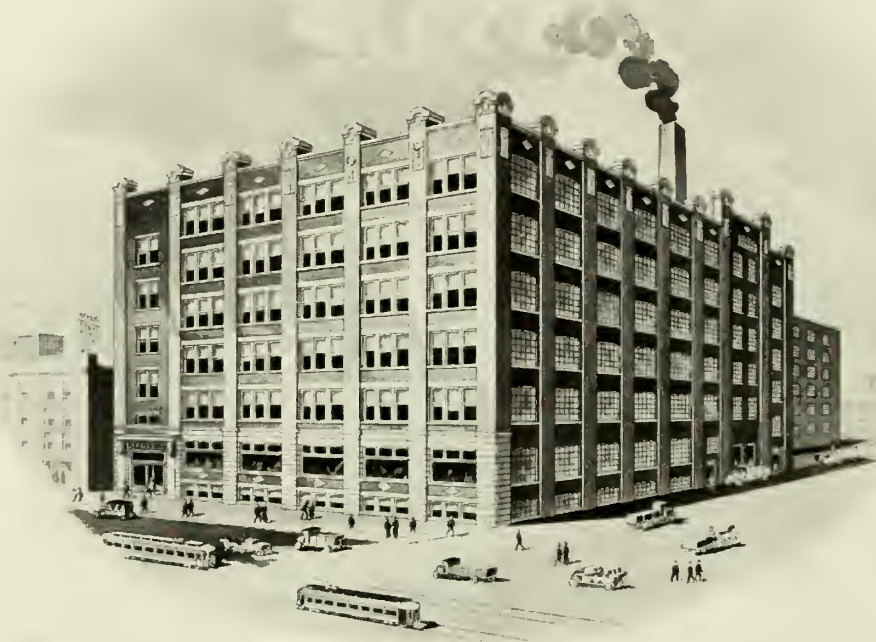
This arrangement is bright and attractive. Enough material is used to make a good display, yet overcrowding (a very common fault) is avoided. Note the Hatch One-Button Union Suits.

Look for Zimmerknight Window Suggestions in future numbers of MEN'S WEAR REVIEW. An expert window dresser has been engaged to prepare these suggestions for Zimmerknight dealers.

Zimmerman Mfg., Co., Limited, HAMILTON
CANADA

AVENUE BRAND

Boys Suits *and* Overcoats



The "Keens Building," 60,000 square feet of floor space; light, bright and sanitary. An ideal home for "Avenue Brand" clothes.

Our recent move from 107 Front St. E., to our new home at 185 Spadina Ave. (one block north of Queen St.), will mean much to our many business friends because the greater facilities we now possess will make possible a tremendously improved service all round.

We wish to thank our patrons for their steady support which has made this expansion and development possible. And to those dealers who are not yet acquainted with the popular AVENUE BRAND BOYS' SUITS AND OVERCOATS we would suggest an immediate examination of our values. At a time when the boys' trade is so well worth securing you cannot afford to go without the best boys' line of all.

Our travellers are at your service. Write to-day for appointment.

The W. J. Keens Company, Limited

Successors to C. M. Gilchrist & Co.

Wholesale Clothiers

185 Spadina Ave., Toronto

Phone Adelaide 4168-4169

Wait for our Salesman

Our travellers are now out with a full range of

“MONARCH-KNIT” SWEATERCOATS AND HOSIERY

You will be pleased with our range of Men's and Boys' Mackinaws. We invite your careful inspection.

Your customers will ask for
“MONARCH-KNIT”



“MONARCH-KNIT” HOSIERY

We are showing some interesting values in Men's Hosiery for Fall, 1918. It will pay you to see our range.

Every pair of Monarch-Knit Hosiery bears our “trade-mark” and is guaranteed to look well, wear well, fit well.

Our traveller will be calling on you and will be pleased to show samples.



HEAD OFFICE: DUNNVILLE, ONTARIO

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also Hand Knitting Yarns, suitable for Knitting Soldiers' Sox, etc.



If interested, tear out this page and keep with letters to be answered.



“ALL ABOARD”

For a bigger Overall business with

“Railroad Signal” OVERALLS

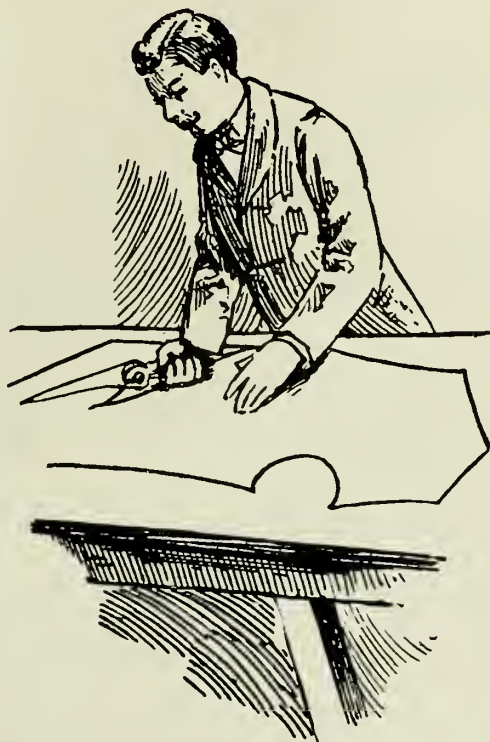
The Overalls that will keep your
customers smiling and give them
“The Right of Way to Comfort.”

MANUFACTURED BY

The Kitchen Overall & Shirt
Company, Limited

Head Office and Factory — Brantford, Ont.
Branch Sales Office — 279 College St., Toronto

If interested, tear out this page and keep with letters to be answered.



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

MADE-TO-MEASURE In a Class by Itself

Fit-Reform Made-to-Measure Clothing has always been, and still is, in a class by itself.

There is a quality, a distinctiveness, a perfect fitting, comfortable, well-dressed feeling about one of these suits that pleases as no other garment can.

You can sell any customer a Fit-Reform, Made-to-Measure Suit, with our positive guarantee behind you.

Our New Spring Samples are now being sent out together with complete equipment for a successful Made-to-Measure business.

If you are interested in a first-class service of this kind, write us for further particulars.

E. A. SMALL COMPANY, Limited

*—the first in Canada to manufacture Tailor-made
Garments for Men.*

8 BEAVER HALL HILL

MONTREAL



The Tailored Evidence

is back of every statement and claim put forward by us on behalf of the clothing snaps we now offer you for the coming Fall and Winter.

There is everything here to command attention and create sales — Different Designs, Honest Tailoring, Perfect Fit and Big Money value.

Let us show you what we have.

Union Clothing Co., Ltd.

285 Notre Dame Street W.

MONTREAL



The

Lang Shirt

Made-in-Canada

Buy
Carefully
But
Buy Now

With the military taking up so much of the cotton output shirtings must advance still more sharply.

We have on hand remarkable ranges for Fall—values you will be unable to receive for Spring, 1919. We do not counsel speculation in shirts, but we do counsel covering requirements fully with *Lang* Shirts. They insure satisfied customers. Made with your name on label if you so desire.

Boys Shirts and Blouses

Lang Blouses will add attractiveness to your important boys' department. We have a truly wonderful range. Write us and we will see you have an opportunity to inspect this line.

The Lang Shirt Co., Ltd.
KITCHENER, ONT.



Tailoring

Making Men's Clothes to Special Order

ASK any merchant. He will tell you that the net wholesale price of a made-to-measure Semi-Ready Suit is \$2. to \$4 less than any other tailoring in Canada.

A DECIDED advantage — but some merchants think this is offset by the fixed price label in the pocket. Yet with the customer that is one big advantage in buying Semi-Ready Clothes. And good-will value is worth more than an occasional rich profit haul.

WE have only 50 Special Order sets to spare this season—where we usually prepare 100 extra sets.

With this outfit we include a complete equipment:

- 350 Cloth Samples
 - 50 Style Books
 - 1 Fashion Portfolio
 - 4 Window Cards
 - 1 Tape Measure
 - 1 Uniform and Livery Book
 - 1 Permanent Sign
 - 50 Order Forms
- Free Electros as ordered.



FOUR-DAY Delivery Schedule. All orders are completed and shipped by express within four full working days after the receipt of the order. 30 per cent. discount from the label price. A good profit on goods sold before bought. Terms: Cash on 1st and 15th of the month.

ONLY one merchant in each town can get the Semi-Ready sample. That is our policy.

LAST year many of our customers cleared from \$3,000 to \$5,000 profit on Special Orders alone.

WE have in stock for the use of our Special Order trade over \$500,000 worth of British woollens, all bought at the prices prevailing over two years ago. These cloths will be sold on the exact basis of cost—at the label price they were purchased to be sold at.

WE have always adhered to the plan of giving our customers the full advantage of any rise in price.

THE prices this season are 20 per cent. below the price they would be if sold at the present cost of wool.

THAT fact we will drive home in our newspaper advertising.

Semi-ready, Limited

Wholesale Tailors

472 Guy Street, Montreal, Canada

Are You Ready for an Increased Military Demand?

It's coming your way. With 100,000 of Canada's best donning khaki the call for good military lines is certain to increase. Get in now on the ground floor and make your store the military headquarters.

THE MILLER WALKING BREECHES

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

Hang this card in your window.

is a snappy line that sells on sight to every soldier boy. Particularly will it appeal to the men of the new armies because, generally speaking, they are men who want to look neat and will buy once they see the slick Miller Walking Breeches.

Ask us to send you a sample assortment. We also carry a complete line of Puttees, Haversacks, Tunics and Slacks.

Order a trial lot now and make a window display featuring Miller Breeches.

This year show Miller Made Palm Beach and Summer-weight Clothing

We have a particularly attractive assortment of these lines now ready for your approval and are confident that the correctness of style and excellence of workmanship will be convincing evidence of the truth of the Miller slogan: "Ahead of All."

**White Duck Pants, Lustre Coats,
Duck Clothing, Flannel Pants, Khaki
Pants, Boy Scout Uniforms, Khaki
Combinations, Work Suits, and all
specialty clothing.**

Cover your requirements now and avoid the certainty of further price advances.

The Miller Manufacturing Company, Ltd.

Makers of the Famous Miller Breeches

44 York Street . . . Toronto





*Is the man in
overalls a customer
of yours?*

Why not cater for his
trade with

CARHARTTS

Every garment carries a guarantee
Ticket.

Full supplies ready for immediate
delivery:

**Carhartts Overalls
Khaki Work Pants
Cottonades
Corduroys**

Also work gloves in sheep, splits
and horse hides.

For Boys

Khaki Knickers and Allovers.

For Women

Khaki and Galatea Allovers and
Slipovers.

**Hamilton Carhartt
Cotton Mills, Ltd.**

—Toronto Unit—

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL (ENG.)



**SPREAD THE GOSPEL OF THE
"CLEAN PLATE" EVEN UNTO
YOUR CLOTHING STOCKS**

TO buy that class of Summer Suit, which is a flimsy compromise 'twixt shoddy and cotton, is not only to jeopardize friendly feeling of men who have known your store for a good store—but to wantonly increase the consumption of needed products.

PALM BEACH CLOTH

is a special texture. Its solid worth and staunch reliability have been properly acknowledged for five years.

When you buy The Genuine—you adopt the doctrine of the "clean plate"—both from the standpoint of no left-overs and conservation.

THE PALM BEACH MILLS

GOODALL WORSTED CO. SANFORD, ME.
A. ROHAUT DEPT. SELLING AGENT
229 FOURTH AVENUE NEW YORK

This label should appear in every suit made of Genuine Palm Beach



This label should appear in every suit made of Genuine Palm Beach

THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

FLATO

Money makers

Announcing
"Racine" Working
Shirts

The Product of one of
Our Own Factories

Ducks, Drills, Oxfords, Flannels,
Army-Standards, Mackinaws,
Plains and Fancies.

Prices \$7.50 doz. to \$48.00 doz.

*The Superlative Absolute for
Range and Value in Canada.*

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.



Ask us to show you samples of "H.G.B." clothes

Let us put before you the merits of this big line of well-tailored clothes for Men, Young Men, Boys, and Juveniles. When you've seen the "H. G. B." fabrics, the skilful designing and the correct tailoring, you'll be just as enthusiastic about them as we are.

There's one of our men in your locality right now. Don't let the opportunity pass without seeing "H. G. B." clothing values. Write us for appointment.



Helleur, Gariépy & Broderick
MONTREAL Limited

Office and Salesroom, 16 Craig St. W.
Western Office, Hammond Block, Winnipeg.

They more than satisfy

It's value that keeps a stock
of

DEACON SHIRTS

moving—real, sound customer-pleasing value and every sale brings the Deacon dealer a worth-while profit and assures him a continuance of the customer's trade.

The new Deacon lines are now ready to ship you. See these values before filling your order. Write to-day to

Deacon Shirt Company

BELLEVILLE, ONTARIO

"Craftana"

Registered No. 262,000



THE HALL-MARK OF

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

First in the Field and Still Leading.

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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**

THE AOME OF PERFECTION IN FOOTWEAR.

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



Place
your order
with

Wolthausen

By doing so you assure yourself of
satisfaction both in sales and deliveries.

Travellers now out
with a complete range.

Don't put it off

The Wolthausen Hat Corporation, Limited

BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West



Start Your Canvass Now

During the quiet months, why not make a special effort to secure immediate or advance orders for Made-to-Measure Shirts for Spring?

We suggest that you draw up a circular letter for every one on your mailing list, following it up with personal canvass.

We have just received a large shipment of Japanese silks to be used in our models for Spring, 1918. Send now for details of our service, and for Self-Measuring Forms.

R. J. INGLIS, Limited

SHIRT MAKERS

291 Garry Street, WINNIPEG



CASH TALKS

More now than ever before

Our large stock bought for Spot Cash before the recent advances means your protection from excessive high prices on your purchases of

Men's and Boys' Clothing

Buy now, and buy right.

THE ALERT CLOTHING COMPANY

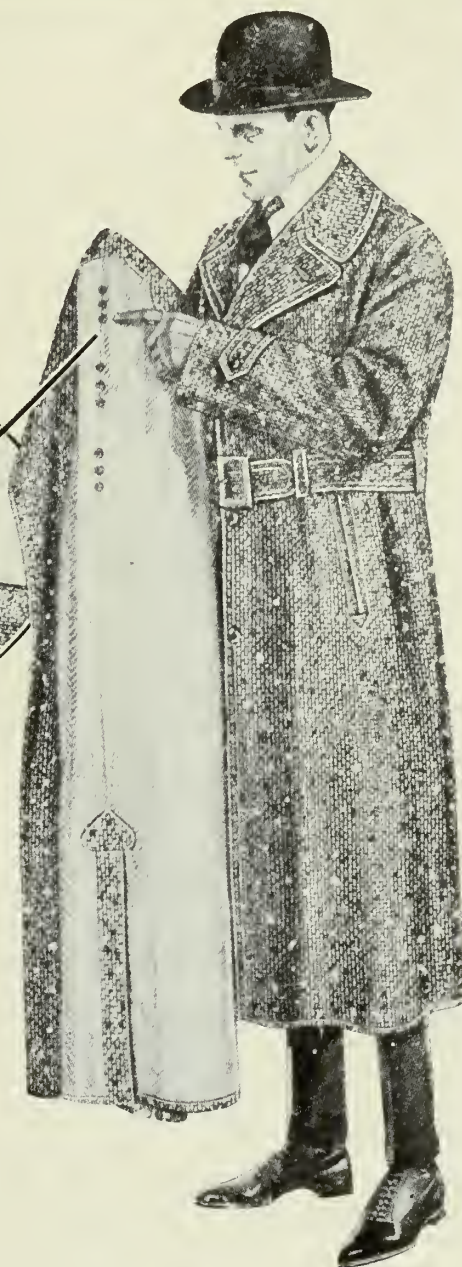
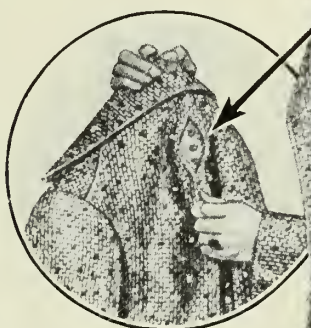
1202 ST. LAWRENCE BOULEVARD - MONTREAL

AT LAST!

Something New in a Raincoat

AIR-IN

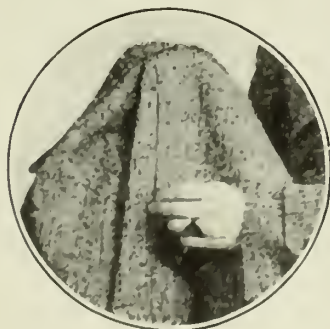
"The Coat With Lungs"



Most men who have ever worn raincoats have experienced that feeling of "STUFFINESS" that raincoats often give. They have been disagreeably annoyed by uncomfortable perspiration under the arms and around the neck and shoulders. This is because of the effort to make a coat so weather-proof that the comfort of the wearer has not been considered. The pores of the body must BREATHE. If all access to the outer air is sealed, excessive perspiration and discomfort will naturally result. Merely punching air holes beneath the arms of the coat is not sufficient to give the needed help. The COAT must actually BREATHE if the wearer is to enjoy unrestricted comfort. The coat must breathe, but, how can so impersonal an article as a coat be made to perform this function? It is in answer to this question that AIR-IN has been devised; for AIR-IN is the culmination of long thought and careful experiment to secure just this result. We know that we could make a raincoat with a stylish outer appearance and we have done it, but, we also knew that if we made that raincoat BREATHE we would improve the garment 100%, and we have done it; we have secured exactly the results we had so fondly hoped for in the AIR-IN.

The idea alone behind the AIR-IN coat would make it a ready seller, but back of that idea we have put the force of newspaper advertising campaign in forty cities all over the country. The use of this great number of newspapers practically makes the AIR-IN a nationally advertised article because in almost any town, anywhere, there are readers of the newspapers selected for this AIR-IN campaign. We are advertising the AIR-IN in this big way, because we have a big story to tell—a ventilated, rain-or-shine coat that has never before been advertised to the general public.

Remember, above all, that you don't really have to sell AIR-IN. It is so unusual that it is its own best salesman. Don't forget that each AIR-IN sold is bound to mean another. Men who are satisfied with their clothes tell others.



Before buying or placing your order on Raincoats elsewhere, write us to send you sample garments and prices, or if possible to have our traveller call on you when en route.

The British Rubber Company
MAKERS OF WATERPROOF CLOTHING
469 St. Lawrence Blvd. Montreal, Can.

Taylor-Made

Boys' Garment Hangers



Boys' No. 33B Coat Form with
Trousler Bar, 15 in. wide,
\$7.50 per hundred

The Taylor Mfg. Co.
Hamilton Ontario

Connect now

with the best juvenile line of all—the line of style, fit and wearing quality unsurpassed—

Lion Brand Bloomers

They're made to satisfy and they do. Put Lion Brand in your juvenile displays. They'll sell.



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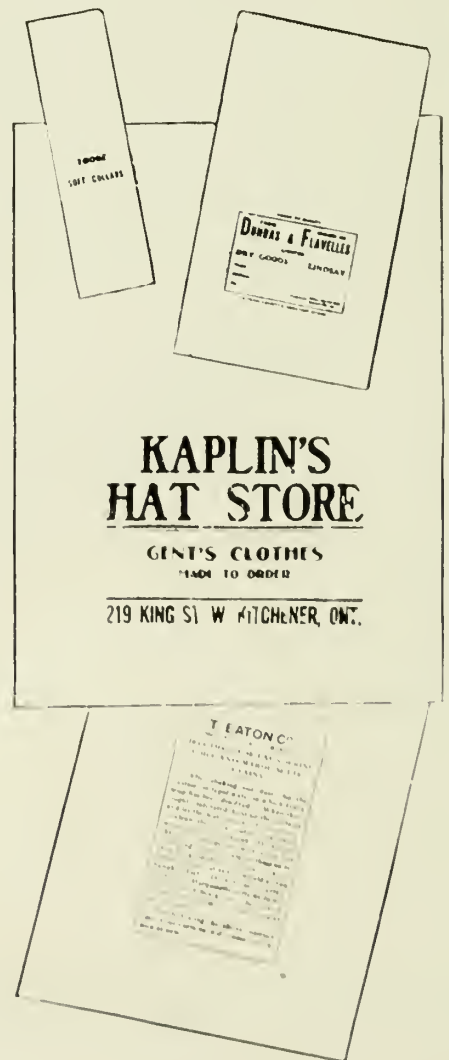
Many dealers are enclosing each purchase in a bag.

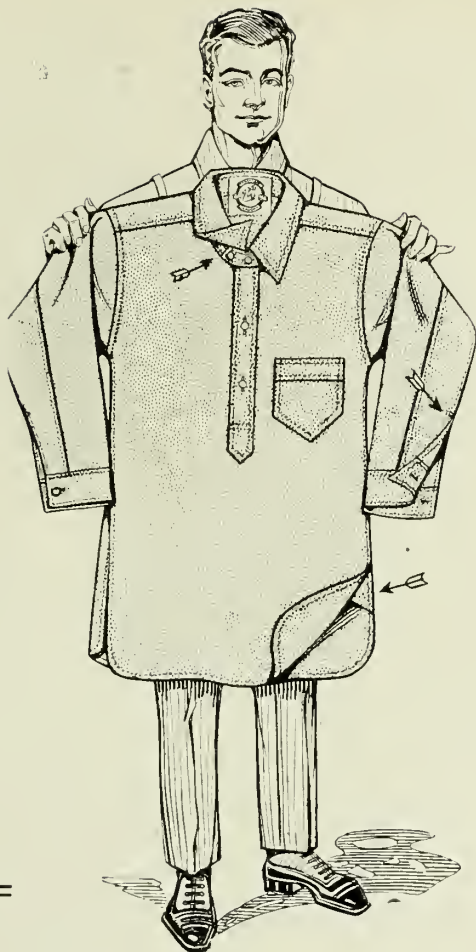
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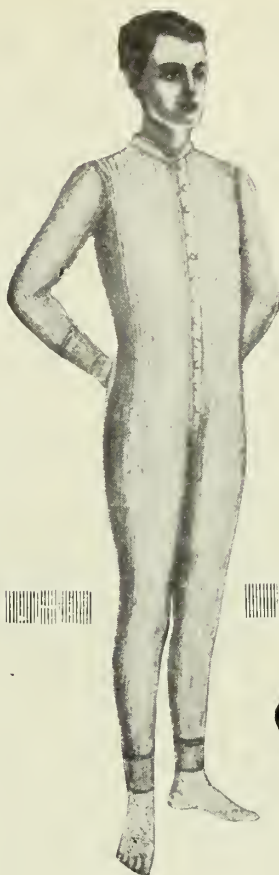
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 TORONTO

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8

TORONTO, FEBRUARY, 1918

No. 2

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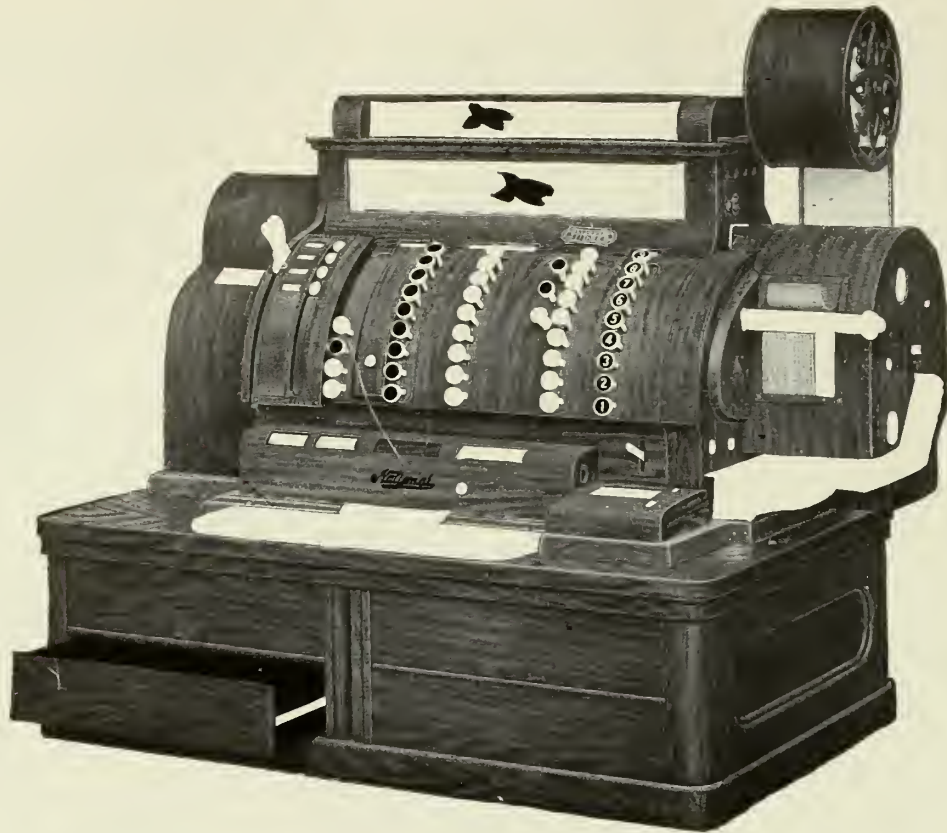
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Men's Wear Review

The Recognized Authority of the
Canadian Men's Wear Trade

VOL. VIII.

TORONTO, FEBRUARY, 1918

NO. 2

EFFECTS OF U.S. CLOTH CONSERVATION

With Win-the-War Spirit National Association of Designers Adopts Drastic Economies, But Result Will be More Perfect Styles—All Elaboration Abandoned—Perfectly Simple Simply Perfect the Ideal in Men's Wear

NO more patch pockets; no more yokes; no more pleats; no more belts; no collars on vests; no flaps on pockets; no outside cash pockets on coats; nothing but the plainest of plain cut full line sack suits for 1918. These are the firm decrees of the National Association of Clothing Designers. The association was meeting in New York while MEN'S WEAR REVIEW was on the press for February, but Canadian representative members returned in time to give an account of the recommendations made for the edition. The question of the hour is, how will they affect the men's wear business in Canada?

Economies Not Mandatory

It was a widely expressed opinion after the 1917 Convention in Chicago that any recommendations for reduction of material used for suits would have to be made mandatory upon all clothing manufacturers in the United States in order to gain the desired results. But the patriotic spirit of the American manufacturers appears to have made this unnecessary, and the recommendations made this year are being adopted at the discretion of the manufacturers in unison with no compulsion laid on any of them by Govern-

ment. There is no compulsion in Canada either. It is unlikely that there ever will be. But the effect of the United States designers' recommendations just made

FANCY WOOLLEN FABRICS MAY COME IN

United States woollen mills are under government order to turn out only the plain staple fabrics for civilian wear. They do so provided the importation of English fancy woollen fabrics is not permitted. But British woollen mills are under government order, making for export only lighter fancy fabrics, and Great Britain controls the world's raw wool supplies to a vast extent. This makes it probable that in spite of government desires to the contrary, there will be fancy fabrics available for the manufacture of men's wear for civilians.

will be to reduce cloth consumption in Canada and at once.

New Styles to Sell This Spring

Some of the new plain cut suit styles will be seen in Canada this Spring. There is just time to get them out. Cutters are

busy on them as you read this. The influence of the States on Canada in matters of style is too important to be overlooked, and it acts quick as lightning. While the full effect of the cloth conservation movement will not become widely noticeable in Canada until early Fall, 1918, as far as Canada is concerned, men's wear dealers will have the new styles before them very soon, and the consumer will be wearing them quite early in the year. This is the opinion of representative designers and manufacturers.

The Designers' Resolution

Following an address on "The Conservation of Wool and Woollen Fabrics" by Henry G. Denison, of the Commercial Economy Board, U. S. Council of National Defence, the National Association of Clothing Designers unanimously passed a resolution appointing a committee known as "The War Service Committee" of their association to act in conjunction with the Commercial Economy Board of the Committee of National Defence in effecting a saving of wool in the clothing industry. Some twenty members of the association present at the passing of this resolution were Canadian representatives. While there is nothing compul-

The Change to Plain Styles Will Be Gradual

While there is a tendency towards leaving out all unnecessary style features on men's suits, there still exists a demand for fancy styles. The best authorities indicate that the change to severely plain styles in new seasons' men's wear will come gradually. Manufacturers who have specialized in fancy suits will not alter suddenly to make only plain suits, though, as a matter of business, in view of the wool shortage, many great manufacturers are studying to encourage plain styles principally. There is no Government compulsion, indeed one early effect of Government order favoring only plain styles would be a swift movement to market of fancy lines before the order became effective. Thus no retailer of men's wear need anticipate any sudden upheaval making fancy styles a drug on the market.

sory in Canada or as yet in the States as regards designing clothes to conserve woollens, manufacturers of men's wear in Canada as in the States will undoubtedly do their best to bring about the patriotic end in view.



Single breasted two-button young men's novelty sack with slanting breast pocket, and two lower fancy patches. This style is further evidence of the fact that fancy styles cannot be immediately abolished, but must disappear gradually if at all.

Design Decisions in Detail

A considerable number of military sacks were shown at the convention and also a number with the flare effect. Shoulders are tailored after natural lines. Coats are form-fitting. Belts, fancy flaps, patch pockets, pleats, yokes, vents, and cuffs are eliminated. There will be no collars on vests. Pockets are largely of the slash variety and in both welt and piped effects. Buttons will be higher, giving a short-waisted effect. Cuffs will not be featured at all. The maximum length of single-breasted sacks will be 30 inches. Trousers will be interfered with less than had been anticipated. Cuffs on pants are optional, but will be eliminated to some extent. There will be no flaps and side straps. Dress coats are slightly shorter, and will be fashioned in the high-waisted effect to show more of the waistcoat.

Overcoat Economies

A few styles of military overcoats are again shown, and these are of somewhat modified lines. The raglan will again be featured, and it will sell well with a certain element of the trade. The ulster is shown with raglan shoulders also, and there will be a short, form-fitting ulsterette. In addition, for those who prefer it there will be the semi-fitting and loose-fitting ulster. These will be provided with a half belt, without which it would be rather difficult to manage. Overcoats will be 43½ inches in length; ulsters, 48 inches. Maximum sweep of overcoats will be 65 inches; for ulsters, 70 inches.

One of the overcoat features will be

that of a narrow convertible collar. On the three-quarter length overcoats the velvet collar will be featured, and particularly on Oxford grey materials. Some anticipate that there may be a demand for velvet cuffs, and they will probably be shown.

French facings of all kinds in overcoats are to be avoided. Ordinary facings as small as possible are to be used in these, and in coats and vests of suits as well. No cuffs are permissible on overcoats if the recommendations are fully adhered to, as they will be. A small tab is to be allowed, however, by which the sleeves can be brought into narrower compass at the wrist. This is for utility. The aim of the conservation of woollens through manipulation of styles is to achieve maximum utility with minimum waste of woollen material.

The Double-breasted Coat?

There was doubt in the minds of the designers assembled at New York as regards the double-breasted coat. Washington authorities wanted to have it done away with until after the war or until more woollen goods are available. But in their recommendations for cloth conservation the National Association of Designers did not entirely discard the double-breasted coat.

"There may be double-breasted coats for 1918," said one Canadian member of the association. "We want to do all we can to conserve woollen goods, but not at the cost of any well-defined field of the men's wear business like the market for men's double-breasted coats. We may meet that demand."

"Nothing was put on record as to abandoning the cuffs on pants," remarked another designer who attended the convention at New York, "and I don't think there will be many double-breasted coats," he said.

Cuffs on Pants Probable

A Montreal designer who attended the convention is of the same opinion; and an interesting opinion in connection with cuffs on pants comes also from Montreal.

In the view expressed there cuffs on pants can either be styled or not styled without affecting amount of cloth used in the slightest. For instance, an average trouser leg is 32 inches from the crotch to the bottom of the leg. In sending out pants of this measurement the manufacturer has to take into consideration the normal man (by no means the average man), the tall man, and the short man, the man with long legs, and the man with stubby legs. Allowance is made for the requirements of such men whom the rest of the suit may fit exactly by leaving four inches of cloth turn up besides the 32 inches of pant leg proper. Now the tall man with very long legs who wants that suit can probably have no cuffs to his pants, but the short-legged man can have cuffs without any waste of wool, for the four inches extra have to be allowed anyway.

Since young men's style pants are still being worn at boot-top length, and since wool conservation will probably main-

tain this length during 1918, the designers' discretion as to cuffs for pants is understandable.

A little "English" is going to be the thing in pants under wool conservation conditions in the States during 1918. Narrow is the word; quite narrow. The recommendations say that all "peg top" trouser styles must be abandoned. There will be no flaps on pants pockets either. Where buttons are fitted for hip pockets they will button through.

About Boys' Clothing for 1918

Conservation of woollens is not going to affect styles in little boys' garments very markedly. The designers of the States are very certain that it is absolutely necessary in the interests of active business in boys' clothing to allow a certain amount of elaboration. It will not be very extravagant. Every effort will be made to conserve woollen goods also in this direction, but some freedom has to be allowed to fancy in producing clothing for boys, especially for the little boys whose mothers buy for them.

There will be pleats on boys' clothes



The new "eyescent" pockets form a feature of this high waisted form-fitting sack which is made up soft without padding. In the illustration the buttons are missing. They are two in number, placed high, and near together, the top one a shade above the narrowest part of the waist, the lower one just about where the curve of the pockets would meet the front line.

and belts and little embellishments to give a fancy appearance to little boys' lines. But the pleats will be narrower, and there will be conservative tendencies always with a view to saving waste in materials. There will be a good use either for selling purposes or for wearing purposes for every pleat patch

pocket or belt designed for boys' wear in 1918.

The bloomer knickers will be as usual. Boys have an inborn natural horror of knee-breeches. Even the little boys quickly outgrow the Lord Fauntleroy stage of apparel, and very soon (far too soon from mother's point of view) comes the "Just like dad" stage, which in 1918 will incline boys' wear towards the plain styles their dads and big brothers will be wearing.

But the slightly embellished styles for small boys have always been very popular, and designers are agreed that it would be difficult to secure any great saving in woollen material from this field of clothing manufacture.

The Saving to be Effected

The average probable saving of material on each man's suit may not exceed three inches, the suggested amount being from 2 to 4 inches on each suit or overcoat, but when based on the annual business represented by the National Association of Clothing Designers (estimated at \$600,000,000) it can be readily understood that the financial saving will

be great and the yardage saved will total many hundreds of thousands of yards.

Canadian designers have a real earnest desire to work in concert with the programme presented by the Economy Board of the United States if there is co-operation from the manufacturers, as they anticipate there will be. If the Canadian Government desires their co-operation they have expressed a willingness to meet their reasonable wishes, and manufacturers can do much toward assisting to a concerted action in eliminating fancy and unnecessary styles. As one designer suggested to MEN'S WEAR REVIEW, the U. S. Government do not wish designers or manufacturers to "create any artificial demand." They are quite willing that men should have good garments, fashioned after rational tastes.

Plain Serviceable Styles

"What the association's recommendations amount to is this," said a Toronto designer on his return from New York: "The makers of clothing for men in the United States and Canada want to help win the war as much as anybody, and to

do that business requirements are fully as important as wool conservation. So what we are doing is planning to make good, plain, simply cut suits in which there is not an ounce of unnecessary material used, but which still give every expression to the lines of good style and clothe the wearer with comfort and dignity. It's a good ideal to aim at under any conditions, and doesn't limit the skill of the designer in the least, but rather calls for more of his genius to secure the



This form-fitting sack is the same as in the style with the "crescent" pockets, but has flaps to the pockets (showing that in spite of wool shortage such features will not be absent entirely). Note that the pockets are placed higher than in previous years. This is a distinguishing feature of some of the newer styles.

Retailer Urges Retention of Trouser Cuff

THE conservation talk of late has brought out a great burden of suggestions of the way this change or that in the styles of clothes would conserve the available supply of cloth. Pleats, patch pockets, belts and cuffs on coats and trousers have been challenged as a wastage of necessary material, and people who have not given thought to the matter are willing to admit the wisdom of this sweeping change.

C. W. Day, however, manager of the P. Bellenger Store, Yonge street, Toronto, stands out as a staunch champion of the trouser cuff. Not only, Mr. Day maintains, would the elimination of the cuff not save cloth, but it would actually increase the consumption.

"Think back a year or so," said Mr. Day, "and you will remember the big place that the separate trouser took in the trade. You hardly ever see a separate trouser now. What is the reason? Why, the trouser without the cuff frayed at the bottom far quicker than the cuffed trouser. Of course a man could work his way round with scissors, and restore their appearance for a day or so, but the rubbing on the boot would soon start the trouble again. By the time the trouser was turned up once the limit has practically been reached, and a perfectly good suit was either discarded, or a new pair of trousers purchased.

"Now the cuff is an actual protection. To begin with, it permits of the trouser being worn higher above the ground. Then, too, the body of the cuff, and its weight, keeps the trousers hanging well away from the leg, and saves them from bulging at the knee as early as they otherwise would. They do not ride on the boot as the cuffless trouser does, and consequently they do not fray as soon, and when they have frayed, a tailor can turn up a quarter of an inch, taking the material from the width of the cuff, not from the length of the trouser. So the operation can be repeated several times if necessary."

The other suggestions might help to save goods, Mr. Day thought, but to talk of doing away with the trouser cuff was certainly a step in the wrong direction.

perfect result. For there's no concealment for faults of design in a perfectly plain cut suit."

Designers Not Handicapped

So far from being handicapped in their art by the restrictions as to use of material clothing designers are rather stimulated to greater achievement. Just as the greatest artists get their effects with the fewest lines, so the best designers make masterpieces in men's wear with simplest of style and minimum of elaboration. The standard is higher in simple apparel. There are no pleats and folds to help hide defects. The very austerity of the style that conserves woollen goods requires perfection of design and cut.

Conservation can be effected to a great extent, and satisfaction still given to the trade by getting style "into" the clothes rather than style "on to" them.

That's how a Montreal designer expressed it; and that's what the wool shortage should mean to men's wear.

BEST AND WORST OF THE WOOLEN SITUATION

Pessimism Points to an Actual Wool Famine—Optimism Declares That There is Wool Enough—Both Sides Agree That High Prices May Remain—An Economic Reason For High-priced Wool is Suggested

“Wool! Wool!” cries the alarmist anxiously.

“Wolf! Wolf!” answers the optimist unperturbed.

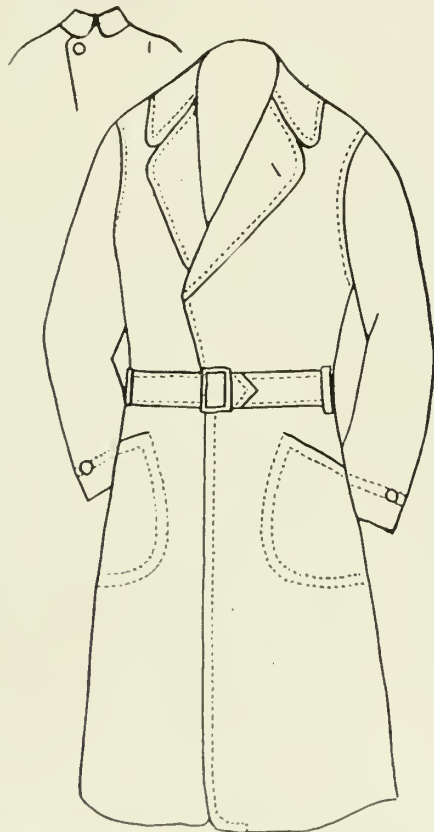
Which is it? Is there real reason for anxiety, or is there wool enough?

Money talks, and money's answer to the question is to quote prices for woollens.

The alarmist view seems almost justifiable.

Wool Shortage or Wool Enough?

But the optimist has an answer ready:



Young men's single breasted fly-front Trench Overcoat with convertible collar, and imitation patch pockets (effected by neat stitching). Though wool conserving to a considerable extent as compared with former styles of "trenchers," this overcoat keeps the belt, and is by no means skimpy, as can be seen. The convertible collar is a clever touch. Stitching is used effectively as a completely wool conserving embellishment. The absence of cuffs will be noted. Stitching here is used as a finishing touch.

“Woollen prices are high and will be for a long while,” he says. “There's all kinds of wool in Australia and New Zealand and South Africa, but Britain controls every pound of it, and besides there are no bottoms to carry it in a hurry to manufacturing centres. This accounts at once for the stories of scarcity, and for the high prices.”

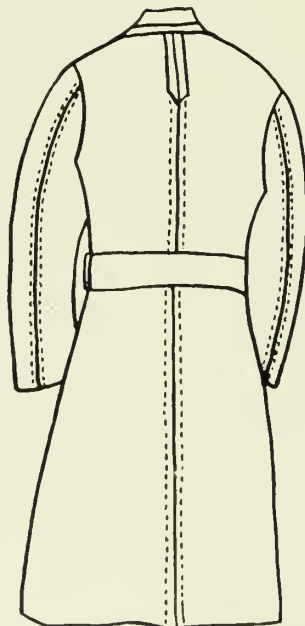
Again the alarmist:

“The Allied armies are consuming wool faster than sheep can grow it. A private in the ranks on active service wears out six or eight suits a year at least. Before he became a soldier his annual consumption of woollen materials

was about one suit. He wore cotton overalls and working garments most of the time. In the army he wears wool, and the wastage is immense. There is reclamation—now—but even with that very little wool from soldiers' suits gets back to be worked up into shoddy and so conserve new wool. This war is costing the world its wool supply. We are on the way to a wool famine.”

Britain Controls Wool

“Greatly exaggerated.” replies the op-



timist, “and there are two crops of wool in the Antipodes awaiting shipment. It all belongs to Britain. The British Government bought it from the farmers at 55 per cent. advance on pre-war prices, and controls the wool market.”

“But,” complains the alarmist, “has not Britain to clothe the Allied armies as well as her own? Did not France and Italy formerly buy woollens from Austria and Germany? Have not Russia and Japan drawn on British wool supplies? Is it not the case that even the United States must have British woollens for their army supplies?”

“To a great extent true,” agrees the

optimist, but without alarm, “and it would not surprise me to see prices of woollens very high for twenty years to come. Britain is determined not to be caught short of wool whatever happens, and Britain can take very good care of the wool business. Fifty-five per cent. above pre-war prices pleases the producers. There will be enough wool to go round, none to waste.”

Price Advances Quoted

“Prices of woollens to the manufacturer of men's clothing have gone up more than 55 per cent. over pre-war figures, and they are still advancing,” says the alarmist. “A manufacturer in Montreal told MEN'S WEAR REVIEW last week that cloth which used to cost him \$1.69 a yard is now costing him \$2.75 and the end is not in sight. We know that plain knit socks which used to be \$2.15 a dozen pairs, are now \$3.35 a dozen. Importers of English woollens are unable to secure one-tenth part of their usual requirements in ordinary weight woollens, and the largest mills in England are able to offer only lighter weight goods in time for the Summer of 1919. The British Government forbids the weaving of thicker woollens except for army purposes, and an embargo prevents export of woollens from both Britain and the United States. It looks as if there were an actual wool famine, and the civilian in Canada will have to go threadbare in the Winter of 1918-1919, or pay famine prices for very inferior woollens.”

On the matter of high prices of woollens to the consumer, even the optimist is prepared to agree. But that there is an actual famine of wool he does not believe.

“Leave it to Britain,” he says. “Britain controls the wool supply of the world. John Bull knows what he is about. There's a shortage of ships, but that's only temporary; and there are two crops of wool now and a third crop coming on in Australia and New Zealand, let alone South Africa. There's enough wool all right.”

John Bull's Business

On the matter of prices of wool and of woollens there is an agreement between the parties. High prices are here, and can't be gainsaid. High prices are here to stay it is also agreed. That higher prices yet may come is almost implied. Watchful woollen buyers are prepared for them. Much depends on Britain. There is an economic aspect to the wool situation which is worth considering. That is the value of Britain's undoubted “corner” in wool as an asset in international finance. To transfer essential supplies of high value wool to any great nation needing them is fully as effective

in liquidating international obligations as to transfer bullion. John Bull no doubt knows what he is about. The chances for cheaper wool while vast war debts have to be met are not noticeably outstanding.

That John Bull knows his business in connection with wool supplies may be gathered from the restrictions placed upon the woollen industry of Britain. The Wool Rationing Committee of the British Government has the situation in hand, and the rations of wool dealt out to each manufacturer quarterly have been getting shorter and shorter. That for the quarter ending March 31st, 1917, was 50 per cent. less than for the previous period. And notice has been given the woollen manufacturers that future rations are to be still further reduced



This outline indicates very nearly the style to be expected in men's conservative sacks as designed to conform with the wool shortage recommendations. There will be slight variations of this style, of course, according to the ideas of designers, but this illustration indicates the neat, quiet, direction of style for this year.

Even the way the wool supply is to be used is strictly specified. Here is the Wool Rationing Committee's edict:

A Strictly Enforced Edict

"Resolved—that in the interests of the national economy of wool the attention of spinners and manufacturers be earnestly directed to the importance of using finer counts and producing goods of lighter weight so as to absorb labor and machinery to the fullest extent, and that it be brought to the notice of the trade that in cases where supplies of wool have run out before the end of the rationing period owing to too little regard having been paid to the need of employing raw materials in the manner best suited to keep machinery running for the maximum length of time, the ration of

wool allowed to firms for the particular period cannot be exceeded nor can a further quantity be issued."

This means simply that the manufacturers who use wool as the raw material of their industry must without fail keep their labor, their plant, and their wool supply steadily employed during the period of rationing (three months).

Few Woollens From U. S. A.

As regards importation of woollens from the United States there is still great difficulty on account of embargo operation. America grows a good deal of wool, and manufactures woollens enough under normal conditions, but with armies millions strong to clothe there develops shortage of wool and woollens in the States. They have been over in Canada looking for woollens and knit goods, and they are buying Canadian raw wool eagerly. Before an importer of woollens in Canada can secure a piece of goods from the States at present the exporter must prove that the goods are not needed for military purposes, and must apply to the U. S. Government for a license attaching a sample of the cloth and a statement of the exact amount of scoured wool in it. Then perhaps a permit for its export may be secured since the authorities at Washington are not anxious to hamper Canadian trade with the States and will allow goods to go out to Canada as long as they are not needed as war supplies in America.

Canadian Woollens Benefit

Canada's own woollen mills are doing all that a young industry can to meet the demand, but woollen buyers find it impossible to get goods enough or fast enough out of them. One good feature of the woollen shortage is that it has helped Canadian woollens into their own rightful place as a first-class textile product. The old prejudice against Canadian-made woollens is passing away. It was an unmerited prejudice. Many a Canadian-made line of woollens is better far at its price than any imported line that is more costly. Many cheap Yorkshire cloths have been actually marketed as "Canadian" while the better priced real Canadian goods were being sold as "imported."

"A Canadian cloth half the price of an imported line will wear three times as long. I know it from actual experience," declared a buyer for a considerable firm in the woollen business. "We are paying the price now for Canadian goods, because we are saying to their producers 'Only show us goods that you can deliver and we will pay for them gladly.' That is one good effect of the wool shortage."

NEW DEVICE IN RAIN COATS.

The British Rubber Co. of Montreal have secured a valuable patent in the "Air-in" raincoat. "The coat with lungs," so it is called. By a unique device ventilating holes are inserted in the back of the coat and under the arms in such a way as not to affect its use-

fulness as a rain shedder, and at the same time to give perfect ventilation, doing away with that stuffiness so often felt in the wearing of a raincoat, particularly on a warm day.



Room for some cloth conservation here.

\$500 FOR HALIFAX SUFFERERS

W. E. Lugin, the Halifax representative of W. R. Johnston & Co., wholesale clothiers of Toronto, received from his firm a cheque for \$500 to be used toward the relief of the Halifax sufferers at the discretion of the company's local agents, W. F. Page, W. F. Murriss and Archibald Graham. The money was finally given in hundred dollar lots to five ministers of different denominations, to be used as these men thought best.

GOODS INSTEAD OF MONEY

The Galt City Council, which voted \$500 for relief of Halifax sufferers, learning that underwear and clothing were greatly needed in the affected city, invested the money with Galt concerns who are making these lines, sending forward the needed apparel instead of the money gift itself. The underwear was secured from the C. Turnbull Co. and the Galt Knitting Co. The overcoats were purchased from Newlands & Co.

NOTES

J. C. O'Connell, of O'Connell's, Ltd., Victoria, was recently elected president of the Victoria Rotary Club. Mr. O'Connell is an old Lindsay boy.

C. H. Mason, men's furnishings, Preston, Ont., is retiring from business and disposing of stock.

Palter Bros., cap manufacturers, Toronto, suffered small loss from water.

Edelstein & Flagman have entered the men's and boys' furnishing and clothing business in Chatham. Their store is located at the corner of King and William Streets.

HOW TO CALCULATE COST OF DOING BUSINESS

The Operations Are Exceedingly Simple—The Tremendous Importance of Distinguishing Between the Percentage Cost of Doing Business as Reckoned on the Selling Price, and as Reckoned on the Cost Price—Getting a Desired Profit From Effort Over All Costs of Doing Business.

By John C. Kirkwood.

THE ascertaining of the percentage cost of doing business is as simple a calculation as can well be imagined—just simple addition and simple division. You add up your annual expenses—for rent, salaries, delivery, etc.; multiply the total by 100; and then divide by your total annual sales. The result is your cost of doing business in the form of a percentage.

Suppose that your total annual sales are \$20,000; and that your total annual expenses (including an adequate salary for yourself and a desired profit over all) are \$4,500; then your percentage cost of doing business (reckoned on your selling price) is:

$$\frac{\$4,500 \times 100}{\$20,000} = 22\frac{1}{2}\%$$

Note carefully that this 22½% is a percentage on your selling price, not on the cost or invoice price of goods.

The Danger of Bad Arithmetic

Just what is signified by this warning to be careful to distinguish between the percentage on the selling price and the percentage on the cost or invoice price will be made clear by an illustration.

An article costs, let us say, \$1.50, and sells for \$2.25. That is, the gain on cost price is 75 cents, or 50%. This gain of 75 cents on the cost price is one-third of the selling price, or 33 1-3%. That is, 33 1-3% of the selling price is the same as 50% of the cost price. It would be quite wrong, therefore, to increase the cost price by 33 1-3%, which would give only \$2.

To get the correct selling price, one must convert the percentage advance on the selling price into the equivalent percentage advance on the cost price; and then advance invoice or cost prices by the proper percentage. Many a retailer has bungled things here, to his great loss.

Costs Are Reckoned on the Selling Price

It is tremendously needful, in the interests of profitable trading, to make clear, and to understand clearly, the difference between the percentage as reckoned on the selling price, and the percentage as reckoned on the cost price of goods. And here let it be said that in common practice and talk, the percentage cost of doing business is reckoned on the selling price. That is, when a man says that his cost of doing business is 16%, he means 16% of his sales.

To illustrate this:

Brown does a business of \$25,000 a year. His expenses, including a desired profit over and above all costs (which

Cut out this article and put it in your ledger, or elsewhere, where you can consult it whenever in need of its counsels and teaching.

Not often—perhaps never before—have you had the subject dealt with so fully and so plainly presented as in this contribution.

It would be well nigh impossible to exaggerate the importance of the subject of the cost of doing business in its application to every business, including the businesses of retailers whose capital is \$5,000 or less. 95% of those who fail are doing business on a capital of \$5,000 or less; 75% of the reasons for failure are personal, and, therefore, correctable; and 90% of those engaged in business get no profit from their effort. In the face of this authenticated history, it should be clear that every retailer should be greatly concerned to conduct his business better—and more profitably for himself.

should include an adequate salary to the proprietor), amount to \$5,000. Then Brown's percentage cost of doing business is:

$$\frac{\$5,000 \times 100}{\$25,000} = 20\%$$

In this illustration, it is clear that the invoice cost of the goods sold by Brown is \$20,000, for his \$25,000 sales include \$5,000 for expenses and profits. That is, Brown gains \$5,000 on the cost price of his goods, or 25%. Thus it is seen that 25% on cost is the same as 20% on sales; or, vice versa, 20% on sales is the equivalent of 25% on cost. But when Brown talks of his percentage cost of doing business, he does not say, "It costs me 25% to do business," but, "It costs me 20% to do business," meaning 20% on sales.

Why Costs Are Reckoned on the Selling Price

In ascertaining the cost of doing business, it is simplest and easiest to make the reckoning on the selling price. You know your annual total sales; and you know your total annual expenses (including a salary for yourself, plus a desired profit over all). With these two known things, the percentage cost of doing business is a simple calculation; it is determined by the formula, as given previously, namely:

$$\frac{\text{Total annual expenses} \times 100}{\text{total annual sales}} = \text{percentage cost of doing business reckoned on the selling price.}$$

Converting Cost on Sales Into Cost on Cost

Knowing what is the percentage on the selling price, how is one to ascer-

tain the equivalent percentage on the cost price, so that he may know the right percentage to add to cost or invoice price? Unless one knows how to make this calculation, one is apt to be at sea; and he may make grievous errors.

The formula for converting the percentage on the selling price into a percentage on the cost price is:

$$\frac{\text{Percentage cost on the selling price} \times 100}{100 - (\text{percentage on the selling price})} = \text{percentage cost of doing business on the cost price.}$$

Let us illustrate this formula by several examples.

When the percentage cost of doing business on the selling price is 16, then the equivalent percentage on cost is:—

$$\frac{16 \times 100}{100 - 16} = \frac{1600}{84} = 19.04\%$$

When the percentage on sales is 20%, then the percentage on cost is:—

$$\frac{20 \times 100}{100 - 20} = \frac{2000}{80} = 25\%$$

When the percentage on sales is 22%, then the percentage on cost is:—

$$\frac{22 \times 100}{100 - 22} = \frac{2200}{78} = 28.20\%$$

When the percentage on sales is 30%, then the percentage on cost is:—

$$\frac{30 \times 100}{100 - 30} = \frac{3000}{70} = 42.86\%$$

These examples will suffice. You see how simply and rapidly you can ascertain what percentage to add to the cost price to equal the percentage on the sales price.

Some Illustrative Examples

Let us now apply what we have learned to actual examples.

We'll suppose that you have an article that costs you \$3.00; and that your cost of doing business (reckoned on your selling price) is 18%. First of all we must convert this 18% to the equivalent percentage received on the cost price. Using the formula we have:—

$$\frac{18 \times 100}{100 - 18} = \frac{1800}{82} = 21.95\% \text{ or, say, } 22\%$$

So we ought to add 22% to the cost price. That is, when the article you have to sell—a hat, a pair of boots, an oil stove, a picture, a piece of china, or anything else—costs you \$3.00, and you add 22%, you get the correct selling price of \$3.66 (which you may make

\$3.65 or \$3.75, as you please; only you know that you should get at least \$3.66 to obtain the right proportion of your costs of doing business, plus a desired profit).

But suppose you deceive yourself, and add only 18% to the invoice price, saying, "It costs me 18% to do business; therefore, I ought to increase the invoice cost by 18%." In such case, your selling price would be \$3.54. As we have seen, you really require to get \$3.66; so if you sell at \$3.54 (probably at \$3.50), you will be losing 12 cents and probably 16 cents.

You may think this not a very serious matter. Perhaps it is not in respect of individual items of small amount; but if you make the same error on all your sales for the year, the loss you sustain becomes a very heavy one and may mean that you will work all year for nothing, failing to obtain the desired profit.

Calculating Errors in a Year's Turnover

Let us look into this matter on the basis of a year's business.

We'll suppose that the goods you sell in a year cost you to buy \$30,000; and that it costs you 18% of your sales to run your business (including an adequate salary for yourself, and a desired profit over all). 18% on sales, as we have seen, is 22% on cost. Which means that you ought to get \$36,600 for the goods which cost you \$30,000 to put into your store. Now if you add only 18% to invoice cost, you will obtain only \$35,400—a difference of \$1,200; that is, you would be losing just \$100 a month, which may be the profit you have aimed at obtaining.

When one remembers that ample and official investigation shows that 90% of all those engaged in business get no profit from their effort, one has, in the above example, a hint as to why many men in business work year after year, for nothing.

Losing a Dollar 1,400 Times

Let us take another illustration. You are a hardware dealer, we shall suppose. You discover that your cost of doing business equals 17% of your sales (which 17% includes an adequate salary for yourself and a profit of \$1,000 or so over all expenses, as a reward for your year's effort). Now 17% of sales is the same as 20.5% on cost (as per formula).

We'll suppose that you want to ascertain the correct selling price of a stove which costs you to lay down in your store \$24. Clearly you must add 20.5% which gives you a selling price of \$28.92; or say, \$29. But if you make the error (as many do) of adding only 17%, you get a selling price of \$28.08, or, say, \$28. That is, you would be losing a dollar on every stove sold.

Now, suppose that you are working on the assumption that it costs you 17% to do business (reckoned on your sales); and that you sell goods in the year which cost you to buy \$40,000; and that you add (erroneously) on an average, 17% to cost or invoice price, your total

sales revenue would be \$46,800. But, as we have seen, 17% of sales is the same as 20.5% of cost price; which means that you should have obtained \$48,200 for the goods that cost you \$40,000 to buy. Because of your error in marking your goods, you have lost \$1,400 which you expected and desired to get; and this loss of \$1,400 probably means that you have worked all year for just wages; that you failed to obtain any profit on effort. It really means, in this example, when you sell goods costing you \$40,000 for \$46,800, that you

In order to save you time, the following table showing equivalent percentages in the cost of doing business is provided.

When the cost of doing business reckoned on the selling price is:	Then the equivalent percentage, reckoned on the cost price is:
9%	10%
10%	11.11%
15%	17.65%
16%	19.05%
20%	25%
25%	33.1-3%
30%	42.86%
35%	53.85%
40%	66.2-3%
50%	100%

For other in between percentages, use the formulas as follows:

(1) *To ascertain the percentage cost of doing business reckoned on the selling price:*

$$\frac{\text{Total Annual Expenses} \times 100}{\text{total annual sales}}$$

(2) *To ascertain the percentage to add to cost or invoice price, when one knows the percentage cost of doing business reckoned on the selling price (as ascertained per formula above):*

$$\frac{\text{Percentage on sales} \times 100}{(100 - \text{percentage on sales})}$$

Memo: Cut out this table and statement of methods, and paste same in your ledger.

are recovering only 14.5% on sales instead of the 17% required.

It is worked-out illustrations such as those given that should convince you of the tremendous importance of knowing accurately just what it costs you to do business; of avoiding the fatal error of adding to cost price the percentage reckoned on the selling price.

Be Sure to Provide for Salary and Profit

If your costs of doing business do not include a sum representing a desired net profit over and above your operating and other costs (which should include an adequate salary for yourself sufficient for your own and your family's needs), be sure to add to these costs the amount you desire as profit on your year's effort. Failure to figure in a net profit for effort and the risk of capital means generally a profitless year.

Brown's Case By Way of Illustration

As an illustrative example of this study of percentage costs, let us state a case.

John Brown, merchant, has total sales of \$46,500. His year's expenses are as follows:

Rent	\$ 600
Freight, etc. (on incoming goods)	400
Salaries (2 men besides himself)	3,500
Fixed Expenses (taxes, fuel, insurance, etc.)	200
Delivery, (including horse and wagon upkeep, stable, paper, twine, etc.)	600
Incidentals (including printing, advertising, postage, telephone, cleaning, repairs, etc.)	350
Losses (including bad debts, shrinkage, spoilage, thefts, donations and subscriptions, discounts given, etc.)	250
Interest (on capital, on bank overdrafts, etc.)	350
Depreciation (on furniture, horse, wagon, equipment, etc.)	150
Total	\$6,400
Add to this the net profit Brown desires on his year's effort say	\$1,600

or a total cost of doing business \$8,000

That is, Brown's cost of doing business is (according to the formula previously stated):

$$\frac{\$8,000 \times 100}{\$46,500} = 17.2\% ; \text{ say } 17\%$$

This 17% is on the selling price. Converted into a percentage on cost price, and following the formula previously stated, we have

$$\frac{17 \times 100}{190 - 17} = \frac{1700}{83} = 20.5\%$$

That is, Brown would have to add, on an average, 20.5% to invoice costs to recover the \$8,000 required costs of doing business + profit on effort.

If Brown's sales are \$46,500, and if they include \$8,000 (costs of doing business + net profit), then it is clear that the invoice cost of the goods sold in the year is \$46,500 - \$8,000 = \$38,500.

This illustration should prove suggestive and helpful to the man who wants to know how to calculate the costs of doing business, and how to apply these costs, when reduced to percentages.

This Way Fortune Lies

To sum it all up; and to make it very practical:

- (1) Take your sales for 1917;
- (2) Reckon up your expenses of doing business, omitting no item or class of item;
- (3) Include an adequate salary for yourself, sufficient for your own and your family's proper needs;
- (4) Include, also, a sum which you think is just as a profit on your year's effort;
- (5) Ascertain, from those two sets of

(Continued on page 45)

A LITTLE BRIGHTNESS IN GOTHAM STILL

Despite Doleful Predictions, Wars and Rumors of Wars, Our New York Correspondent Sees a Few Colorful Touches—Borders on Handkerchiefs Popular.

IN these troublous times when *The Providence Journal* is almost daily spreading gloom and hatred through the land by the discovery of some new machination of the perfidious Hun, it is mighty difficult to keep up our cheerful spirits. The thought that England has cornered most of the wool, and that the Germans have eaten most of the Belgian hares that used so obligingly to provide us with felt hats, is enough to chasten anyone's spirits, without the constant reiteration of these solemn facts. Even if more of the product of the sunny south is creeping into our wearing apparel every day, there is no reason for us to mope. There ought to be a commission to investigate and suppress those gloomy guses, who go about knocking the joy of life on the head by stating that within a year's time we will be going around clothed in the pristine simplicity of the late Mr. and Mrs. Adam.

The world is still full of a number of things, even in the line of clothes, to arouse our interest, even if at the same time they sometimes arouse our mirth.

SOME UNIQUE WAISTCOATS

Take waistcoats, for instance. All this conservation talk has not sufficed to discourage some folks, as some models we have seen of late attest. The sight of them after erasing all that melancholy drooling about what we were not going to be permitted to wear was as refreshing as an ice cream soda dropped on a drouthy camel in the Sahara. It isn't going to help the Kaiser to any great extent if we do put a little bit of cheer into the clothes we wear.

THE FORM-FITTING IDEA

But to return to those waistcoats, that we left a block or so back. You will note a tendency to tamper a little with the lower lines, that since time immemorial have been running round toward the backbone with just a suspicion of an upward tilt. One of these novelties was probably devised by a reformed collar cutter who hadn't made quite a complete reformation. The idea of course is that instead of the straight line the lower edge should retire with gently sweeping curve. That certainly gave a collar-like point, and it must be admitted that when John Algernon was standing up it looked just a little bit all right. But as those goggle-eyed lads, who hide their intellect behind a pair of horn glasses, would say, "there's always a fly in the ointment." You see this curve of beauty sloping upwards has a tendency to shorten the waistcoat, and when a man stretches himself gracefully, especially if he wears a belt, he is liable to show several inches of shirt, and even silk shirts do not look well at the equator. The only way that presents itself is to have the trousers cut after the English mode, well up under the arms. But then, of course, a belt would simply cease to do business in that locality.

STILL UNNECESSARY FLAPS

Well there you have it friends, think the problem out for yourselves. This waistcoat, all the clothing gatherings to the contrary, has a patch over the lower pockets. It would have been a square patch if that cutter aforementioned hadn't trimmed an angle off each side, making it like a decapitated cone. Here's another style, modeled something after the fashion of a riding waistcoat, with a severely square bottom and very long V-shaped points. It has a waist seam that might discourage its use among those chaps who have the general appearance of being "reglar to their meals." It has also a little bit of novelty in the matter of pockets. The lower ones showing a square flapped effect, while the top pockets show a slight slope inward and downward.

SOME STRIKING OVERCOATS

But enough of waistcoats. This is more a season to discuss overcoats anyway. That reminds me of a coat that I saw recently. It was made of plaid homespun, lined with muskrat, and with a plucked muskrat collar. The homespun had what the designers called an indefinite stripe. Indefinite seems hardly the word, but let that pass. The stripe criss-crossed the coat at regular intervals of about two inches, and the stripe was green. Of course if you can wear your clothes "with an air," this thing would be a real acquisition for informal wear, but minus that "air" you would probably be mistaken for the member of a minstrel troupe. A little more unobtrusive in design is a black double-breasted coat of vienna with a Persian lamb collar, and a lining of moleskin. Where

(Continued on page 45.)





The Mirror Points the Moral

WITHOUT colors the above illustration of a neckwear and shirt trim loses much of its attractiveness.

The imagination, however, can fill in to some extent what is lacking to the eye. As is brought out in the show card this is Rainbow neckwear which is being shown, in other words ombres with the colors shading into one another. In the centre of the trim is a large circular mirror and around it is wrapped the ombre tie silk.

That mirror had, M. L. Birrell who trimmed the window states, great effectiveness. In the first place it caught the eye of the passer-by, caused him to stop and inspect the trim. It threw back at the passer-by a reflection of himself. It thus often forced home the opinion that a new tie would be very desirable.

A large number of ties were directly sold as a result of this display and the sale of shirts, which it will be seen were shown in connection with the ties, was stimulated also.

MEN'S WEAR REVIEW

THE RECOGNIZED

AUTHORITY OF

THE CANADIAN

MEN'S WEAR TRADE

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EDITORIAL NOTES

ONE thing about the recent big storm anyway, it kept the small town buyers at home.

* * *

THE aim of the men's clothing designers is now to put style *into* their suits rather than *onto* them.

* * *

AND, thanks to heavy buying when goods were a little lower in price, the small town merchant had goods to sell.

* * *

THE storm even gave the mail order houses a jolt. But no use counting upon such passing influences to defeat these great institutions. The only safeguard against the invasion of the M.O.H. is a thoroughly alive business.

* * *

NOT for over ten years, say R. G. Dun & Co., have there been as few business failures in Canada as in 1917. The strenuous early war days weeded out the weaker brothers, and the prosperous conditions of the past eighteen months have strengthened the position of the strong.

BACK ON THE FLOOR

FROM many parts of the Dominion comes the word that store help is scarce. In some places proprietors, who for years have been taking only a supervisory interest in their stores, are back on the floor. Well, that will probably be good for the store, and it will certainly be good for the proprietor. A supervisory interest often means a half-hearted interest. These are days for a man to do a big work. It won't hurt to add to the work of supervision and direction that of head salesman as well. Some of the brightest and most prosperous men's wear merchants have for years been acting in this dual capacity. It is quite possible that to this very fact must be attributed a good part of their success.

GOING SOMEWHERE?

ARE you going somewhere, or are you just wandering around?

What are your plans for the business?

Now you have to face the question as to your buying policy for 1918. Perhaps you have already found the answer. MEN'S WEAR REVIEW knows that a number of merchants have.

Are you going somewhere?

Are you going to increase your stock, in the belief that prices will go still higher, and that a purchase even at the existing prices will yield a profit because of this coming advance? We know of a number who are taking this attitude. As one man stated to a manufacturer who remonstrated with him because of the size of his order, "Oh, I'm willing to take my next year's profits in goods."

This man had the money, which made such a course possible. He may not be altogether right in his action. But he is going somewhere, not just wandering around. He has faced the facts as he knows them—the facts about goods and about his financial position—and has determined upon a definite course.

We know some merchants who are taking the other attitude—buying practically nothing, believing this to be a good time to clean up stock.

Others, again, are adopting a middle course—reducing stock, where it is very large, yet purchasing also wherever they see a good opportunity; and all the time sorting up to make sure they will have on hand what is needed; not saying for instance that they need no odd pants, but going over the stock to make sure that they have a sufficient assortment of the large as well as the small sizes before refusing to buy.

Any one of these attitudes may be right; it all depends upon the merchant's position. But all these merchants are going somewhere. They have planned their action. Unfortunately some there are who are simply wandering round. They have no definite policy. If history repeats itself, it is this class of "wanderers" which will supply the business casualties of the coming years.

THE MACHINE GUN NEEDED.

LOYD George, in one of his great speeches, pointed out that of the casualties about 90% are from machine gun fire and less than 5% from rifle fire.

There is a thought here for the business in these days of scarce help.

What is wanted is the machine gun which will make most effective the work of the available men. Enough men with rifles may have done in the past. Now the few men must be made entirely sufficient by the aid of the machine gun.

What is this machine gun of the business? Well it may be any one or all of a number of things; better store arrangement; better equipment; anything which will multiply the effectiveness of the merchant and his clerks; anything which will enable them, though reduced in number, to carry the Saturday night peak loads of business.

PUBLIC OWNERSHIP WORKMEN SLEEP

THE part which the technical and trade newspapers play in their particular fields is too often ignored by public officials and the action of the United States Senate Committee on Military Affairs in calling in Fred H. Colvin, editor of the technical newspaper, *The American Machinist*, to give evidence at the recent inquiry into the Government arsenals would indicate an awakening. THE FINANCIAL POST, under the heading "Public Ownership Workmen Sleep," says: The United States Senate Committee on Military Affairs was not satisfied with the way things were going on at the Government arsenals conducted under public ownership. They called in an expert, Fred H. Colvin, editor of the technical newspaper, *The American Machinist*. He gave some very interesting evidence. His evidence created a great sensation and is leading to a complete reorganization of the arsenals and the War Office officialdom responsible for conditions.

Mr. Colvin declared the Government arsenals at Springfield, Mass., and Rock Island, Ill., do not understand manufacturing principles and have antiquated machinery. Some of the machinery at the Springfield arsenal is fifty years old.

He charged that "an excessive nicety of requirement" in unimportant parts of rifles held up rifle production "tremendously."

The bayonet is only a butcher knife and a sixteenth of an inch would not make any difference," he said, "yet a variation of 1-2000 is sufficient cause for rejection."

"I have photographs taken of men in the Winchester factory playing checkers last August," he said further. "Details of manufacturing had not been decided upon by the War Department. The one great weakness was that everyone hesitated to take the responsibility in deciding these details."

"Were all the men playing checkers?" asked Senator Hitchcock, of Nebraska.

"No; some were sleeping," Mr. Colvin answered.

That the dilatory tactics of the Ordnance Department will prevent first delivery of the Browning machine guns until a full year after the entrance of the United States into the war was again emphasized by the next witness.

General Crozier, the United States Chief of Ordnance, gave orders that Mr. Colvin should be barred from inspecting arsenals because he insisted that expert machinists and not army officers should be in charge.

This experience shows what happens under public ownership. It also exposes the stupid antipathy that prevails among public officials against business and technical papers. Sir George Foster, Minister of Trade, voted to put Canadian technical newspapers out of business. Hon. Mr. Burrell, late Minister of Agriculture, supported a movement that would tax farm papers out of business. Even Mr. Murray, the

Secretary of the Canadian Manufacturers' Association, after recommending every medium of publicity for Canadian manufacturers, from buttons to billboards, deliberately eliminated all reference to the business press.

When the manufacturers wanted to know how to make munitions it was not to the buttons or billboards but to the technical newspapers they applied. The Trade and Commerce department was helpless. The Manufacturers' Association did absolutely nothing for them. Not only did the newspaper, *Canadian Machinery*, show in a series of illustrated articles how to adapt Canadian plants for munitions but they secured the blue prints and specifications for French and Russian shells so that their readers could and did tender on them.

FEWER TRAVELLERS, THEN WHAT?

BECAUSE of the reduced number of available men—because of higher travelling expense, in money and especially in time, because of a scarcity of goods to sell—there is a probability that merchants in the out-of-the-way centres will not see as many travellers as a year or two ago.

The calls of these "ambassadors of trade" will be missed. There is no better friend to a courteous merchant than one of these travellers—men who see much, and who are only too glad to pass on suggestions, suggestions, moreover, which do not grind their own particular axe. Still, if the war results in the number of travellers' calls being reduced—and that seems certain—then the merchant will need to lay his plans accordingly. Greater than ever will be his dependence on the printed message. Perhaps more frequent trips to the buying centres will be profitable.

CHANGES COME GRADUALLY

CHANGES, fortunately, come about as a usual thing rather gradually. The war has to some extent altered this general principle, as it has altered so much, yet the tendency still is toward making haste slowly when it comes to changes.

So it will probably be with clothing styles. There has for some time been a movement toward simpler, more conservative and more conserving styles in men's suits and overcoats. Recently a great impetus has been given this movement, as will be found fully dealt with elsewhere in this issue. There is no need for fear, however, that the change will be so drastic as to leave the store customers unprepared for what they will find in the store to buy. We are going to steadily move toward simpler clothing—that is all. It might be well to sell off supplies of very extreme models, yet the movement away from these can hardly be expected to come in a season. Of course these ultra extreme styles have always formed a small part of the business. They will prove a smaller and smaller part in the future.



A handsome and spacious store, this one of N. E. Papillon's in Quebec City. The arrangement is worthy of study.

FINE STORE GETS TRADE OF ALL CLASSES

N. E. Papillon, of Quebec City, Gets Splendid Business From Farmers as Well as From Students, Soldiers, and the Regular City Workers—Some Good Stock Keeping Wrinkles—Features Special Measure Clothing

THERE is an inviting roominess to the new store of N. E. Papillon, Quebec City. New perhaps is hardly the right word to use, for this establishment has been opened now for a little more than a year. However, the store still has a very spick and span appearance, and it is comparatively new to Mr. Papillon and his son, Eudore, who, for years before going into this new establishment, had been doing business further down the street.

The present store was built by the occupant to the end of making a splendid men's wear establishment. As a result every feature has been made work to this end. The large windows at the back give splendid light throughout the whole store. Moreover, this light will hardly be interfered with at a later date, for the store is built on a hill which runs away at the back preventing the possibility of any building up blocking these rear windows.

Stock Under Glass

The illustration used herewith gives a very good idea of the store interior. Of course, the architect had ample room to work in, for the store measures 34 ft. x 86 ft. Yet even so splendid advantage

has been taken of this, and as has been said there is an inviting appearance about the whole floor.

A great part of the stock, it will be seen, is kept under glass in modern fixtures. Every once in a while some retailer rises to remark that these high-class fixtures are inclined to scare away farmers' trade. This has not been the experience of the Papillons, father and son. "You are the furthest store along the street," a traveller frequently says to Mr. Papillon. "Yes," comes the answer, "but we are the first along the street coming into town."

This simply means that they are in a very favorable position for getting business from the farmers, and such business is coming in large quantities—coming, moreover, in spite of the fact that the business transacted is all on a cash basis.

A Pointer on Keeping Hat Stocks

In the interior illustration given the hat department will be noted at the left. There is one feature here which cannot be shown in the photograph yet which would be of value could the men's wear trade of the Dominion see it. The hats are kept telescoped, and on the outside

hat is a ticket showing the size of all hats which are within. This simply means that when a customer comes in and asks for, say, a 6 $\frac{7}{8}$ s, the party who is waiting upon him can very quickly ascertain where there are such sizes. It is not necessary to draw out a large number of hats in order to discover the few of the size. The tickets indicating the sizes of the hats are kept up-to-date. This can easily be done. When one hat of a certain size is sold that number is struck off the card, which is kept on the outside of the telescope. When new hats are placed in stock of course new cards have to be made out.

Sells to the Soldiers

This store is near a large college and caters for business from the students. Also it has for some time past been doing a large business with the soldiers—not only for military lines—in fact, not as much for military lines as for other goods, such as underwear, sweaters, handkerchiefs, socks, etc.

A very high-class line of goods is carried in this store and there has been no difficulty in selling these in spite of the high prices which have had to be

asked. Mr. Papillon, moreover, looks for a splendid year's business in 1918.

Special Measure the Thing

In clothing some ready-to-wear is handled, and very satisfactory business is done with this. The store, however, is featuring the made-to-measure service. The policy is to concentrate on about two lines—lines which Mr

Papillon is certain will give satisfaction when the delivery of the suit is made. The business is growing all the time, but has at the present moment reached a very satisfactory proportion. It will be noticed in the photograph that there is a clothing section just at the back of the store. There measurements can be taken without the purchaser feeling that he is

being made in any way conspicuous.

Eudore Papillon has had a wide experience in the men's wear trade, having worked in other sections to get the ideas obtainable there. He is a great believer in window trimming, and makes the fine windows which this store has work continuously. The displays are very frequently changed.



The exterior of N. E. Papillon's fine store. Use of special measure samples in one of the windows is deserving of study—displays drawing attention to this department are, on the whole, too few.

HOW TO CALCULATE COST OF DOING BUSINESS

(Continued from page 39.)

figures—your total sales and your total costs of conducting your business—the percentage cost of doing business;

(6) Convert this percentage cost on sales into its equivalent cost reckoned on the cost of goods;

(7) Mark goods accordingly;

(8) Then make sure that you are selling enough goods at the requisite advance on cost to give you every week the amount, in dollars and cents, necessary to meet your requirements.

If you do all this—and it will take some doing—you can possess a mind at ease; if you fall short, then let the deficit urge you to greater endeavors.

When you learn how hard it is to keep everything up to scratch, you will be slow to put on special cut-price sales; or to give away goods or make friendly allowances to favorite customers. You will be careful in your buying, careful to buy only what you are reasonably sure of selling at a full advance over cost and what can be quickly sold. You will discourage yourself and your staff from taking over-much time to sell goods on which, for one reason and another, you cannot get the full advance on cost which your expense of doing business calls for; and you and they will devote all energy to selling goods whose retail price gives you a bountiful advance over their cost.

So will you become a better merchant, a happier one, a more prosperous one. So will you remove yourself from that poor class of retailers, comprising 90% of all retailers, who get no profit on their effort; and so will you place yourself in that prosperous and rich-growing 10% class who get a profit on their effort year after year.

BRIGHTNESS IN GOTHAM STILL

(Continued from page 40.)

it differs from the average run of coats is in its double-breasted effect, and the wide, braided frogs at the front. These are items that have the appearance of a happy thought in the days when the mercury is trying to snuggle down into the bulb at the bottom of the thermometer.

For milder weather there is a mackintosh made of brownish woolen material, with an interior upholstery of strong waterproof material.

Exit the Form-fitting Style

While on the matter of coats, it might be mentioned that the snug waisted variety so long with us is among the departing guests, and back to us come the easy, slip-on styles. The Raglan shoulder will be considerably in vogue, accompanied by the slashed biased pocket. Rough tweeds and homespuns will once more be the favored cloth.

Just a word about collars. The round cut-away collar, despite the fact that it was the happy thought of a couple of years back, still continues to be the biggest seller on the market, with no hint of a waning popularity. There are other popular lines. The cut-away with a moderate point is being favored to a considerable extent, but it looks as though the average man is going to stick by the established style aforementioned.

Broad Ties Coming

Speaking of collars not unnaturally suggests ties. There is nothing much to note in these except for the ambitious Johnnies who want to walk toe to toe with the favored ones who set the fashions. This is merely a hint dropped, understand. The extremist persons are going in the near future to start wearing ties one and three-quarter inches in width.

As for handkerchiefs, the fancy patterns are coming back into favor, and there would likely be a wild stampede for these were it not for the fact that the supply is limited. Most of these lines are imported, and importing is one of the very poorest of occupations at the moment.

L. A. Gaumont, men's furnishings, Quebec, Que., has sold assets.

National Clothing Mfg. Co., Ltd., St. John, N.B., has been destroyed by fire. Partial insurance was carried.

“HOW TO MEASURE THE VALUE OF TURNOVER”

(Third Address by Frank Stockdale.)

THE third address by Mr. Frank Stockdale, on retail merchandising problems dealt with the subject “How to Measure the Value of Turnover.” The importance of the merchant having a detailed knowledge of profits was emphasized in connection with turnover, which was defined as distinct from volume. An illustration of the method of figuring turnover was given, emphasizing the importance of basing all percentages on the sale.

“The merchandising game is based on the figuring of profits,” said Mr. Stockdale, “that is its foundation and whether you are an advertising man, salesman, buyer, department manager, decorator, bookkeeper, or whatever part of the merchandising plan you fit into, the effect and value and result of your effort depends upon a knowledge of profits, and when we look over the wide merchandising field and see the large number who have not yet got a firm grip upon the matter of profits we must certainly be convinced that it is no easy job. We are pioneering and there is a great opportunity for knowledge along this line.”

“As we go into our merchandising establishments and study the subject, we realize that a great deal depends upon how a man does a thing. Profit is the thing that determines how you are going to merchandise. The thing to consider is ‘Am I getting under my load or is my load dragging me down?’

“Another thing to consider in regard to profits is to adopt methods instead of principles, and the thing we want to watch in studying merchandising problems is that we don’t throw the principle away.

“The principle of handling percentages and the principle of *applying specific facts to specific things instead of applying general facts to specific things* are the ones to study. Every last percentage should be based on the same thing because we want percentages for the sake of comparison.

“All percentages should be based on the sales, and the average man who tries to get percentages of expense on the cost of goods sold gets tangled up. It takes a firm big enough to keep an expert accountant on the job to keep things straight.”

To illustrate the point Mr. Stockdale drew a large circle which represented the sale and marked out percentages for margin, cost of merchandise and net profit. On this basis Mr. Stockdale stated that any percentage quoted would be a percentage of the circle and there was no likelihood of becoming tangled up because it would be based on the sale.

“The two highest retail authorities in the United States and hundreds of merchants recognize this method,” added Mr. Stockdale.

“Nine out of ten merchants with whom I have come in contact, who mix their percentages, never have percentages that tell them very much. If percentage is ‘a sign of relationship’ you must keep the relationship based on some one thing. When you change your base of percentage you have changed

the whole thing and you are going to get tangled up somewhere.”

At this point Mr. Stockdale emphasized that turnover was distinct from volume. “Volume answers the question, ‘How much do I sell?’ Turnover does not answer that question at all as I am using the term. Turnover answers the question, ‘How long does merchandise stay in my store?’ That is a fundamental point to be kept in mind.”

Mr. Stockdale proceeded to illustrate the method of figuring turnover on the basis of securing the facts and figuring it out from them. A problem was worked out, taking an inventoried stock on Feb. 1 as worth \$2,000. Sales for the year preceding were \$6,000. The margin was taken as 33 $\frac{1}{3}$ per cent., which made the cost of merchandising equal to 66 $\frac{2}{3}$ per cent. of selling price which in turn is equal to \$2,000, that is, the goods are worth at selling price, \$3,000. Dividing the worth of stock at the selling price into the selling value it was evident that the stock turned twice during the year.

Referring to this method of working the problem Mr. Stockdale pointed out that it was necessary to know at certain periods of the year how much stock was on hand in order to strike an average which is required in working the problem of the number of turns. On this basis the above method of working the problem is incorrect owing to the fact that the average for the previous year was worked into the figures for this year. Mr. Stockdale emphasized that the closer the average figures ran per month or week of the present year the more accurate would be the result indicating the number of turns of stock per year.

“The usual method is to estimate as closely as possible what the stock is at the end of each month during the year. These figures added and divided by twelve give the average stock carried through the year. If the merchant has \$2,000 at inventory time the chances are he has from \$2,500 to \$3,000 worth throughout the year,” said Mr. Stockdale.

“The average merchant gets only half as many turns as he thinks he gets.”

Referring back to the correct method of doing the foregoing problem Mr. Stockdale indicated that the sales at cost were \$2,000 while the average stock carried was probably about \$3,000, which works out to 1 $\frac{1}{3}$ turns of stock per year.

TO DISCOVER TURNOVER

A rule was given for figuring turnover, as follows: “Divide the year’s sales at cost by the average stock carried.”

“In measuring the value of turnover we want to realize that turnover affects only one kind of expense directly. The two kinds of expense are (1) *Time or carrying expense* and (2) *Labor or selling expense*. The total expenses of the store are divided into time and labor expenses. Time expense is expense that is

directly affected depending upon the length of time the merchandise stays. Labor expense is expense that goes up and down, depending upon the amount of labor necessary to sell the merchandise. We carry merchandise and we sell merchandise, the operations are separate and should be made distinct."

Proceeding to outline some of the expenses in a store in their proper category as expenses, Mr. Stockdale referred the audience to the following list. Under the heading of Labor or Selling Expenses he included: Clerks' salary, owner's salary, advertising, delivery, bad debts and part of general expenses. Under the heading of Time or Carrying Expenses he included: Rent, insurance, taxes, heat and light, interest on investment, depreciation and part of general expenses.

"It is obvious that these expenses go up and down depending upon how long the merchandise stays," said Mr. Stockdale. "Some lines turn much faster than others and so this difference in turnover exists in every store."

Applying the expense percentages outlined above to an actual case, Mr. Stockdale illustrated a store in which the expense of doing business was \$1,460 and the yearly sales were \$6,000. This was on the basis of two turns per year. On the basis of \$6,000 total sales he worked out the following expenses, on the basis of average percentages found to exist in business:—

Clerk's salary	\$ 366
Advertising	156
Owner's salary	180
Rent (at 3 per cent.)	360
Heat and light	60
Insurance and taxes	144
Delivery	36
Bad debts	24
Interest	360
General expenses	162
Depreciation on stock and fixtures	198
	\$2,046

Illustrating the difference in these expenses where less stock was carried and yearly sales were the same. Mr. Stockdale continued as follows:—

RELATION OF EXPENSE TO TURNOVER

"Suppose I put in as much stock in this department as will last a year and I get one turn. The average stock carried is the average sales for the year. Instead I carry only half as much and get the same sales, therefore I am using only half as much space. Expenses of lighting, rent, insurance and taxes are only half the above figures and in the latter two cases only their share of expense is borne."

Following out the method defined of securing the cost of doing business, Mr. Stockdale divided the \$2,046 expenses by the \$6,000 total sales which indicated 34 1/10 per cent. "It is evident the goods in that store have to bear a high profit," said Mr. Stockdale.

"If I carry as much stock on an average as I sell in the year, my interest is 6 per cent., therefore my interest charge in expenses would be 6 per cent. In regard to general expenses, if I turn over my stock twice a year in one case and only once in the second case, that stock must bear its proportion of telephone, etc., expenses for a year where it only turned once and for six months where it turned twice. The same thing applies to sweeping and taking care of the store, therefore we will have to double some general expenses."

Mr. Stockdale defined general expenses as "the place where all expenses are put that the merchant does not know what else to do with."

Referring to the matter of rent, Mr. Stockdale pointed out that if the rent was \$360 on the space where \$6,000 worth of merchandise was sold which turned once a year, the rent on some other department selling an equal amount of merchandise which turned a different number of times would be on the same basis. Thus if the stock turned eight times the yearly rent would be \$45 on the basis aforementioned.

Making a comparison of the cost of doing business as between specialty stores, Mr. Stockdale stated that in the jewelry store stock turned on an average of about once a year and that the expense of doing business was in the neighborhood of 34 per cent. Compared with this he cited the case of the grocery store which turned its stock eight or ten times and had an "expense of doing business" of about 18 per cent.

"If you take the store facts as we have worked them out," said Mr. Stockdale, "you will find fact after fact that will prove that what we have done is sound to the core. There is only one reason why it costs more to sell goods in the jewelry store than in the grocery store and that is the dull seasons with their large selling expenses. Turnover is not the whole thing in business, but it affects all these time and carrying expenses."

"I was in a dry goods store where about two-thirds of the merchandise sold was sold during the months of October and November, but they could not turn off their help during the other seasons. That is a similar condition to the one found in the jewelry store. At holiday time the jewelry store is at the high peak and that means extra selling expense. The whole matter is a question of the 'peaks in business.' People eat every day, hence the continuous turnover in the grocery store."

PUSHING THE LINES THAT SHOW PROFIT

Addressing the heads of departments in particular, Mr. Stockdale continued "it means to you that when you have a line in your store that is bearing a real profit, that is the line for you to push, that is the line to buy and that is the place to put the effort that counts. You want to co-operate with merchandise men in holding these stocks down to where they ought to be and the chances are that in doing that thing you are doing more for that store than if you would sell half the merchandise sold in the store, in your department. Stocks have to be held down until there is a profit."

TURNOVER MAY MEAN LIFE OR DEATH OF STORE

"We find stores turning stock seven times a year in competition with stores turning three times a year in the same line, and the three time stores are having to draw each year on the fund they have laid away in years gone by. As far as managers and buyers of departments are concerned there is a great opportunity to make money by holding stocks down. I know you have to have variety to make sales, but you can get so much variety that no matter how many sales you make you don't make any profit."

Addressing the retail merchants in particular, Mr. Stockdale continued, "A man comes along selling merchandise which you have to sell for a certain

margin of profit. Perhaps it does not average up to what your marginal profit is. *You say you would lose money every time you sell it, but the chances are if that article has been on the market for any length of time and merchants are distributing it widely, the ease of selling will bring down the cost of doing business so that you would have a profit.* I am not advising you to take everything that comes along. You want to judge between men that bring along the right proposition and the wrong proposition. Judge not only between advertised and unadvertised lines, but judge between advertised lines and other advertised lines because there are advertised lines and advertised lines. You see a man getting along fast every once in a while, and the reason very probably is that *that man is keen enough to know what to push and what to sell, and he is keen enough to let the other fellow take the big sales on certain lines while he takes the sales on the lines that show the real profit.* I feel very keenly the fact that one merchant can out-general the other because he lets one fellow sell the goods that make the profit. When real profit gets down to 3 per cent. it does not take much to make a difference between a merchant and store-keeper."

During the discussion which followed, the question was asked as to what depreciation consisted of. Mr. Stockdale in answering divided depreciation into two general divisions, depreciation on fixtures and stock. Referring to the dry goods trade he pointed out that loss through soiled edges of cloth, ends, etc., was depreciation and not markdown.

Answering another query Mr. Stockdale stated that the U.S. authorities quoted in regard to the matter of "basing all percentages on the sale," were Paul H. Nystrom of the U. S. Rubber Company, recognized as one of the leading retail investigators, and W. Salmons of the staff of *System*.

Answering a question in regard to the providing for a definite percentage of markdown when it was a condition of the future, Mr. Stockdale replied that the only way of judging the future was to judge the past. "Everything is uncertain when you project into the future," said he.

"Sometimes you receive goods in much more favorable condition than at other times. You might not have markdowns this year the same as last," was the statement of one merchant in the audience.

To this Mr. Stockdale replied that merchants would have to take into consideration past experiences in regard to markdown.

"Should markdown be classed as part of expense?" was next asked.

Mr. Stockdale replied that this was immaterial for the reason that markdown applies only to a limited number of articles in most stores.

"Don't markdowns affect the percentage of gross profit?" was asked.

"They do," said Mr. Stockdale, adding that where merchants have found it necessary to mark down goods by a certain percentage, that same percentage should be added before computing the net profit.

"If you don't take into account your percentage of markdown you are going to get left," added Mr. Stockdale.

Another query from the audience was as to whether the warning to "keep stock down" applied to present or normal conditions. Mr. Stockdale replied that it applied to normal conditions and also to abnormal conditions when the market is found to be going down.

"Why don't markdowns come under depreciation?" was asked.

"The only reason for keeping them separate is so as not to lose sight of them in the shuffle," replied Mr. Stockdale.

Referring to the grocery business in this connection he pointed out that if there was any particular waste in the store it should be put in a separate account in order to distinguish things. At this point a grocery merchant injected a little humor into the situation by asking why the merchant should keep groceries until they were classed as waste.

Dealing further with the subject of markdowns and depreciation and their relation, Mr. Stockdale pointed out that if there was no considerable amount of markdown it might be classed as depreciation, but if a large amount it should be kept separate so that it would always be before the merchant. He added that there was practically no depreciation on stock which turned over eight times a year.

"Does the rule applying to turnover apply to long-time sales?" was asked.

"Be careful when you talk of turnover to distinguish between capital and stock turnover," said Mr. Stockdale, adding, "a man's capital turnover is undoubtedly slowed down by long-time sales."

"Are there any recognized margins of profit in the U. S. Courts?"

"No," was the answer.

"Do you advise getting rid of lines of goods which do not show profit even if they have advertising value in the store?"

Mr. Stockdale replied that it would depend upon what it was costing him, and added that he knew of stores that kept lines for their advertising value only.

"Could these lines be placed on a paying basis?" was asked.

"There is no line that cannot be made to pay if conditions are right," replied Mr. Stockdale.

Returning to the question of departmentalizing the store, the question was asked as to whether it would be advisable to get rid of that section of the store whose departments merely "broke even" and to maintain only that portion of the store which showed a profit.

Mr. Stockdale replied that it would not be advisable. "I would first endeavor to put those departments on a paying basis, and then if all efforts did not avail I would cut them out unless certain lines were absolutely necessary from an advertising standpoint."

INTERESTING PROSPECTS BY MAIL

Story & Story, of Winnipeg, Have Highly Efficient System of Lining up Prospects by Mail—Folders Bring Results—Keeping "Dead Wood" Off Mail Lists—Compiling List of Prospects.

THE building up of the element of "personal contact" has always been recognized as a factor of utmost importance in connection with retail merchandising, but it is perhaps at its most effective point when applied to the men's wear trade, especially in countries like Canada where the democratic spirit is uppermost.

The experience of Story & Story, men's furnishings dealers of Winnipeg, in dealing with this all-important topic is of great interest, and the measure of success which has resulted from close attention paid to mailing lists, and the system of forwarding folders, effective advertising matter and personal letters, can be taken by dealers in general as an indication of results to be obtained by keeping in close touch with the prospective customer and letting him know there is an element of mutual interest lying somewhere between the two planes on which the respective parties carry on their daily toil.

Considering the matter from various angles, as to the results obtainable from folders sent out monthly by Story & Story, and also as to the method followed in forming efficient mailing lists, Mr. W. Morley Story emphasizes the importance of the direct appeal in the form of personal letters, etc.

Persistency is Big Factor

"We have always found the direct appeal has brought good results," said Mr. Story to a representative of MEN'S WEAR REVIEW.

"But one must keep at it. Merely writing one letter and then dropping out of the practice does not get results, it is the constant keeping in touch with the prospect that will finally excite his interest enough to have him call and at least see who you are."

"We have written men for two years before getting any response, and then have them walk in and say 'Well I am going to give you a chance to get back some of the postage you have spent on me during the past two years' or 'You write pretty good letters, Story, so I am going to give you a chance to prove that your goods are as good as you say.' I have often overheard a woman at the door say 'Oh, Jack this is Story & Story, who write you those letters all the time, let us see what they have.'

"I could give many other instances of the way we have traced results to our letters," said Mr. Story.

Manager's Office Near the Front Door

"This mention of overhearing the woman at the door leads me to say that the finest location for the office of the manager of a men's wear store is near the door. He can see what comes in and what goes out, and can often hear what neither comes in nor goes out, and

hearing these outside comments he finds many reasons why the speakers don't come in and go out."

In regard to the matter of compiling mailing lists Mr. Story emphasizes the necessity of keeping the lists up-to-date and free from dead wood.

"We keep all the names and addresses of purchasers, which includes separately a list under the heading of transients. We not only keep the name and home address, but where possible we add

at from a survey of the foregoing information.

"The man who always buys the best and likes classy clothes we rate as No. 1," said Mr. Story. "The big majority go as No. 2 and the fellows who look for sale stuff and are brought in by special low prices go down as No. 3. We also record whether single or married."

It is evident that the securing of this information requires considerable tact and cannot in most cases be procured by direct questioning.

"No salesman would think of asking a man outright what salary he was making, but often by finding out the position he held, whether he is married or single and the location he lives in, coupled with the price he paid for his clothes, we can arrive very closely to the money he makes or at least near enough to be able to class him correctly," says Mr. Story "and the information is used and his class determined so that money will not be wasted in sending letters to him that will not interest him in the line we are pushing."

Compiling the List of Prospects

This store has a prospective list including about 6,000 names which are gathered from various sources. One way to secure names is to watch the daily newspapers and jot down names of men arriving in town to take up new positions. Story & Story have found this plan to work out very successfully in many cases and have regularly employed a letter along the line of the following:—

"Dear Mr. _____,

We take this opportunity to welcome you to our fair city of the West and are glad that you have chosen it instead of some other as your future home. We Winnipeggers feel there is a great future ahead of our city.

"You possibly will not at first find our atmosphere such a mild and cultured one as you have been accustomed to in _____, but we hope what we lack in culture we can make up in warmth of friendship as we go along, and we extend to you our best wishes for your success.

"Incidentally (and most of us have an axe to grind) we would like to see you wearing _____ clothes and enclose a booklet of our new Spring styles which we make-to-measure or sell ready-for-service.

"Will you look in on us some day and make our acquaintance as we are just three doors west of your store.

"Sincerely."

"All are agreed that the letter is a masterpiece in construction and its ability to bring results is indicated by the reply which it brought in this case, as follows:

STORY & STORY

Sheared and Stitched by
STORY AND STORY
350 Portage Avenue, Winnipeg

This is no time for the leg in Rag

One Sent FOR NOVEMBER To Good Dressers



A Talk to the Man Who Doesn't Know Story & Story

Mr. Man, did I ever say to yourself "I'm paying too much for my clothes and getting too little in return."

We have a clientele who know and like good clothes, among whom are the best dressed men in town—men too particular to be suited by the boiler-plate, unindividual ordinary clothes; men who are judges of value and insist upon it; men who appreciate a reasonable price, and all of them, men who like the best in material, fit, drape and workmanship.

You come in here somewhere—and we can't put it strong enough in telling you what you are missing in overlooking the opportunities of our shop.

Story & Story are at your service, but the service is unusual and exclusive. The prices are reasonable—some call them phenomenal. We are that fast-disappearing type of store who like the old fashioned family doctor gives a real personal attention to your individual case, and who does not charge a "specialist's" fee.

Drop in. Let us demonstrate to you that we make the kind of clothes you have been searching for.

Story & Story, the shop which makes the long green longer.

The good deeds of many a man would fit the temptations of a canary bird.

The Why of the Buy of Your Overcoat Now

Overcoats necessarily needn't be expensive just because they're made-to-your-order. Why, no—just call and see our unusual values at thirty-five dollars (and you'd pay that for a ready-made, wouldn't you?)

Think it over—then let us make your overcoat—a good one that will satisfy your mind and purse now and your body for the next two winters.

Many styles and samples—but see them!

Yes! Of course we sell Overcoats that are "Ready-to-Wear." These are custom made, hand-tailored garments from our own shops, AND THEY FIT!

It may take nine tailors to make a man—but it only takes "one tailor" to suit a man—that's Story's!

A stitch in time saves nine. The way Story & Story stitch saves nine times the life of a suit.

Suiting—Suit—Suited—a pleasant movie in three reels at Story & Story's every day.



How's this for \$35?

It's just a tiny sample. But all wool through and through.

And Story will gladly cut the rest.

And make a suit for you.

The key hole in Fortune's door is used by the wise, and looked through by the simple.

The front page of the four-page folder mailed out monthly.

their business address. We keep a separate card for each purchaser, which besides showing the name and address, shows when the purchase was made and what it was, the age of the customer, the line of business he is in. The latter often gives us an idea as to the salary he makes which is also jotted down. We then place his division on a card."

Divisions of Customers

Questioned as to the method employed in arriving at a decision as regards the division a man is placed in, Mr. Story stated that this conclusion was arrived

"Gentlemen,—I just want to acknowledge yours of the —inst. as being appreciated and a very clever solicitation for business of new comers in your midst, and it will be my pleasure the first time I am in need of merchandise in your line to at least call and look you over.

"This is to my mind very valuable advertising for you and gives me an idea which we are always looking for. I will look forward to the pleasure of meeting the man personally who is the author of this letter.

"With kind regards,
"Yours very truly."

Unlimited Means of Appealing To Customer

There are numerous effective ways of appealing to the minds of various types of customers and these naturally suggest themselves to the mind of the dealer who is constantly working along such lines.

Professional men classed as physicians, lawyers, etc., are followed up by the Story & Story firm, who report that good returns have been secured by them and many permanent customers established by this practice. The folders sent out to these distinct classes of professional men embrace some mention of the connection between their special practice and the clothes they wear. Such a connection arouses their interest and the result is good advertising for the store. The get-up of these folders is particularly effective, the appeal consisting of well chosen words and phrases which penetrate to the interest of the prospective customer. Finished in good style in folder form they always gain entrance and command attention.

Monthly Folder With Interesting Storyettes

Another interesting and unusual form of publicity work done by Story & Story through the mails takes the shape of a four page folder which has one side for addresses and when folded up is about the same size as an ordinary large envelope. One of these is prepared for each month of the year and in addition to giving latest details and illustrations of suits and overcoats they contain one page of interesting "Storyettes" taking the form of a page from a daily newspaper "sheared and stitched by Story & Story."

The September Folder

The folder for September deals with Fall suits and contains an interior view of the store as well as an illustration of a special Fall suit. In the Storyettes section are a number of bright, brief and catchy stories along the line of the following:

"Always remember that the success of good clothes lies in the making. Paderewski and John the piano tuner both work on the same instrument but there's a world of difference in the result. That's the way it is in clothes making. We put as much "gray matter" into the making of your clothes as the watch maker into his finest watches—the star lawyer into his pleas."

It is direct statements couched in such indirect paragraphs such as the foregoing that penetrate and have the desired effect without bringing in the possibility of offense.

Another catchy statement in the same folder reads as follows: "We regard — tailored clothes as the finest for the money, not because it is politic to claim everything in sight but because we give to each garment that individual thought and care and skill which is the only thing in this world that can give style distinction and fit to a suit of clothes."

The October Folder

The October folder contains a picture of the Story & Story store which claims to be "the only exclusive men's clothes shop in the West."

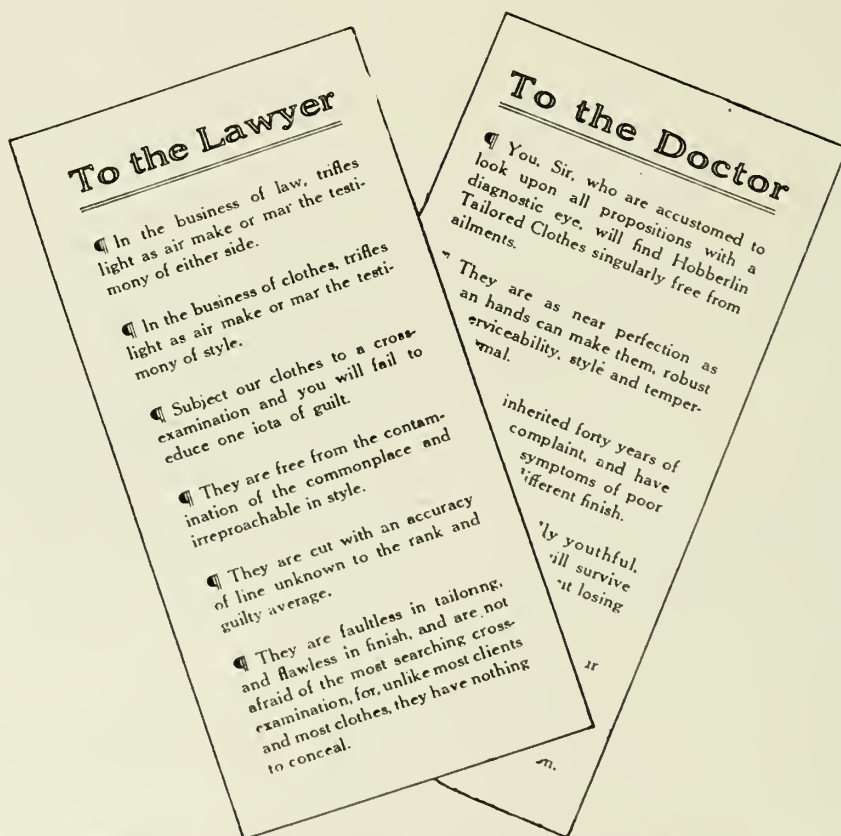
"Look around," says the folder "observe the clothes other men wear. By

come again when they want another," says the October issue.

The folder is brightened up with catchy illustrations in colors. These illustrations sometimes take the form of comic cuts such as a picture of a fire wagon galloping down the street over the words "fire ahead with your order—we're ready."

The November Folder

The November folder illustrated herewith contains a plan of the main street and surrounding district of Winnipeg showing the exact location of the Story & Story store. Overcoats are the feature of the folder which contains a clean cut illustration of a light overcoat. Under the heading "A talk to the man who doesn't know Story & Story," an item on the Storyettes page says "Mr. Man did jever say to yourself 'I'm paying too



Samples of the class appeals sent out by Story & Story.

contrast see ——— tailoring. The style is permanent; it is part of every garment and does not lose its appearance at any time."

In the Storyettes section announcement is made of new Fall styles and contains an invitation to come to the store to choose from the fabrics which are "the choicest productions of the world's greatest mills."

"No two men are alike. You have individual requirements in dress. You want clothes that will add to your appearance, not detract from it. Here is where tailoring skill comes in. The designing of ——— clothes is under personal direction. We devote all our time and energy to this work. Folks tell us we have a knack of producing clothes of rare distinction. Making—not selling—clothing is our business. If a garment is made right it sells itself. Those that we make one suit for are pretty sure to

much for my clothes and getting too little in return'? Story & Story are at your service, but the service is unusual and exclusive. The prices are reasonable—some call them phenomenal. We are that fast-disappearing type of store which, like old fashioned family doctor, gives a real personal attention to your individual case and who does not charge a 'specialist's' fee. Story & Story is the shop which makes the long green longer."

Some good maxims are mixed in with the Storyettes and not only serve to brighten up the section but give actual good advice which can be used by the modern retail merchant to good advantage. Some of these are worth reproducing herewith as follows:

"The good deeds of many a man would fit the tombstone of a canary bird." "The key hole in Fortune's door is used by

(Continued on page 52)



KNITTED GOODS



MANY UNDERWEAR MILLS SOLD OUT

Adopting Conservative Attitude and Not Obligating Themselves Too Far Into Future
—United States Restrictions on Wool Products Not of Vital
Importance to Underwear Trade

AS announced in last month's issue of *MEN'S WEAR REVIEW*, jobbers have been well covered by the underwear milling representatives soliciting business for Fall, 1918. It has developed that all mills are only allotting a proportion of orders to each customer and it is believed that in nearly every instance mills are already booked up to the extent to which they desire to accept business.

A *MEN'S WEAR REVIEW* representative was permitted to see the order book of a manufacturers' agent who controls the output of a number of mills for Ontario. In every instance so many thousand dozen of each line was given to him as his limit and in nearly every case he had already sold up the entire amount. This man had arranged a chart for each line and apportioned orders to each customer according to last year's buying, etc.

Still Higher Prices to Come

This does not necessarily mean that there will not be further business accepted by these same mills at a later date but it does mean that they are playing safe and will only sell up to the extent of yarns contracted for and prefer, owing to labor and other manufacturing conditions, to only obligate themselves for a few months ahead. It is however taken for granted that in every instance when these mills are ready to accept further business that prices will once again be sharply advanced.

Procure Fall Requirements Now

In fact the most cautious buyer after looking into the situation is reaching out now for his Fall requirements. One large Montreal buyer, recently said that "Any fool could run a knit goods department at the present time, the only thing to do was to buy everything you could get."

Fuel and Transportation Problems

Other matters have arisen during the month that have still further complicated the whole situation and the leading ones of these are the fuel situation and the transportation difficulties. It appears at the present time as though all United

States industries will be shut down periodically and it is in the air that similar drastic action will shortly become necessary in Canada. Many people do not stop to think how extremely fortunate Ontario has been in being harnessed up to Niagara Falls. Save for the immense amount of power generated from this "white coal" few indeed of Ontario industries would be running today.

Complicated with this matter and largely responsible for it is the transportation situation. The heavy storm of January 12 and 13 covering the entire North American continent paralyzed the already overwrought railroads and up to the time of going to press practically the only freight being handled is coal and perishables. This is only mentioned here as one of the difficulties that knitting mills have to contend with and explains their reluctance to obligate themselves too far into the future.

Shortage of Needles

Another matter is the shortage of needles. Every effort is being made to overcome this but the shortage is still acute and does its part in preventing production from being speeded up.

U.S. Embargo on Woolens

The United States Government caused great consternation during the latter months of the year by placing an embargo on all wool and wool products. At the time it was thought that this would be absolute but on December 15 further regulations were issued. These stipulate: (1) That no commodities containing wool shall be exported if same are found to be needed for either naval or military forces of the United States; (2) Persons desiring to export wool products must obtain a licence from the War Trade Board, Bureau of Exports, specifying in detail the goods for which licenses are required and also giving a statement from the manufacturer of cloth or yarn of the number of pounds of scoured wool contained therein. (3) The applicant must state whether the goods are manufactured or about to be manufactured.

How It Affects Canada

In so far as wool underwear is concerned this does not affect Canadian trade to a very great extent as prices are out of the question on most United States lines when the duty is taken into consideration, but a certain amount of yarn has been brought across the line and it is feared that this will be shut off entirely. While manufactured articles are being allowed through under license, *MEN'S WEAR REVIEW* has been unable to get trace of any shipment of yarns that had come across since the embargo was imposed and the general feeling exists that these will not be permitted.

While all admit the desirability of keeping track of the wool supply and by doing so the Washington Government has followed the precedent of Great Britain, nevertheless *MEN'S WEAR REVIEW* finds considerable feeling abroad that our own government was considerably lax to allow United States buyers to practically grab all Canadian wool when same was offered in the fall of the year.

Auction sales were recently held at Boston of the first lot of Australian wool released by the British Government for civilian use in the United States. The prices realized averaged figures that will equal \$2 per lb. for the scoured product. All offerings were eagerly taken up.

Good English Underwear Procurable

British underwear is continuing to come forward fairly well in the finer grades. Talking to a representative of one of the best known British mills, a *MEN'S WEAR REVIEW* representative was told that they had delivered their orders this season to the last twelfth of a dozen. This was a line made from fine cashmere yarns and while prices have doubled they are able to fill orders. Cheaper grades made from coarser heavier yarns are however practically off the market. The reason for this is not hard to find. The finer yarns are almost useless for military purposes and in consequence are released while the coarser yarns are retained for Government requirements.

No Certain Price Basis

As stated in January issue it is very hard to set a basis of price increase that the retailer will have to pay for his Fall underwear. One large mill was showing lines that only showed about 15 per cent. advance on a year ago. Others run from 35 per cent to 65 per cent. Supplies of yarn on hand, supplies of made up stock on hand, and whether the firm in question has been gradually advancing prices or holding down until forced to make a big jump, are all factors that enter into the situation.

Serious Shortage in U.S.A.

In the United States the situation appears much worse in so far as knit

goods are concerned than that which exists in our own country. Buyers are tumbling over themselves for supplies and the mills loaded up with government business are showing a marked indifference to orders. It is estimated that war office demands have consumed 70 per cent of the normal production of the country. To sum up, the knit goods situation is undoubtedly serious, shortage in many lines is expected to develop during the coming year; prices undoubtedly will be higher, considerably higher in some instances. The wise buyer will get busy as soon as the travellers call upon him and place his season's requirements, as otherwise he may find himself short of needed goods when the chilly breezes begin to blow.

CASHMERE HOSIERY UP 100 %

Mills Only Taking Orders For Small Quantities—Heavy Socks Still in Scant Supply

FURTHER study of the hosiery situation emphasizes the shortage of lines of cashmere obtainable. Prices that are being asked by the mills are so far above last year that in some instances the increase equals 100 per cent. Every authority interviewed anticipates a shortage of this line of wearing apparel.

Fine lines of English hose are still procurable if the dealer is willing to pay the price, but any reasonably priced goods have to be secured from Canadian mills.

These again are up against the yarn situation. Some of this has been brought during recent months from the United States, but this supply is apparently shut off, as it seems very hard to get licenses under the new regulations for unmanufactured goods.

Are Retailers Well Stocked?

The uncertainty of the situation lies in the amount of stock that retailers have on their shelves. Many of them are undoubtedly heavily stocked in hosiery, more so than in underwear, and this fact may help to keep the shortage from becoming too acute.

Heavy Socks in Demand

Heavy bundle socks are still in big demand, and are almost off the market. It is doubtful if production will catch up to the demand this year, the machine making them is the class of machine that is working on military orders, both Canadian and United States.

Mills Allotting Purchases

In hosiery, as in underwear, mills will only sell to about 50 per cent. of their expected production. They are all "playing safe" and refuse to tie themselves up too far into the future with all the uncertainties that exist in yarn supply, shortage of help, shortage of needles, and difficulties of transportation.

As in underwear jobbers who have stocks on hand show a disposition to average prices and soften the advance to the retailer as much as possible. This, of course, can only last till initial stocks have been sold, when the full force of the advance will be felt.

Order Fall Requirements

While continuing to adopt the attitude that speculation time is over in so far as merchandise is concerned, MEN'S WEAR REVIEW feels certain that exception should be made to the extent of a merchant well covering himself in so far as his hosiery needs are concerned.

Everything tends to indicate serious shortage in hosiery for the coming year. United States manufacturers apparently remain indifferent to civilian business in a great many cases, and it is understood that further military business is to be placed as soon as the mills are in a position to accept the business.

The Canadian Government is also believed to be about to ask for tenders on 50,000 pairs of wool socks, and it is expected that further calls from the French Government, through their Canadian agents, the Hudson's Bay Co., are not improbable.

To repeat, the hosiery situation is such as to make it almost advisable to stretch the buying latitude a little, as there is a possibility that orders may be cut down.

EXPECT SHORTAGE IN WOOLLEN GLOVES

WHILE talking to a prominent men's wear retailer the other day a MEN'S WEAR REVIEW representative was told that the shortage of woollen gloves was probably the most noticeable feature in the knit goods range. As is well known up till the break of war these goods were nearly all Scotch and English make.

The last two or three years Canadian mills have taken up the line, and in a couple of instances mills have been opened to run on this one line alone. Even at this the supply is proving insufficient, and this difficulty is increasing as nearly all these mills are loaded with Canadian and United States Government business.

The finer grades of British gloves are still procurable, as the fine count yarn used is not suitable for military requirements, but the prices are beyond the reach of the ordinary consumer.

SHAWL COLLAR STILL LEADS

AS THE sweater season gets into its swing and mills commence showing their complete lines to the retailers it is noticed that taking all things into consideration a very fine range of samples can be seen from which to make the choice for the coming season.

While quieter colors, such as greys and brown shades, undoubtedly lead, there is a good sprinkling of brighter patterns, check effects and fancy trimmings.

The shawl collar retains its popularity and is indeed particularly suitable for a sweater, even though overcoat designers are frowning upon this style feature. Pull-overs will sell to a limited degree, but the sweater on which the average retailer will count upon doing the volume of his business will be the heavy rope stitch sweater coat with shawl collar, staple plain colors and in a good quality of wool yarn, regardless of the high price.

As announced in last month's issue, prices will show advances of 25 per cent. to 33 1/3 per cent., and sweater mills seem to be sufficiently well supplied with yarns to warrant them accepting a good volume of business at these prices.

INTERESTING PROSPECTS BY MAIL

(Continued from page 50.)

the wise and looked through by the simple." "It may take nine tailors to make a man—but it only takes 'one tailor' to suit a man—that's Story." "Suiting—Suit—Suited—a pleasant movie in three reels at Story & Story's every day."

The price of the monthly folder is "One sent—to good dressers."

The foregoing outline of the well planned scheme of publicity through the medium of the folder sent through the mails to prospective customers, indicates a high standard in this form of advertising. With well kept mailing lists and direct points established through the folders under the guise of off-hand remarks and interesting stories, the Story & Story store have a system which in point of effectiveness leaves little to be desired. This form of publicity is particularly appealing to men's wear trade customers and might well be enlarged in scope to the advantage of the trade in general.



Clothing to the Fore

PERHAPS a feature of the trim reproduced above—from a designer's standpoint—is the use made of the show cards. Regarding these, W. Hallgarth, the decorator of G. E. Macdonald & Bros.' store in Guelph, in which this clothing display was arranged, has this to say:

"Show cards of the high-class variety are of great assistance in making attractive window trims. We always try to co-operate with firms who are liberal with their advertising matter."

The use of attractive display cards certainly does its part towards drawing attention to the window trims. Moreover, it gives the impression of how the purchaser will look in one of the suits displayed. It is very wise, however, to show clearly, as has been done in this case, the suits and overcoats themselves, and to indicate the price at which these may be procured.



The men's wear department of the T. Critelli store, Thorold, that shows many of the improvements of the most modern city store.

MAKING EQUIPMENT DO THE WORK OF MEN

How a Saving in Store Help May be Achieved by the Substitution of Mechanical Devices—How a General Store in a Small Centre May be Put on a City Basis of Service—The Many Activities of the T. Critelli Store at Thorold, Ontario

ONE of the greatest problems that is facing all businesses at the present time is the question of adequate help. It has already become a question of a good deal of moment and is becoming increasingly so with every passing day. It is probable, too, with the taking of so many young men from civilian life that the problem will become so much the more complicated. This fact is one that is causing a good deal of difficulty, and some solution must be found for it.

The T. Critelli Company, of Thorold Ont., have solved the problem to their own satisfaction. In place of adding men this store has added equipment. Every thing to expedite the handling and care of goods has been thought of, sanitary display cases that keep the goods constantly under display and constantly at hand mechanical devices for the better weighing and cutting and handling of goods each in their own way help to make the work of the store easier, and aid in its rapid accomplishment. In this way the store, according to Mr. Critelli, is amply manned with only half of the staff that would be required under any other method.

The store is a handsome two-storey structure with large grocery, meat,

men's wear and furniture departments, each equipped in a way to make the work of the different departments as easy and at the same time as effective as possible.

The front of the store has two fine display windows with ample depth to provide the most effective display.

Situated, as the store is, in the town of Thorold, a town particularly favored for a place of its size in large manufacturing concerns, there is a fine scope for business. The store reaches out over a wide stretch of country for its trade and has built up a fine business on a basis of good service. At the opening of the war the work on the new Welland canal that runs only a block or so from the site of the store was brought to a sudden termination. As there were some fifteen hundred men engaged in this work within a reasonable distance of Thorold it will be readily seen that the cessation of this activity meant quite a blow to merchants of the town. The Critelli Company were, of course, among the sufferers but they figured that there was enough business in the vicinity to provide a very satisfactory trade, and they went after it with a will, so that at the present time the store has picked up a good deal of the trade that was lost

through this unforeseen cessation of work. This business, too, is on a surer foundation because it is being done among the stable population of the town and its vicinity.

For one thing the people of the vicinity take a pride in the store that would do credit to many a larger place, and the very character of the establishment has been one of the most forcible arguments in drawing trade. People like to deal at an attractively arranged store. That is a proposition that has been proved over and over again.

The Men's Wear Department

On the opposite side from the grocery department is the men's wear section. In this department, too, equipment has done its share, not only to make the surroundings attractive but to care for the goods and provide for their display. Backing against the casing of the grocery department is a long glass-faced display case for the ready-to-wear suits, opposite this again are the cases for neckwear, collars and similar lines.

How the Two Departments Aid One Another

The conjunction of a grocery department
(Continued on page 56)

SYSTEM, CIRCULARS, AND A FARMING CENTRE

Secrets of the Business Success of MacLeod Bros., Lethbridge — The Story of Their Business Building—Knowing Where to Locate—Something Neat in Sales-Slips—A Perpetual Inventory—Loyal Help Helps.

STRENGTH in the men's wear business attained through the use of circulars backed up by business methods and other forms of advertising as well is the story of MacLeod Bros., Lethbridge, Alberta, told in a nutshell. But the alert reader of MEN'S WEAR REVIEW will want to know rather more about those circulars, and other forms of advertising, and also a little more about the business methods of MacLeod Bros. The story is not a long one, like many of the briefest business stories it is much to the point in the men's wear business.

Two Cities and Thirteen Years

Lethbridge was little, and Calgary not so very much bigger thirteen years ago, but both were good thriving, striving Western Canadian cities then as now, and to begin with Calgary was the choice of the MacLeod Bros. in making their business start.

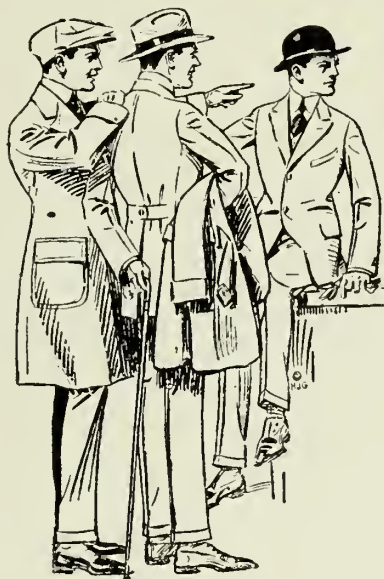
In 1904 the firm first "hung out their shingle" as the Westerners put it, and the cool morning breezes of Calgary refreshingly blew over it. Those breezes and the business instincts of the members of the firm brought success. The name of "MacLeod Bros., The Great Clothiers of the Great West," became well known, and deservedly well reputed. Calgary was growing, and the district around Calgary was growing. Throngs of people who had come West for freedom and fortune were on the way to wealth. MacLeod Bros. began to discover one of the secrets of their business success lay in catering for the people from the city's surrounding districts not just the city people alone.

Branched Out Into Lethbridge

It was in 1909-1910, as many will remember, that the big boom of immigration to Canada was in fullest swing. In fact 1910 saw it at its height. Lethbridge at that time was attracting population very fast, and MacLeod Bros. decided to open a branch there. They realized the value of the land surrounding Lethbridge and knew what was in store for that great farming country. The step to Lethbridge was a wise one and well taken. The firm to-day is doing five times as much business as was done in the first year of their establishment there. Two hundred suits a month on an average all the year round represents about the business done, on a conservative estimate, and about the same volume in furnishings and shoes as well. **Farmers Take Two-thirds of Turnover**

There was a time when the farmer was dubbed "the horny handed son of toil"; when no men's wear dealer ever dreamt of bringing out his high class lines to

show to the man from off the farm; when people imagined the farmer a perpetually straw-chewing "Uncle Hayseed" without one atom of taste except for the selling points of hogs, and wits only for the ways of the wheat-crop in blade or ear. Well, that sort of thinking may have suited some people, but it was not the sort of thinking indulged in by the builders of the firm of MacLeod Bros., Lethbridge. They had a pretty high opinion of the farming community. They knew what to show the farmer and the farmer's sons. And



One of the effective advertisements used by MacLeod Brothers of Lethbridge. These ads bring results.

what they showed the farmer and his sons were not red handkerchiefs, and fearfully spotted waistcoats, and tropically exotic flowered ties, but the most distinctive lines of high class goods at prices in keeping with their worth and style. To-day from the farmers alone who are resident in the vicinity of Lethbridge, MacLeod Bros. draw two-thirds of their business.

Circulars That Get the Business

That is perhaps one reason why the firm finds circulars such a success. Speaking of the development of the firm's business Mr. George H. MacLeod said to MEN'S WEAR REVIEW:—

"We are, of course, firm believers in good advertising, and advocate very strongly circular advertising as our best medium. We have, of course, many other ways of bringing results but the circular is, we believe, the best.

"In this particular section of Alberta we are fortunate in having good prosperous farmers on account of the splendid yearly crops, and we do not find any difficulty in selling high priced merchandise. We have quite an extensive town trade, but fully two-thirds of our volume is done with the farmers."

That the farmers referred to by Mr. G. H. MacLeod are interested in the circulars sent them is certain. One of the circulars used by MacLeod Bros. is here reproduced. The reader will note that there is about it a very breezy, friendly

P. O. BOX 684 G. H. MACLEOD PHONE 1441

MacLEOD BROS.

:: The Great Clothiers of the Great West ::

LETHBRIDGE, ALBERTA

GENTLEMEN,

Just a few lines, hurriedly written, to tell you we're ready to show Fall Clothes just as soon as you care to drop in and look at them.

And to assure you that you'll like the way they're styled, the way they're tailored, and like their patterns and fabrics.

Don't wait until a sharp frost sends a lot of men hurrying in to buy them, many of the finer effects will be gone by then.

Drop in at your very earliest convenience - you'll enjoy seeing the Clothes and we'll enjoy showing them to you.

Yours very truly,

MacLEOD BROS.

The Great Clothiers of the Great West

style, an approach which goes well with the Western farmer (as indeed it does with many other classes). The circular speaks sincerity, gives a little word of good advice about "coming early to avoid the crush" as it were, and is a veritable masterpiece in its reference to the fact that the firm enjoy showing their goods to all interested. The brevity of the circular is worth noting,—it consists of just four paragraphs of only three lines each,—even less, for the last line of the first paragraph is only half a line, and in the other three paragraphs only a few words in each case. Such to the point brevity brings business.

Sales Slip System a Perpetual Inventory

That there is systematic business management at the back of the success of the MacLeod Bros. concern is evident to every experienced men's wear dealer who reads this account of their achieve-

ments. Incidentally it may be mentioned that a year after establishing in Lethbridge Mr. G. H. MacLeod assumed sole charge though the name MacLeod Bros. was continued after the partnership had been dissolved. One of the ingenious methods made use of by Mr. MacLeod in the management of the business is the sales slip for clothing sales.

"This has been a wonderful help to us," he says. "As each maker's clothing comes in, we give each line a serial number with sizes for that particular line. Each day's sales slips are checked off our stock book the day following,

MAKING EQUIPMENT DO THE WORK

(Continued from page 54.)

ment would not seem at first glance to be a happy one, but the experience of the firm has proved that it is. As an illustration of this fact it might be stated that one of the chief features of this men's wear end is the business done in boys' suits. Women coming to do their shopping in the grocery department naturally drop into the other department to purchase clothes for the boys of the family, the mere fact that they could do this has been an incentive to the trade. But

store and has made possible increased activity with a comparatively limited staff. The newest addition to the store is a large delivery truck that is used especially in connection with the furniture department. Mr. Critelli believes that, in this department especially, one of the greatest drawing cards is the assurance of a prompt delivery. When people buy some new piece of furniture there is just child enough about them to want to see that bit of furniture in the home. Therefore, this new equipment has been added and it has proved that the idea was a good one. This truck is not used in the general delivery of the store but in connection with this department of the store it has proved itself an invaluable adjunct. There are times, too, when special deliveries are required and the distances are too great for the regular delivery rigs. In such cases this new equipment has proved of great value.

PHONE 1444
P.O. BOX 684

322 FIFTH STREET
ALBERTA BLOCK

MACLEOD BROS.

THE GREAT CLOTHIERS
OF THE GREAT WEST.

ART CLOTHES
LETHBRIDGE ALBERTA

G. H. MACLEOD
Sold by

Call or Deliver 191
Time
Mr.

47

DESCRIPTION	STOCK NO.	SERIAL	SIZE	PRICE
Coat				
Vest				
Pants				
Cash Paid				
Balance				

MANUFACTURED BY THE BURTT CO., LIMITED, TORONTO, PATENTED 1901

which gives us a perpetual inventory. With this system we are supplied also with a good mailing list."

To that list, of course, the success-bringing circulars referred to previously are sent.

An Efficient Staff Helps

In one little sentence of Mr. MacLeod's there is hinted a secret of success in the men's wear and clothing business which has a great share in business building everywhere. This is the sentence:—

"We have a very efficient staff of sales-people, which to a great extent is responsible for our success."

It is evident from this kindly reference to his staff that Mr. MacLeod in managing his business has a care for those who help him care for his concerns. The sales people to whose efficiency Mr. MacLeod is ready to credit a big share of his success in business are on their part ready to attribute as big a share and bigger perhaps to their chief. Upon mutual interest in the aim in view, prosperous businesses are built.

Just as a concluding word, the premises of MacLeod Bros., Lethbridge, are 25 ft. x 85 ft. with a basement of the same size for reserve stock. Besides the main lines of men's wear, furs, furnishings, trunks, bags, etc., are stocked, and MacLeod Bros. specialize in many of the well known and well advertised lines of high class clothing which have been found favorites with their customers in city and on farm.

this is not the only feature of this business. The store carries a large stock of men's suits, and in addition to this does a thriving business in special order suits. This is by no means a small element of business. There are, of course, a large number of workmen engaged in the different manufacturing concerns that are represented in Thorold, and all these men are making good wages, and are ready buyers. As an instance of this the head of the department spoke of selling to one foreigner at one time an order totalling over fifty dollars. This is by no means an uncommon sale.

Appealing to the Men's Trade

This department, too, is a very effective force for drawing business to the store. It is an appeal to the men's trade, and an effective appeal, for the department is quite on a par with the majority of city men's wear stores. The man who purchases his goods here is naturally favorably disposed toward the store and his influence, conscious or unconscious, has been a great element in drawing trade to the store.

The Furniture Department

The second floor is given over entirely to a well stocked furniture department. An electric goods elevator opening at a side door just back of the meat department makes the storing and handling of these goods an easy matter. This elevator also serves for taking goods to the cellar and greatly facilitates the handling of all the goods in the store. It is but another of the devices that have served to conserve the energies of the

Keeping Separate Records for Each Department

Though all under one roof and one management, each department is kept separate from the other. Against each is charged a portion of the overhead expenses. The stock is, of course, credited to the department to which it belongs. All sales are similarly credited to the department concerned. In this way a record of each department is always available and it is possible at any time to see whether a department is pulling fair with the rest of the store. In this way if any department is seen to be lagging it is possible to get behind it and speed it up. In other words there is all the advantage of the individual store together with the co-operation that is possible with the enlarged activities of the general store.

The fact that would naturally strike any person visiting the store is the way an establishment of this size could be run, and run effectively, with a comparatively limited staff. The solution of this apparently surprising state of affairs is, of course, to be found in the policy of the store to substitute the mechanical element for the human element wherever possible. This may entail a comparatively heavy first cost but the cost ends there and the service continues. This is a fact worth remembering in these times when the shortage of all kinds of human assistance is so very acute.

NOTES

Wm. Shaffer, men's furnishings, Pt. Arthur, Ont., has discontinued business.

Western King Mfg. Co., overalls, tents, etc., Winnipeg, Man., have applied to increase capital stock from \$50,000 to \$200,000.

M. H. Solstad & Co., Moose Jaw, Sask., have sold out their groceries and gent.'s furnishings to a new firm, Musik & Solstad. The members of the firm are well known in Moose Jaw, J. Musik having been in the employ of the Prudential Exchange Co. Ted. Solstad, the other member, has been in the employ of M. H. Solstad & Co. for some time.



MARKET REPORTS



THE MARKETS AT A GLANCE

THE men's wear trade has been busy stock taking during the month of January, after a splendid holiday trade. Neckwear is reported to have held a primary position in most departments, and a particularly splendid business has been done in this branch of the trade.

Underwear and hosiery mills that go direct to the jobbers report that they are already pretty well sold to their desired limit. Those mills which sell direct to the trade have not yet completed their trips, but all expect to have to apportion orders as retailers seem anxious to buy. Shortage is still noticeable in heavy wool socks and the situation in so far as cashmere hosiery is concerned would indicate a very strong market, with higher prices and a definite shortage in sight.

English mills producing the finest grades of cashmere underwear have made good deliveries during the past season, and expect to be able to keep this up. Heavier coarser grades are, however unprocureable, and Canadian mills will have to be depended upon to fill all requirements.

A shortage of woolen gloves is reported and there is little doubt that this will be most noticeable by next Fall. Government business is given as the principal reason for this.

The cloth situation shows no signs of improvement. Many clothing manufacturers are relying almost entirely on stocks on hand and refuse to show samples of undelivered stock, as they are never certain when they will receive this. United States cloth will be increasingly difficult to procure owing to recent licensing restrictions which involve so much "red-tape" that the New England manufacturer is not inclined to welcome Canadian business.

Overalls are expected to be raised on or about the first of February, and a still further advance is expected on March 1. All reports from United States centres show shortage of denims.

Neckwear houses report splendid business with retailers anxious to book ahead. A little stuff can still be procured to retail at 50c, but the quantity is limited. Most houses are practically starting their range at a 75c line.

It is in the air that an advance in collars will be announced very shortly. A collar manufacturer called our attention to the fact that the increase on this line had been remarkably small compared to those prevailing in nearly every other branch of the men's wear business.

Raw cotton while having the usual market fluctuations, has during the month established new high records, and at one time sold over 33c. Since then a slight weakness has developed, but no one looks for any considerable drop in price.

Wool sales held in Boston brought forth a large number of buyers and high prices were paid for the Australian wool offered. The most of this when scoured will have cost the purchasers about \$2 the pound. A partial restriction has been placed on wool trading by the Washington Government, with the idea of stabilizing prices.

OVERALLS UP FEB. 1 Manufacturers Will Advance Prices Feb. 1—Another Advance Predicted March 1st

OVERALLS.—At the time of going to press overalls remain steady at last month's prices of \$23 for standard lines. It is announced, though, that an advance of 50c per dozen will become effective on February 1st. Another advance on the 1st of March will bring the wholesale price to \$2 per garment, or \$24 per dozen.

Manufacturers making lines along smaller patterns have also advanced prices until the cheapest line obtainable runs about \$20 per dozen.

All manufacturers are emphatic in stating that \$26 or \$27 overalls are almost certain by the end of the Summer.

COLLARS ADVANCE?

Further Advance in Collars Expected—
Manufacturers Will Not Commit
Themselves

COLLARS.—There is a rumor around,

from whence started it is hard to determine, that collar manufacturers will announce another increase in price in the very near future, possibly putting collars on a straight 20c basis, or even 25c retail. While MEN'S WEAR REVIEW could not get definite confirmation of this rumor, enough was learned to make it evident that the advance is being contemplated. Both retailers and wholesalers are probably expecting this increase, as all other lines in the men's wear store have shown greater increases to date than have collars.

RAW COTTON

New Record Reached in January—At One Time Spot Cotton Was Over 33c—Higher Prices Likely

COTTON.—Raw cotton has continued to show great strength during the past month, new record prices being reached. At one time during the first week of the new year spot cotton on the New York market went over the 33c level. Since then it has receded slightly and at the time of going to press was quoted at 31.80c. That still higher prices will prevail is freely predicted, but even those prevailing when compared with pre-war figures of about 12½c would easily explain some of the existing prices on manufactured products.

BOSTON WOOL SALES

High Prices Reached at Auction Sale—Average Will Be Equal to \$2 Pound for Scoured Wool

WOOL.—At the recent auction sales held in Boston the first lot of Australian wool released for civilian consumption in the United States was offered for sale. The quantity offered was eagerly taken up, many prominent mills bidding. The prices obtained were uniformly high and the scoured cost of all choicer lots would be slightly above \$2 per pound.

It has been unofficially announced that the next year's allotment of Australian and New Zealand wool for Canada will be at prices running from 20 per cent. to 25 per cent. higher than those prevailing on shipments now being received. This increase will eventually find its way into all fabrics and knitted goods.

PLAINER STYLES

Styles of United States Makers Will Affect Canadian Trade—Conservative Lines Favored

CLOTHING.—Several clothing manufacturers interviewed during the past week could see nothing but increasing difficulties in the cloth situation. Some are going so far as to say they will not buy cloths at present figures, but will make from the stocks they have on hand as long as it lasts. These are men who carry large stocks of cloth and who feel that they can give their customers better value by taking this stand even if their range of patterns is a little limited.

The plainer styles that United States manufacturers are adopting will be reflected in this country, and most manufacturers are fighting shy of anything in extreme designs.

One clothing manufacturer was looking at samples of British cloth when the market editor called on him. "Here is a cloth," he said, "that I used to buy at 7s. It is now 19s. 3d., and in addition there is the extra duty, insurance, unfavorable exchange, and increased transportation charges."

QUANTITIES SMALL

Underwear Mills Largely Sold Up for the Present—Lists Will Be Reopened Later

UNDERWEAR.—Underwear mills that sell their product to the jobber are largely sold up in so far as they desire to accept business at the present time. Indeed, they might be said in one sense to be sold up before they opened their lists for the season, as they had allotted to each larger buyer the amount that he could have, and this was nearly always taken up.

When lists are reopened in the course of a couple of months higher prices are again expected.

Mills which go direct to the retail trade have not yet completed their trips, but it is expected that here also each buyer will be allowed a certain amount according to the average business placed with that particular mill in the past.

There is still noticeable some inconsistency in prices, and the rate of increase over a year ago is very irregular, but the average will be at least 50 per cent. except where the mills or jobbers being heavily stocked wish to share their profits with their customers.

HAT FUR SCARCE

Canadian Mills Awaiting Developments British Hats Coming Through Fairly Well

HATS AND CAPS.—Canadian felt hat

manufacturers are awaiting the final decision of the British Government as to the extent to which hat fur will be prevented from leaving the country. There will be little available from Australia for some months yet and, although there is fur obtainable, the price continues to advance. One grade of fur that was three years ago 90c is now \$4.60; another that was 75c is now \$3.85. Predictions are made that \$30 will be the cheapest fur hat obtainable when Fall lines are priced next month.

English hats are beginning to come through for Spring, and jobbers are hopeful of making complete deliveries.

GLOVES STEADY

GLOVES.—Travellers are out with ranges of gloves and mitts for Fall, 1918. Prices on most lines remain pretty much at last year's level, with slight increases running in some cases to 10 per cent. over those then prevailing.

Manufacturers in this line speak very optimistically of business and state that their travellers are being well received and that booking is heavy for the coming season.

Horsehides, from which nearly all working gloves are made, are becoming increasingly difficult to procure, and in consequence tanners are holding out for stiffer prices. Cowhides, on the other hand, have been decidedly weak for the last two months.

Strong Reasons for Buying Now at Tooke's

"Fall Underwear Prices Up About 50 Per Cent."

That is the heading in the trade paper, "Men's Wear Review" — coupled with the further announcement that still higher prices are probable before long on account of the shortage of wool.

The mills are sincere in their desire to supply the home trade first, and are giving the preference to stores in Canada—but the Allies are calling and calling for a half million of underwear and hosiery from us.

Every Suit of Underwear in the Tooke Stores is subject to a discount of 20 per cent. during the January Sale—a discount from prices that are already far too low!

The R. J. Tooke Stores

A part of the R. J. Tooke stores advertisement as it appeared in the Montreal "Gazette." The advisability of buying underwear at once is hammered home by quoting MEN'S WEAR REVIEW'S prediction of coming advances.



HATS *and* CAPS



FALL HATS WILL BE HIGHER PRICED

Fur Shortage Still Acute—Canadian Manufacturers Not Anxious to Quote Future Prices—Styles Not Likely to Show Much Change—Some Attempt to Revive the Derby

DURING the month still further high prices have developed on hat furs, running on an average about 50c lb. In addition to this the shortage is very pronounced, although one manufacturer stated that he believed fur would always be procurable if one were willing to pay the price.

The North European supply of small pelts, from which the English supply of best quality hatter's fur was largely obtained, has been almost entirely cut off owing to the war, and in addition the Australian supply of rabbit fur is held up owing to the transportation difficulties. To give an idea of prices one manufacturer showed invoices where he had just paid \$4.60 per lb. for a certain grade of fur that he bought at 90c before the war. Another grade was \$3.95 that used to be 85c.

Further Restrictions Possible

It has developed that Great Britain seriously considered placing an absolute embargo on English and Scotch furs only the protest from United States and Canadian manufacturers led to a reconsideration of the original plan. The details of the agreed upon plan are not yet to hand, but it is certain that its effect will be further restriction of an already tight market.

Canadian manufacturers are considering the possibility of securing a supply of fur from Canadian rabbits and similar small fur bearing animals, but so far nothing definite is in sight. Why the fur from the common American rabbit could not be utilized at this time of stress seems strange to the uninitiated, but it seems that up to the present it has been cheaper to import the British or Australian article.

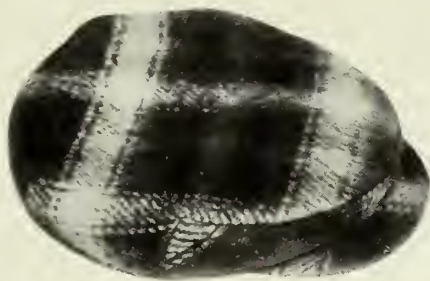
Cheapest Hat \$30?

Other manufacturing costs that have increased include the price of shellac, leather for sweat bands and labor. In consequence the Canadian manufacturer shows decided uncertainty as to prices for the Fall season of 1918, except that they will be higher, much higher. That the cheapest quality fur hat will run

about \$30 per dozen, and that this will include imitation leather sweats, is the prediction of one or two men usually well informed.

Styles Little Changed

In so far as styles are concerned there is expected to be little change. Manufacturers, both British and Canadian, are too busy solving the price problem to be considering style changes. The staple shape carrying brims 2½ to 2¾ will be the popular sellers.



Makinaw Cap suitable for early Spring and Fall wear, with fancy lining. Shown by the Boston Cap Co., Montreal.

It is noticeable that the extreme 3-inch brim favored by the younger set last Spring has practically disappeared, as this hat was a poor shape keeper and in addition required slightly more raw material.

Will Derbys Come Back?

Some slight revival is noticed in the demand for Derbys, but it is still very limited. One dealer gives the prevalence of automobiles as the principal factor that has killed the sale of hard hats. These do not take kindly to being bumped against car roofs and will not stick to the head as well as their softer brother. In so far as styles of Derbys are concerned there is no change. The demand is too insufficient to make any change worth while, and in addition the man who still demands this type of head covering is very conservative in his tastes and a staple shape will meet his requirements.

English Deliveries Later

Spring deliveries on English hats will likely be later than usual, although sev-

eral Toronto wholesalers report some receipts, with further shipments on the way. The retailer who in pre-war days received his entire Spring shipment in January will, however, be forced to bide his time this year. It is expected, however, that orders placed will be fairly well delivered before the season really opens.

Heavy Panama Season

As was anticipated, final returns show that retailers have placed heavily for Panama hats. The high price of split straw hats has undoubtedly been a boon to the manufacturer of this line which used to be the aristocracy of the hat store. To-day fairly good Panamas can be secured at the price of a medium quality boater, and in consequence their sales have increased wonderfully. From all over the country retailers report one of the biggest seasons in their history, even although the Summer was not one conducive to the sale of hot weather headgear. In some cases report is made that by actual count more sales were made of Panamas than of straw boaters.

Split Straw Boaters High

The well-dressed man who always desires his split straw boater of high grade English make will pay a big price for his hat this season. In consequence sennet straws have been the almost exclusive choice of the retailer, as the split straw hat that could be obtained at a moderate price is not attractive.

Cap manufacturers complain of the cloth situation, and deliveries of high grade British lines are poor.

Speed Up Spring Season

An effort is being made in New York and other large centres across the border to boom the earlier Spring hat trade. It is felt that if encouraged so to do by the dealer, the average man would buy two hats between Christmas and the straw hat days.

The custom has been to practically encourage a man to wait till Easter before getting his Spring hat. Little was shown in the way of comprehensive displays

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COLLARS & SHIRTS



SHIRTS CHEAPER THAN CLOTH PRICES WARRANT

A Big Jump Coming Before Long—Competition Makes Market Uncertain at the Moment—Two Attitudes on Part of Retailers — An Advance in Collar Prices Seems Imminent

AS regards shirts, the situation at the moment is complex—this both from the standpoint of the retailer and from that of the manufacturer.

The retailer finds himself confronted with the question of buying policy. Shall he lay in large stocks as against the day when shirts are still higher, or shall he

LOUNGE COLLARS STRONG IN PLAIN AND FANCY COLORS

Orders for colored silk collars continue to reach manufacturers in goodly quantities. Lounge collars generally are in great demand. It is expected, moreover, that this business will keep on growing.

The regular collar manufacturers are quite willing to see this tendency, for their plants, their shrinking plants especially, give them an opportunity to turn out a splendid soft collar product. Their experienced designers, moreover, welcome the lounge collar as a new field for display of their art.

run his risk of paying vastly higher prices at a later date, and run no risk of being left with a heavy supply of shirts on hand when the war ends, when perhaps—and this is only perhaps—these shirts would be of less value than when bought?

The manufacturer, on the other hand, finds himself making shirts of materials bought at a much more favorable market than is now open—finds himself selling these shirts at figures far below the price necessary were cloth of to-day's purchase put into these. He finds himself, moreover, uncertain as to future deliveries of cottons.

Indeed, the situation is far from easy. There are a few apparent certainties, however, which will assist the retailer to definitely determine upon his policy.

One Seeming Certainty

And the first great certainty is that prices will go higher before long. It

seems, indeed, assured that the figure for which shirts are now selling will be heavily advanced for the next season.

As proof of this there are the statements of makers, which, summing them all into one, practically resolve themselves into this: "Shirts now being sold are being sold at a price below that justified by the cloth market. They are so sold largely because of competition, but also to some extent because production of late has more than caught up with demand."

A concrete instance of the situation is given by one maker, who states that were the cloth he is now putting into a \$12 shirt bought on to-day's market he would have to sell that shirt not for \$12, but for \$18.

Would Like to Close Temporarily

Along this same line a manufacturer expressed to MEN'S WEAR REVIEW the wish that he could close up for two years. By doing so, he stated, he could make some money. He admits making some under existing conditions, but has fears as to the future.

This opinion will bear some explaining.

It is the belief of this maker that shirts are away lower at the moment than the cloth situation justifies. This, of course, means that there must come a time when the product will have to be jumped tremendously in price. By closing for two years he would be able to come back on the market with his advantageously purchased materials to get these prices. It is, of course, not the intention to do this. But the fact that such a step would give an opportunity for profit—and no great probability of loss—is interesting as indicating what is to happen in the shirt market very shortly.

Some Remarkable Prices

Competition, it has been said, is keeping down the prices of shirts to the merchants. One maker, for instance, is now making some deliveries of \$9 shirts—shirts which were ordered from him in 1916, and which he is now making up from cloth ordered by him in 1915—cloth but recently to hand.

It will readily be understood that only legitimately placed orders are being filled at these figures, yet this is one tendency which is holding prices lower than the cloth market warrants.

What of the cotton market in the future? Ah, there indeed is the question. The raw market fluctuates slightly, but never sinks very low, and with the U.S. Government taking so much of the product of the converters it is not easy to figure a decrease while the war lasts.

Foresight Evident

So, counting on the continuation of the war, it would seem that those merchants who are laying in shirts now for at least a season ahead are acting with a good deal of foresight—providing of course they have the available money for such an investment.

ARE DRASTIC COAL SAVING REGULATIONS COMING?

Says a large manufacturer in writing MEN'S WEAR REVIEW with reference to the coal situation:

"I was talking to the superintendent of the local power plant and street railway last evening and he intimated that the cutting off of street lights, advertising signs, etc., was preparatory to further restrictions, so that I would not be surprised if we were called upon to stop one day a week, or something of the kind."

It is hard to tell what the coming weeks will bring, but things in the States are going pretty well despite the drastic coal regulations. If such regulations become necessary in Canada doubtless it will dislocate industries less than might be expected.

War End to Bring Advance in Cotton?

But if the war should end before the season of the future buying arrived, what then? Well that's another question. Cotton and shirts might fall in price, yet it is worthy of mention that some of

(Continued on page 62.)



NECKWEAR



CHRISTMAS NECKWEAR TRADE HEAVY

Neckwear an Increasing End of the Men's Wear Business—Ties More Than Anything Else Can be Sold by Display—Still Higher Prices Before Long—Some Novel Wash Ties on the Market.

NECKWEAR houses report that retailers seem hungry for ties. Christmas business is reported to have shown phenomenal neckwear sales. The volume of business was large in



One of the Persian designs in Spring range of W. Milne.

quantity of ties sold and in addition the higher prices obtained swelled the volume to an even greater extent.

Neckwear 50 per Cent of Sales

One large furnishing store report 50 per cent. of their total sales during Christmas week to be neckwear, surely an astonishing record.

Higher Prices Cause Interest

The average price of a necktie looks likely to be soon around \$1 and this brings this end of the furnishing business right out into the limelight. Even the merchants who felt that selling ties at 50c that cost \$4.25 was more or less

a waste of time are awakening to the importance of a department that can handle immense quantities of ties at 75c that cost about \$5.50 per dozen or at \$1 that cost about \$7.50.

To such the question of increasing their tie business has become a vital matter.

Neckwear Sold by Display

It is a peculiar thing that all through the short periods of quietness that the men's wear trade has suffered, owing to conscription or some similar cause, the neckwear trade has continued to hold its own. One reason for this is the fact that neckwear sells on sight and the wide-awake retailer knowing this has devoted a large part of his window space to ties. A man will usually only buy a shirt or underwear when he needs it but he will buy a tie whenever he catches sight of one that suits him.

Undoubtedly live neckwear properly displayed is the life of the men's wear store. And apart from the actual ties sold, the number of men that may be attracted into the store through seeing a tie in the window that they liked is very great indeed.

Still Some 50c Ties Obtainable

The situation in so far as the coming year is concerned spells still higher neckwear prices. One or two houses are showing \$4.25 lines for Spring but these are nearly all made from some special purchase of silk that is limited in quantity. Others again are starting their range at \$5.50 and showing nothing beneath that. Some will go so far as to predict \$1 as the minimum retail price for a tie by this time next year.

Retailers Looking Ahead

Many retailers are booking up ahead with certain manufacturers, buying bulk quantities at present prices and arranging to take monthly deliveries spread out throughout the year. By this means they feel that they are protected against coming advances and have also possibly a better choice of silks to choose from than will be obtainable at a little later

date. Manufacturers interviewed state that they are willing to accept business in this way even at a sacrifice of possible increased profits as it stabilizes their business to have a nice proportion of their year's production booked ahead.

High Rate of Swiss Exchange

All neckwear houses are believed to be fairly well stocked with silks at the present time. Swiss silk was coming into the market fairly freely until the first of the year but the rate of exchange is now hopelessly against it. In consequence these will be largely ignored from



Novelty closed end wash tie shown by The King Neckwear Co.

henceforth by the tie manufacturer who will turn more and more to the United States weavers.

These again are having production seriously hampered by well-known conditions existing in the New England

States. Shutting down non-essential industries, of which silk manufacture is considered one by the Washington Government, owing to the coal shortage, increasing transportation difficulties and the labor situation are all tending to cut down supplies.

The difficulties of providing ocean transportation for the raw silk from Japan will continue to increase as every last foot of vessel space will be needed for war's necessities. Thus, even though



One of the new prints that is included in the range of Tooke Bros.

raw silk in Japan shows no particular strength, neckwear manufacturers are unanimous in predicting higher prices and a possible restriction of supplies.

Spring lines so far shown follow along the lines already predicted in previous issues of MEN'S WEAR REVIEW. Printed goods will undoubtedly have the sale in fairly bright patterns. These will come in crepe failles, poplins, foulards and satins and will include an immense variety of designs. Undoubtedly the designs that the New England printing mills have developed during the past year have been the fundamental cause of the rapid rise to popularity that the printed fabrics achieved.

In addition there will be shown a good range of staple broads and in the better qualities some handsome Persian and Oriental designs will continue to find favor with the well dressed man.

Will be Good Wash Tie Season

Wash ties are expected to have a good run for the coming year and will partially fill the gap caused by the departure of the 50c silk tie. One of the new features in these will be a line made either in straight or bias cut in Derby

shape. These will be made from pure silk New York shirtings and are lined with a very heavy duck lining which is guaranteed to be non-shrinkable and non-tearable. The patterns in this line are chosen to blend with the popular striped silk collar, and so combined should produce a very nice effect. The larger shape will appeal to the average man who often would not buy the usual tubular wash tie. This latter however will not disappear from the market but will continue to fill an important part in the tie department during July and August.

As the best of the wash ties seen are intended to retail for 50c and some may still be procured that will leave a fair margin at 25c the wash tie will have the added virtue of reasonable price.

New York Neckwear News

New York also reports bright colors selling well, with a certain demand for Roman and regimental stripes. Bow ties are also being looked upon as a feature of the late Spring and Summer business.

The heaviest trade at the holiday time is reported to have run along the lines of the brighter patterns and what neckwear is carried over is of the more subdued types.

FALL HATS WILL BE HIGHER PRICED

(Continued from page 59.)

before that date, and no effort has been made to create a buying season right after the new year.

An attempt is now being made to get away from this and to start buying enthusiasm as soon as the Christmas trade is over. Then an extra hat could usually be sold the same customer when the Easter season does arrive.

There is room for some thought here. Why should a man wait for Easter before discarding the hat he has worn during the Fall and Winter months? The only answer is the force of habit and established custom. Energetic business policies are continually encroaching on the rights of precedent, and this may prove another case where vigorous action can overcome the habits of years.

SHIRTS CHEAPER THAN CLOTH PRICES WARRANT

(Continued from page 60.)

authorities in Canada state that the end of the war will see cotton soar as never before in the world's history—soar to some such price as 80c, this by reason of the rush of orders which will flood in from neutrals and belligerents alike.

If any such advance should occur there would be no reason to fear depreciation in the value of shirts in stock. There would, however, still remain the question as to the demand which would exist for the shirts. The great demand for raw cotton would certainly indicate a somewhat corresponding demand for shirts, but not absolutely necessarily. The shirts might be worth more than

ever, yet lie in the store languidly, until business conditions so adjusted themselves that the demand for all goods became something like normal.

True this is mostly conjecture. But there isn't much but conjecture which is of interest just now.

The Outstanding Facts

The facts are very simple and may be summed up like this:

Cotton is high. Shirts are being sold for less than the cost of the cloth warrants. Some merchants, recognizing this, are buying heavily for their future needs; other merchants, probably realizing equally, in many cases, the opportunity that now exists to buy to advantage, are nevertheless buying little or nothing.

Which is the wise merchant?

Perhaps both classes are wise. Each merchant has to solve the problem only for himself.

A New Collar Price Coming

There seems a likelihood that collars will advance in price. How soon such a change will be effected is impossible to state at the moment. Yet, if the price to the retailer approaches \$2.00 by the Summer MEN'S WEAR REVIEW would not be surprised. The retail price would be 25c straight.

This subject has been mentioned before, and the reasons which lead to the opinion that such an advance will be made given. There is nothing new except that the cotton prices are still higher, and labor, laundrying and boxing charges all tend to make the cost of production so high that the present prices are next thing to impossible. When such a state of affairs is reached an advance seems just around the corner, and we all might as well look for this.

The coalless days in the U.S.A. have not had any marked influence on the shirt and collar business in Canada. The whole fuel situation is of course serious, but unfortunately every merchant knows that from his own experience with his store.

NOTES

F. W. Cote, men's furnishings, Quebec, has sold out.

J. H. Bardwell, men's furnishings, Toronto, has sold stock.

Berriault Freres, men's furnishings, Montreal, have sold out.

Parker & Son, men's furnishings, Winnipeg, have suffered fire loss.

N. Ryan, men's furnishings, Timmins, Ont., has sold stock and fixtures.

H. W. Jacobson & Co. has taken over the business which Jacob Cohen has been running in Canning, N.S.

Dowers, Ltd., clothing and men's furnishings, Edmonton, Alta., have sold branch store.

Fire which broke out in the Ederton Block, Portage Avenue, Winnipeg, did damage to the stock of Parker & Sons, men's wear business, estimated at \$13,000.

KANTKRACK

helps your customers to economize

Because KANTKRACK Composition Collars will give them all the advantages of the daily clean linen collar without the usual laundry expenses.

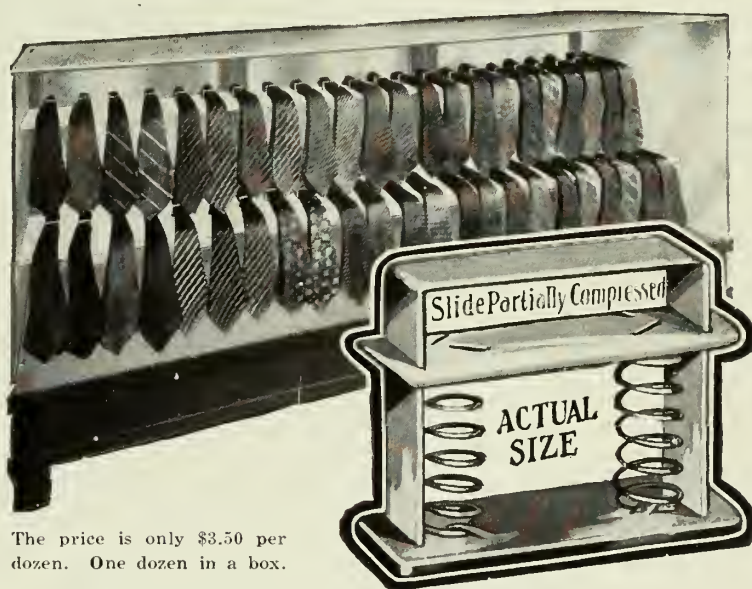
KANTKRACK have all the appearance and finish of the linen collar. That's why they sell so easily and satisfy so well.



You need The Onli-Wa Tie Holder to sell your ties

To sell ties more quickly and more easily get the Onli-Wa in your neckwear department. Show your complete assortment neatly and attractively. Any tie can be removed without disturbing the others.

Write now for full particulars of KANTKRACK COLLARS 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

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

SOME 1918 GLOVE TENDENCIES

DIFFICULTIES which have confronted manufacturers of ready-to-wear garments and many other fabrics have not been common to them. There has been a very decided hardship in the matter of supplies and in the delivery of the same when secured as applying to the glove maker. Transportation has been so scarce that many supplies have been held back many weeks and months. Especially is this true in the matter of raw skins imported from the far South and from European centres. Only through the exercise of foresight have our large makers been able to keep the effects of these difficulties confined, and supplies have been secured in some instances only by purchasing well in advance the quantities of skins that would be required.

Take the "capcs" from South Africa, the "Mochas" from Arabia, and the fine French kids, as well as the special tannings that are imported from England. These are always popular and in demand. The difficulties of securing delivery of them, however, will be obvious to the thoughtful reader.

It is well that many of our large makers have not only provided with due foresight against an immediate shortage of some lines, but they have fortunately at their disposal their own tanneries, the product of which has enabled them to meet demand reasonably well.

The matter of increased costs has not been confined to materials. Labor is an acute problem in the face of its increased demands, and expert glove makers have also been scarce. The greatest care has had to be exercised in making provision against a shortage of skilled and unskilled labor. It is, therefore, not strange that, in view of these recited difficulties, the trade has had to pay more money for its needs.

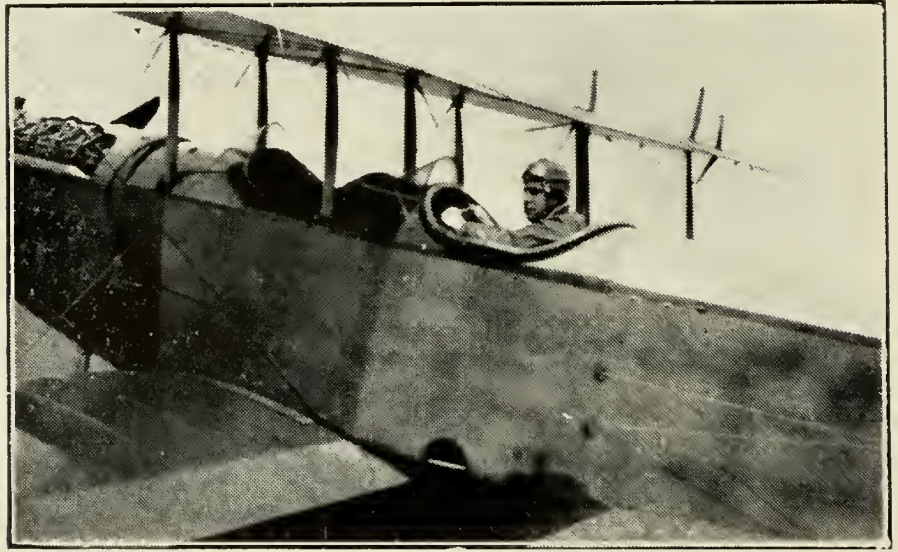
Now, in the matter of tendencies, it is pleasing to note that the Canadian gentleman has an increasing sense of pride in the matter of "wearables." Thus has he been quick to appreciate the newer tendencies as shown by the glove manufacturer, and the latter is showing new and tasteful patterns that are already very well received where shown. Also to his credit is the fact that he has learned to appreciate the value of a quality glove, and these are selling well, with decided tendencies to a larger output of the serviceable and durable materials.

The popular materials for which a brisk demand now exists comprise the better grades of doe skins, suedes and real mochas, as well as capcs, in the various attractive shades. Particularly popular are the washable skins, such as capcs and doe skins. This is so, not because of their being washable, but because of the "pliability." This appeals to men, and the "cling" of this material to the hand makes it a preferred choice with many.

Among the newer designs will be found those in which the embroidered effects are prominent. This feature is much admired. It lends a real attraction

to the glove, and where the line has been carried and shown well it has met with ready sale.

Another feature is that of "contrast trimmings." These lend a distinctiveness to the glove that could be obtained in no other way. Its use enables the



FLIGHT LIEUTENANT FRED CRESSMAN.

A Peterborough member of the Royal Naval Air Service who is reported missing and believed drowned. Lieut. Cressman before enlisting had charge of the men's wear department of his father's departmental store in Peterborough.

glove maker to produce and offer a really aristocratic article to his trade.

For the Spring of 1918 we illustrate elsewhere in this issue two new types of driving gloves, for which a ready and popular demand will develop. These will be offered to the trade immediately after the holidays, and will comprise a variety of shades in capcs, buckskins and horse hide leathers. They will be as well serviceable and neat, and, owing to their splendid wearing qualities, there will doubtless be a ready demand from the buying public.

TO STANDARDIZE DYES

Canadian and U. S. Makers Confer on Meeting German Competition After the War

NEW YORK.—Manufacturers of dyes from several Canadian cities, New Jersey, Philadelphia, Chicago and Cincinnati, met with representatives of the United States Government in this city on January 22 and 23 for the purpose of devising means of holding their domestic and foreign markets against the onslaught of German commercial "shock battalions" after the war. Formation of an international trade association will be considered to stabilize and standardize the dye industry, the present investment of which, it is stated, is \$200,000,000.

MOVING TO LARGE NEW PLANT THE Kitchen Overall & Shirt Co., Limited, Brantford, Ont., is now moving to the new factory—this was required in order to permit of a doubling in capacity. The company is now employing 300 operators.

SUGGESTIONS FOR WINDOW TRIMS

THE Zimmerman Manufacturing Company, Limited, of Hamilton, have started a series of advertisements in MEN'S WEAR REVIEW that it is believed will prove of special interest to the trade.

They have engaged W. A. Moir, expert window dresser and president of the Canadian Association of Display Men, to set up a series of window displays featuring underwear and bathing suits. These window suggestions are then photographed and presented to the trade in the advertisements of the company. The first suggestion appears in this number. Any questions that the dealer may wish to ask will be answered promptly by the Zimmerman Company.

The desire is to help the trade, and Mr. Zimmerman states the firm will welcome suggestions as to how they can be still more useful to their customers. Doubtless many merchants and designers will not only watch the Zimmerman advertisements but will cut them out for future reference.

A "WOOL SHORTAGE SHOW"

David Belasco Directs "Wool Matinee" for Soldiers at New York—Tickets in Terms of Woollen Wear

A THEATRICAL performance was given in the Belasco Theatre, New York, on January 19th, for the benefit of the Militia of Mercy. David Belasco donated the use of the theatre and his force of attendants free of charge, while the actors donated their services.

The money was used to supply wool to patriotic women who lack the means to purchase material to knit garments for the soldiers and sailors. So it was called the "Wool Matinee." A unique feature was that the price of each ticket represented enough wool to knit specified articles, such as sweaters, socks, helmets,

*Travellers now out
with Fall 1918
Gloves and Mitts.
See the Big line.*

*The Real line
The Bob Long line
Known from
Coast to Coast*



UNION
MADE

MADE IN
CANADA

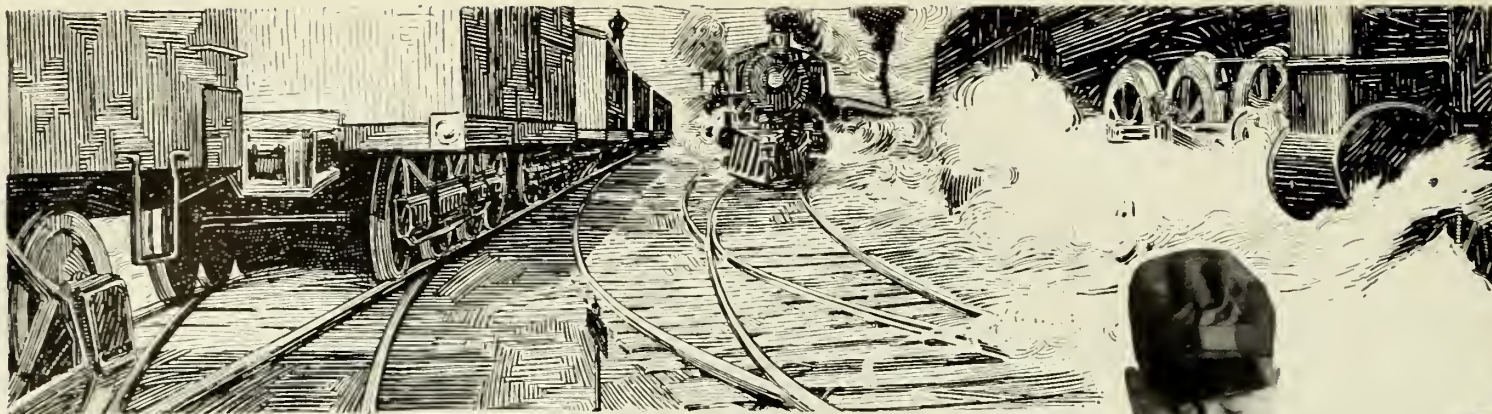
INTERNATIONAL

BOB LONG
BRAND
ALASKA HORSE HIDE

Complete line includes Union Made Leather Gloves and Mitts, Overalls, Pants, Knickers, Workshirts, Warehouse Coats, Mackinaw Coats, Socks, Buckskin and Horsehide Moccasins, Wannigans, Staple Sweaters, Children's Knitted Suits, Caps, Toques, Mitts, Skating Sets, Knitted Scarfs, Jerseys, and an exclusive assortment of Children's, Misses' and Ladies' Fancy Knitted Worsted Sweater Coats and Novelties.

R. G. LONG & CO., LIMITED

Toronto, Can.



You know
Stifel's Indigo Cloth

standard for over 75 years

which since the first railroads
 has been the "best seller" for

OVERALLS, JUMPERS AND UNIFORMS



Now meet
Miss Stifel Indigo
the new kid glove finish cloth for
**WOMEN'S OVERALLS AND
 WORK CLOTHES**

Miss Stifel Indigo has the same
 business-getting profit-making
 qualities in her makeup that made
 her "big brother" the big factor
 he is today in the overall world.

Today, women are flocking into the
 industrial fields. Today, women need
 strong sturdy work clothes. Miss
 Stifel Indigo is the garment fabric that will get you the "lion's share"
 of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT
 trade mark on the back of the cloth when buying
 —it's your guarantee and your customers' guar-
 antee of the genuine fast color vegetable dyed Stifel's Indigo
 Cloth.



REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

New York 260-262 Church St.
 Philadelphia 1034 Chestnut St.
 Boston 31 Beilford 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 218 Inducott Bldg.
 Toronto 14 Manchester Bldg.
 Winnipeg 400 Hammond Bldg.
 Montreal Room 508 Read Bldg.
 Vancouver 506 Mercantile Bldg.

*Miss
 Stifel
 Indigo*

Copyright, 1917, J. L. Stifel & Sons

If interested, tear out this page and keep with letters to be answered.



Make your store headquarters for the man in overalls

The satisfaction he is
sure to experience when
you sell him a suit of

→ **ACME** →

GIANT
OVERALLS

will be a big assistance
to you in securing his
patronage in other lines.

For **ACME GIANT
OVERALLS WILL**
give him unstinted satisfaction. Big,
roomy and comfortable, they are
made to satisfy and to give a maxi-
mum of service under the hardest
wear.

An inspection of these overall values
will be a step on the road to real
overall profits. Let us quote you
prices.

Acme values will bring you profits.

Acme Glove Works, Limited
MONTREAL

Men's Wear Stores Finding Ladies' Hosiery Profitable

The number of men's stores handling Mercury Ladies' Hosiery is steadily increasing, which is proof that the trade has found the handling of this line a profitable undertaking. It is just as easy to sell women

Mercury

Hosiery

for their own personal use as it is to sell them clothes, shirts and underwear for their boys.

When mothers are in your store any good salesman can readily interest them in Mercury Seamless Hosiery, particularly if he draws attention to the narrow ankle, perfectly turned toe and full-fashioned calf—a shapeliness that is permanent, the hosiery being knit to shape, not stretched into shape while wet.

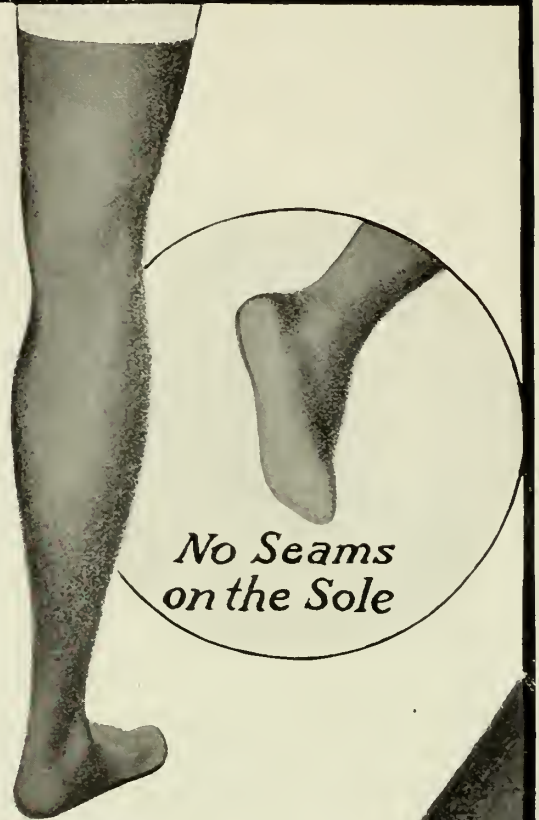
No need to point out the high, soft finish of Mercury Hosiery. The women will recognize that feature immediately and the sale will be easily made.

Mercury Fashioned Hosiery is made in Black, White, Grey and Brown, Cashmere, Lisle, Mercerized Lisle, and Silk Quality. Our big new plant is in operation and we can ship promptly. Have our traveller show you ladies' hosiery samples, or write us direct for quotations and other particulars.

Mercury Mills, Limited

HAMILTON, CANADA

Also makers of Men's High Grade Hosiery and Men's, Women's and Children's Underwear.



*No Seams
on the Sole*

*No Seams
up the Leg*



*Fashioning
at sides gives
narrow
Ankle*

*Perfectly
turned Toe*

See the Leishman Styles before you finally decide

The new Made-to-Measure Sets and Swatches are now ready for your approval, and notwithstanding the fact that some of the cloths have been delayed in arriving, they represent a remarkably fine range of styles and values.

Your customers will appreciate the true high class fabrics and the style and tailoring that go into the garments.

Connect now with Leishman's—the clothes of all round excellence. Write.

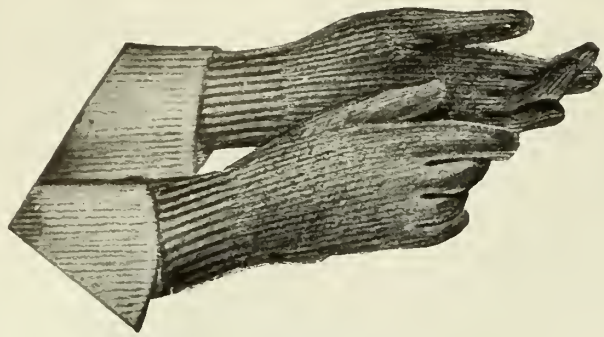


Wm. H. Leishman & Co., Limited

Wholesale Custom Tailors

68 Temperance St., Toronto, Canada

Makers of the Best Tailored Garments for Men.



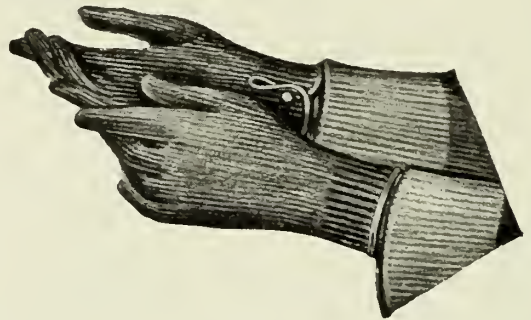
"Avon-Knit" showings have always been noted for correct style and superior quality. Our new assortment is no exception. See them and be convinced.

Our selling representatives will show you the complete line of "Avon-Knit"

Mitts, Gloves, Toques, Hosiery,
Sweater Coats, Mufflers, Skating
Sets, Children's Suits, Etc.

We are now showing the
AVON-KNIT
1918 Range

The unsettled condition of the market makes it extremely advisable for dealers to stock early as our present prices are based on materials bought below present markets. Besides early purchasing ensures deliveries in good time.



AVON HOSIERY, LIMITED

Stratford, Canada

Richard L. Baker & Co., 100 Wellington St. West, Toronto, Selling Agents

FOR THE MILLIONAIRE

Made
in
Canada



For
Canadians

FOR THE MILLION

The mark of Trousers that please

We have now ready for your inspection a splendid assortment of "Everyman's" Trousers, an assortment combining the real values and the sterling qualities that have put the "Everyman's" line ahead of all competitors.

The new showing is comprehensive, including trouserings in fancy stripe worsteds, serges, tweeds, corduroys and all other materials, and produced in all styles. Union made.

See these trousers before you decide. We'll send you samples and prices. Look them over at your leisure and see for yourself where "Everyman's" excel.

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*



In the present difficult times

Why worry about help?

Why not try sending your goods to us to be made up?

Campbell's Clothing

is known for its high quality.

The fit and workmanship will prove equal to, if not better than your own work.

The Campbell Manufacturing Co., Limited
MONTREAL

TRADE MARK

LESS HURRY BUT MORE SPEED

WOLFE'S CAPS

FOR FALL AND WINTER
ARE ON THEIR WAY.

"BETTER LATE THAN NEVER"

CONSISTING of the Newest and Highest Grade Woollens, Plushes, Velours and Velvets offered by the British, French and American Markets.

BY WAITING about one month longer, to see our line before purchasing elsewhere, you place yourself just one year ahead of your early buying competitor.

*Write Us for an Appointment or
WAIT, SEE AND BELIEVE!*

A. HARRY WOLFE

8-10 WEST 19th STREET, NEW YORK CITY
800-810 UNITY BUILDING, MONTREAL, P.Q.



REGISTERED

If interested, tear out this page and keep with letters to be answered.



The label that has made
Canada famous for its
reliable clothing.

SPECIAL ORDER (Made to Measure) DEPARTMENT

Sure Sales Good Money Satisfied Customers

When you handle "Progress Brand" you have all the above qualifications combined.

We have twenty-five more sets to distribute for the coming season. If you are looking for a line that will please your customers, and give you a profit, write at once to

H. Vineberg & Company, Limited

Cor. St. Lawrence Boulevard and Duluth Ave.

MONTREAL

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MEN'S WATERPROOF CAPS

*Made of Tweed and Paramatta Cloth
Absolutely Waterproof*



No. 14



No. 22



No. 29



No. 33

Four numbers by which to judge qualities, styles and values. Our nearest branch will give you particulars as to prices.

**Canadian Consolidated Rubber Co.
LIMITED**

HEAD OFFICE: MONTREAL

*Service
Branches*

HALIFAX
ST. JOHN
QUEBEC
OTTAWA

TORONTO
HAMILTON
KITCHENER
LONDON
VANCOUVER

NORTH BAY
FORT WILLIAM
WINNIPEG
REGINA
VICTORIA

SASKATOON
CALGARY
LETHBRIDGE
EDMONTON

Tooke

COLLARS



the "HAMPTON"

A NEW COLLAR CREATION BY
TOOKE. THE ACCEPTED STYLE FOR
FALL AND WINTER.

Tooke collars, for more than forty years, have always set the highest standards of style, quality and workmanship in collar manufacture. ¶ Tooke collars possess a touch of refinement that is not to be found in those of ordinary makes.

ALL LEADING STORES SELL THEM
20c. EACH OR 3 FOR 50c.

MADE IN CANADA

TOOKE BROS. LIMITED *Makers*
MONTREAL · TORONTO · WINNIPEG · VANCOUVER

EASTER AND SUMMER TRADE NUMBER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, MARCH, 1918

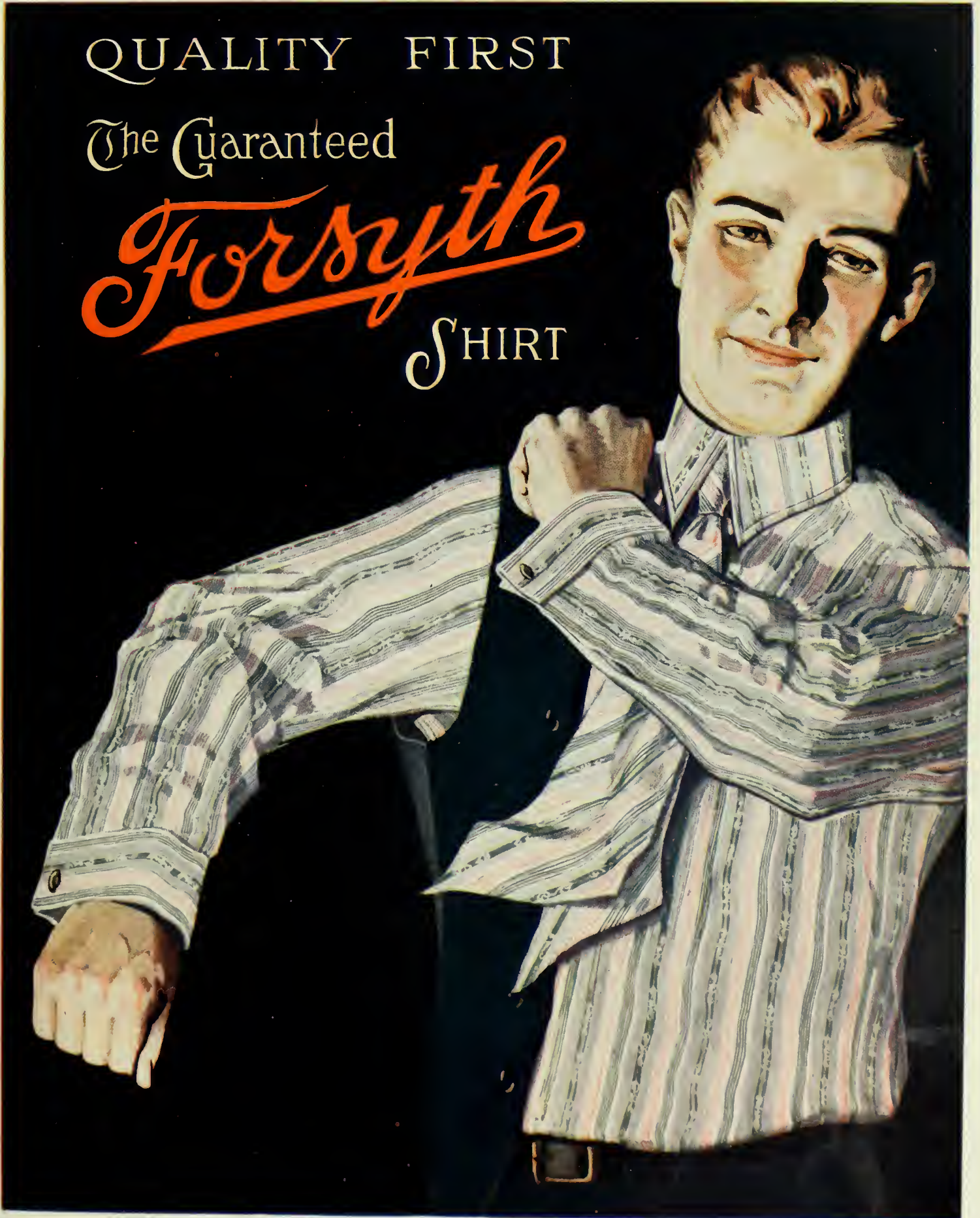
No. 3

QUALITY FIRST

The Guaranteed

Forsyth

SHIRT



CREPE FAILLE

SMART EASTER NECKWEAR

“Mitchell
Slide-
Easy”
Bands
bring
repeat
orders.



Many designs of
small and large
prints in combina-
tions of Summer
tints.

\$5.50
per dozen.

NIAGARA NECKWEAR COMPANY, LIMITED
NIAGARA FALLS, CANADA



CASCO 2 $\frac{3}{8}$ IN.

CLYDE 2 $\frac{1}{8}$ IN.

ARROW COLLARS FOR SPRING

CLUETT·PEABODY & CO·INC·MAKERS·MONTREAL

628

If interested, tear out this page and keep with letters to be answered



Get the trade of the well-dressed man



It is a trade worth getting. Satisfy the "dressy" men of your town that you can give them clothes with the snap and the style and the finish they look for and you'll swing this profitable trade to your store and swing it there to stay.

The "C.N.R." Made-to-Measure Tailoring Service will make this proposition easy. For here you offer the careful dresser Clothes Comfortable and Stylish—Clothes of Quality Materials and Workmanship—Clothes in which customer satisfaction and big money value are fully represented.

We are now showing a wonderful collection of fabrics — wonderful truly when our remarkably low prices are considered. And in addition we guarantee a prompt, courteous service and the assurance that our dealers are seldom hampered by early cancellations of patterns.

If a bigger and better tailoring department appeals to you, send to-day for particulars of this splendid Made-to-Measure proposal.

It's interesting.

Coppley, Hoyer & Randall, Limited
Hamilton, Ontario

Get this young fellow's goodwill

It's something worth while, something that means many sound dollars and cents for you by adding his patronage to your clothing department.

Prevailing conditions have given these young fellows an added importance. Their earning capacities have increased, they are ready to dress better, and it's up to you to secure your proper share of the resulting business.

Cambridge Clothes

will do it for you. We have a splendid range of nobby lines that will catch the fancy of the discerning young fellow. And the more conservative lines too. While each and every suit has the finish and wearing qualities that have made *Cambridge Clothes famous*.

See these sellers before arranging your Fall and Winter requirements. Write, wire or phone.



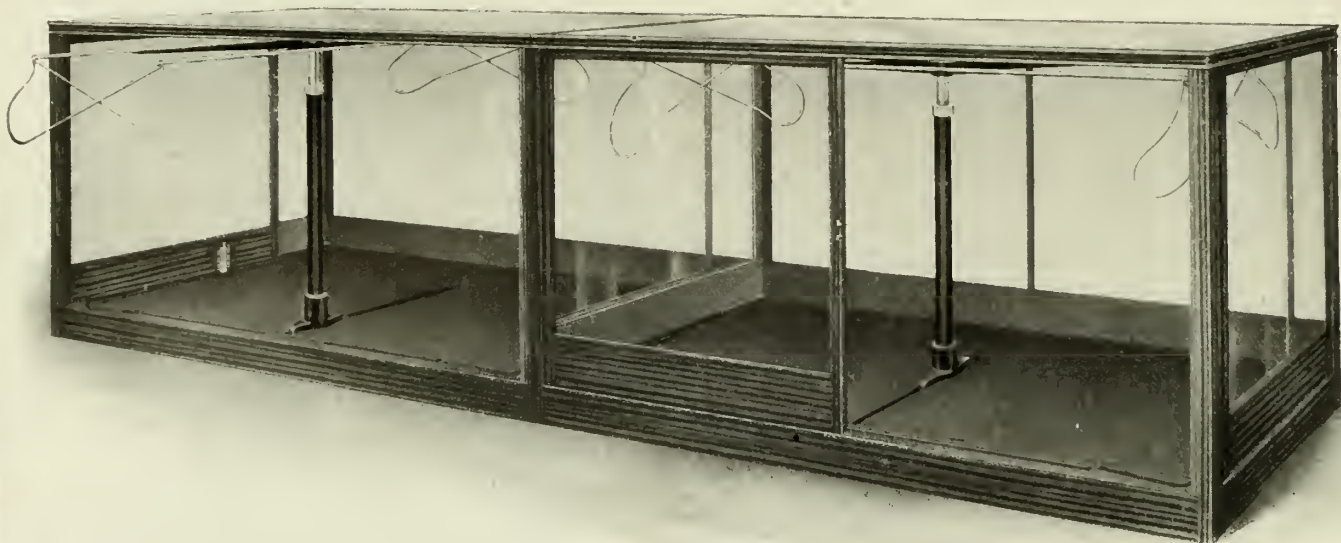
Coppley, Noyes and Randall, Ltd.

HAMILTON, ONTARIO

If interested, tear out this page and keep with letters to be answered.

J

E-F-F-I-C-I-E-N-C-Y



How to
 Increase your sales Reduce your overhead
 Double your efficiency

Install The New Way System

A revolution in merchandising condensing stock and bringing it into arm's length of the clerk, storing each size and style in different compartments, yet displaying the goods to the customer.

Sectional Units for every line you carry, that combine to form a perfect

whole, that can be divided or added to at will.

Such firms as Grafton & Co., Hamilton and Brantford; R. H. & J. Dowler, London and Windsor; Smallman & Ingram, London; The T. Eaton Co., Winnipeg; Chas. Ogilvy Co., Ottawa; Nealsons, Ltd., Halifax, are equipping now with

THE NEW WAY SYSTEM

One of our representatives is in your neighborhood. A post card to us will bring him to you. It will pay you.

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.*

FALL AND WINTER SEASON, 1918-19



We invite careful examination of

**the stylish Fall
and Winter lines of
New Era Quality Clothing
that our representatives are
now showing—**



In spite of war conditions our range of materials is as large and complete as ever

Popular Priced Smart Looking
Satisfaction Giving Clothing for

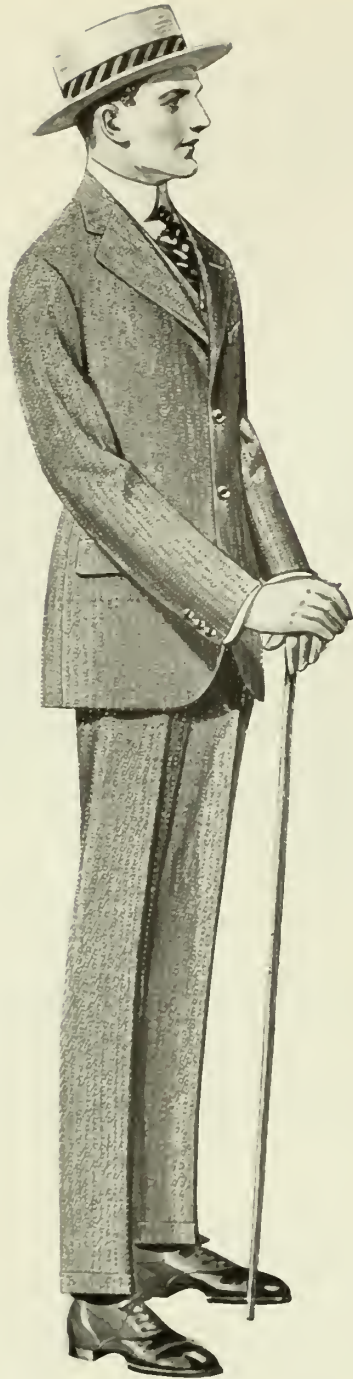
**Boys, Young Men, and
older ones with young tastes.**

A combination of Service which should be of advantage.

Fur Collared Coats will be popular this coming Winter.

The
Freedman Company

SOMMER BLDG., MONTREAL



Bring the best dressed men in town to your store

Get identified with the made-to-measure line that symbolizes the very acme of style and fit and fabric—the line that embodies every essential likely to win and retain the lasting approval of carefully dressed men.

LEISHMAN

Made-to-Measure Sets and Swatches

offer you all this and more. They are now ready for your approval. An examination will make plain to you the great trade-building possibilities of this line.

Leishman Fall 1918 Suits

will shortly be submitted for your approval and we are certain that the real excellence of this new assortment will be apparent on examination. The prestige, the profit and the customer confidence to be gained by selling Leishman Suits are factors no good retailer can afford to overlook.

Don't miss seeing these values before making reservations

Wm. A. Leishman & Company
Limited

Wholesale Custom Tailors

68 Temperance St.,

Toronto



Fall and Winter Lines

With pleasure we fall in with the movement aiming to effect a conservation of cloth—with greater pleasure because *the absolute simplicity which this movement necessitates is the very essence of real tailoring to-day.*

We have more than perfect tailoring to offer you. By reason of early buying we have goods for Fall and Winter, 1918 and 1919—both overcoatings and suitings—which are simply amazing.

The lines we are about to offer are on the floor. Buying from us you are buying a certainty—a certainty as to delivery, material and workmanship.

Wm. H. Leishman & Co.
Limited

Wholesale Custom Tailors

68 Temperance Street, Toronto

WORTH LOOKING AT

We refer, of course,
to the

Fall Line

of

1918



K & S garments must not be confused with the ordinary makes. They are distinctive. They are the product of ingenious craftsmanship—back of which is an honesty of purpose to give the trade thoroughly reliable customer-satisfying garments.

Discriminating retailers are fast recognizing the unequalled merits of K & S Clothing for their particular customers.

Hold your final decision on your Fall order until you see K & S Quality and Value.

A word from you will bring our representative to you. Just say the word.



Kaplan, Samuelsohn & Co.

1620 Clark Street

MONTREAL

50¢ Suspenders too.

WITH our buying connections, equipment, factory organization, and knowledge, built up in thirty-six years' experience of Suspender making, we are able to produce Suspenders as cheaply as any other Manufacturer.

TO PROVE THIS TO THE TRADE we have, while keeping the quality of our leading lines (now retailing at 75c) on the same high level, produced good imitations of these to sell at a price which makes possible 50c retailing.

THESE IMITATIONS ARE

For the President—the Secretary

For the Texend—the Fab Trim

For the Duplex (formerly our 25c line, but now retailing at 50c) we have the Relax retailing at 35c.

WE RECOMMEND the purchase of our 75c lines—the President, Texend, Duplex, Bull Terrier, Kady, Whiz, etc., which we guarantee to have the old standard of quality—but we offer these substitutes for those who want the best obtainable to sell at the old retail prices.

*Look these lines over and note
their selling value.*

The Dominion Suspender Co., Ltd.

NIAGARA FALLS, CANADA

If interested, tear out this page and keep with letters to be answered.



The dependability of
“STAR BRAND”
 OVERALLS

is the big driving force back of their wide-spread popularity based upon a quarter century's experience in the making of overalls that stand the test.

“ Prove all things and hold fast to that which is good. ”

STAR BRAND OVERALLS are built for Railroadmen, Farmers, Mechanics, and everybody that wears good overalls. Now is a first class time to buy. See the STAR BRAND man, or mail your order direct. To delay is poor business.

The J. B. Goodhue Co., Limited
 ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg. Phone, Up. 1129
 Ottawa: 76 O'Connor Street Phone, Queen 4103

Made in Black, Blue and Stripe and sold by good dealers everywhere.

Taylor-Made



HERE is a handsome case for your caps. You can keep fifteen dozen in perfect order—the sizes all together—no bother about boxes—no confusion—no difficulty to ascertain exact stock on hand.

Order one by mail to-day 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

If interested, tear out this page and keep with letters to be answered

Broadway

BRAND
CLOTHES
 for exacting men

UNUSUAL VALUES

MARCH, 1918

The Keen Judgment of the Better Class Clothiers

has prompted them to connect with Broadway Clothes—the line of unrivalled styles, unmatched quality and unbeatable all round excellence.

A glance at this season's showing will make it clear to you why

BROADWAY CLOTHES

are such easy sellers.

The materials are really remarkable considering the prevailing market difficulties while the designing and the tailoring are such as will do honor to the "Broadway" standard and win prestige for the Broadway dealer.

Ask us to submit you the complete Broadway proposition. Do this before you place your next order. Write, phone or wire now to


RANDALL and JOHNSTON

LIMITED

TORONTO

The all round excellence of the **BACHELOR SUIT**

—the pleasing style and the wonderful *guaranteed* wearing quality—is a direct result of 50 years' experience in the making of quality clothes for men—clothes that any man would be proud to wear—at prices that any purse can afford.



Your own appreciation of values will, upon examination, force you to admit that the BACHELOR SUIT is the biggest and the livest selling line of Men's Suits on the market.

And the Bachelor Suit is *guaranteed*. Mark that! The only guaranteed line of its kind selling to-day.

Full investigation will show you that the Bachelor Suit Proposition is well worth connecting with.

Send us a postcard for full particulars.

**The
Bachelor Clothing Co.**
Limited

SHERBROOKE - QUEBEC

THE BACHELOR SUIT SPECIAL

The Superior Value in this Bachelor Special is the result of a half-century of experience. The fabric is cold water shrunk and hand fit and style.

BACHELOR GUARANTEE

Should this garment fail to give satisfactory wear, it may be returned to the retailer, who will make full and fair adjustment, tailored, assuring permanent shape,

(Signed)

The Bachelor Clothing Co.
Limited.

LOOK FOR BACHELOR'S
FRIEND IN COAT POCKET.

THE GUARANTEE

Set a new record
in your boys' department
by featuring the 1918

“Wearbetter” values

“The Suit with the Guarantee”

The big importance of the Boys' trade is too well known to you to require further emphasizing.

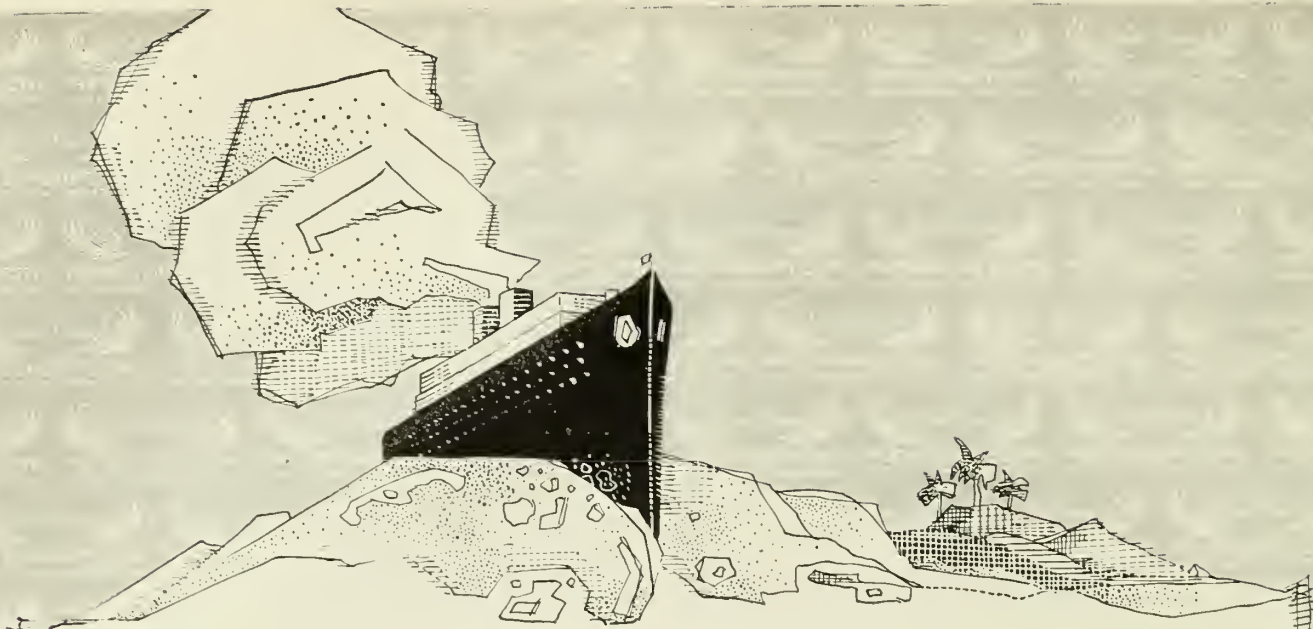
Wearbetter Suits displayed in your store will be a mighty big means of getting you your proper share of this trade.

Every suit is tailored with a style and a finish that will satisfy the most particular boy or the most hard-to-please parent.

And apart from the good, wide profit margin on every sale the confidence in your business thus created will mean much more to you *eventually*—for the boy customer of to-day is the man customer of to-morrow.

Make your boys' department really worth while this year with “Wearbetter” values.

WALTER BLUE & CO.
LIMITED
SHERBROOKE, QUE.



PALM BEACH

Chaotic times will not affect the standard goodness of PALM BEACH CLOTH. BANK ON THAT!

"How much is real—and will it back my long fought-for reputation?" Conjecture and uncertainty may fill your mind when you select a pattern for your "Worsted" or "Woolen" line—

But PALM BEACH calls forth no doubts. It is a law of purity unto itself. Strong—durable—lasting—its construction today is the same as that which won the Genuine Cloth its place *at the top*, many years ago.

Perhaps these years have shown us how to better it and make it more deserving—but fundamentally, PALM BEACH IS PALM BEACH—uniform, reliable, inimitable.

Be sure you stock the Genuine. The registered trade-marked label sewn in the coat is your safeguard.

THE PALM BEACH MILLS

GOODALL WORSTED CO. SANFORD, ME.
A. ROHAUT DEPT. SELLING AGENT
229 FOURTH AVENUE NEW YORK

This Label should appear in every suit made of Genuine Palm Beach.

This Label should appear in every suit made of Genuine Palm Beach.



THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

FLATO

Complete your
Fall and Winter Offerings
with
**AVENUE BRAND
CLOTHES**
For Boys

Juvenile and Boys' Suits and Overcoats. Big Boys' First Longs.

The completeness of this line, the Smart, Up-to-the-Minute Models, the Quality of the Fabrics and the Remarkably Low Prices—these are the points that make this new AVENUE BRAND showing one of the very strongest we have ever assembled.

We bought our cloths and trimmings before the prices soared.

So attractive, indeed, are these values that no good dealer can afford to miss examining them, particularly now when the boys' good-will and the securing of his custom are more than usually worth while.

We have specialized in Boys' Clothing for years and are noted from coast to coast in Canada as the makers of *Boys' Clothes that "Sell"* at a big profit for the retailer and every satisfaction to the wearer and the mother of the wearer who "foots the bill."

Our travellers are at your service and can arrange to call any time you say with a full showing of Avenue Brand. A post-card will do it.



***None Better—
None Quite so Good.***

The W. J. Keens Company, Limited

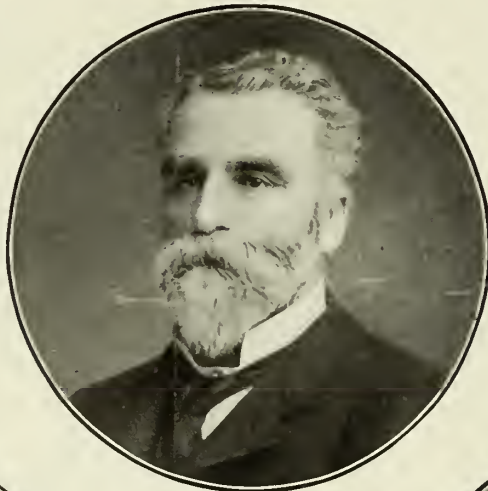
Successors to C. M. Gilchrist & Co.

WHOLESALE CLOTHIERS

185 Spadina Ave., Toronto

Phone Adelaide 4168-4169

Let's Get Acquainted



S. G. KITCHEN
President



C. E. KITCHEN, Manager



J. F. KITCHEN, Secy.-Treas.

The success of any business largely depends upon the personal element. We feel that we owe the greater part of our success to the unremitting personal service given to our customers. We aim now and always for Satisfaction in every Transaction.

We want the acquaintance of every Men's Wear Dealer

and we want him to investigate the many advantages of selling "Railroad Signal" Overalls and Shirts.

To many their customer-pleasing, profit-making qualities are too well-known to need emphasizing, but to those not yet acquainted we would suggest a trial order immediately.

This year, when good overalls and work shirts will be in big demand, you will make no mistake in stocking and recommending "Railroad Signal"—the line that gives your customers the "Right-of-way to Comfort."

THE
Kitchen Overall & Shirt Co., Ltd.

BRANTFORD, ONTARIO

Factory—BRANTFORD

Show Rooms and Stock Rooms! TORONTO, 279 College Street





View of New Modern Factory of Kitchen Overall & Shirt Co., Ltd., Brantford.

When the demand for "Railroad Signal" Overalls and Shirts kept on increasing

we were forced to locate a more commodious factory where with every modern facility and a staff of 300 operators we could continue to give the trade the best service as well as the best overall.

We are pleased to announce that we are now installed in our new home, fully equipped in every respect to handle all orders promptly and expeditiously.

THE
Kitchen Overall & Shirt Co., Ltd.
BRANTFORD, ONTARIO

Factory: BRANTFORD

Show Rooms and Stock Rooms: TORONTO, 279 College Street





**The
"Winsome".**

A pleasing and popular Arlington shape. A cleanable collar equal in every way to the linen brands

From the standpoint of appearance

The Arlington Challenge Brand Collar compares so very favorably with the newly-laundered linen collar that men who pride themselves upon the correctness of their dress now wear this linen-like cleanable collar regularly. Then of course there is an army of men to whom such an economical collar is a necessity. And there's an Arlington shape to please every taste and a size to fit every neck. Are you an Arlington dealer?

The Arlington Co. of Canada
Limited

76 BAY STREET, TORONTO

We now carry complete stocks at

Montreal - Read Bldg and Winnipeg - Travellers Bldg - Bannantyne St

If interested, tear out this page and keep with letters to be answered.

Put Your Hat Business on a High Level



The man who handles high-class hats--getting a proper price for these--is the merchant who is overcoming present day difficulties. His profit on each sale is larger than ever; the satisfaction he gives his customers the best.

Mr. Dineen has, throughout the war, continued his regular trips to Europe, and we have been able to keep up all our deliveries. On his recent trip, from which he has just returned, Mr. Dineen covered next season's requirements so that we can guarantee your Christy Hats and prompt delivery of these.

Our stock of Christy Hats on hand has been kept up, and inquiries for immediate deliveries will receive prompt attention.

Travellers are starting out early in March, covering Canada from Halifax to Vancouver. If we do not usually call upon you, write us direct for appointment.

ANSLEY DINEEN CO., Limited

52 Wellington Street West
TORONTO



“VICTORY”

“A bold new type
for the young fellow”

Note the flexible points, which enable the collar to lay on the shirt, preventing holes being worn.

This distinctive style has everything in its favor to make it the collar for spring and summer, 1918.

Ready for delivery March 20th to April 1st.

Sizes 13 to 17½. Quarter sizes 13¾ to 16¾, inclusive.



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

“The excellence of the product has established the brand”

If interested, tear out this page and keep with letters to be answered.

Zimmerknit Window Trimming Suggestion No. 2



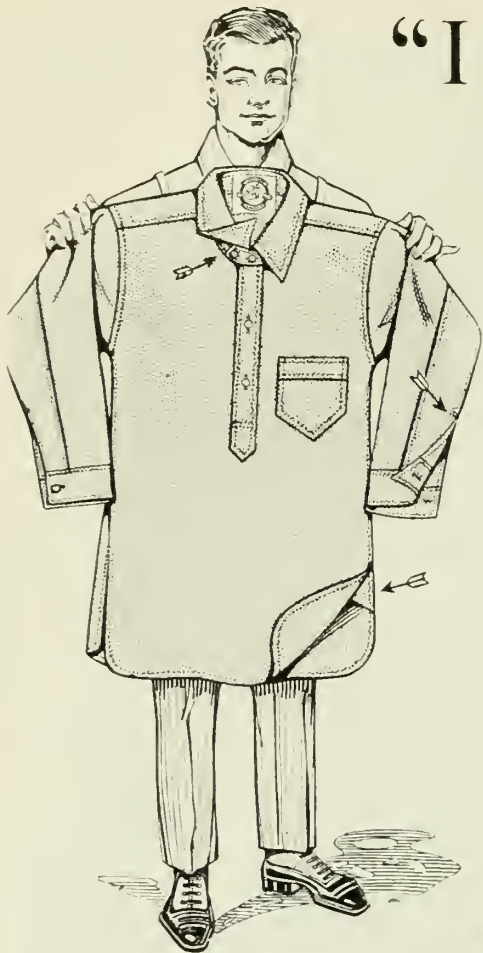
A Bathing-Suit Window-trim prepared by Mr. W. G. Moir, President of the Canadian Association of Display Men, as a suggestion to Zimmerknit dealers. Green silk plush is used as a flooring, and the standards are backed with gold paper.

A hot Summer always follows a cold Winter according to the weather prophets, and Bathing Suits will be in active demand. Zimmerknit Bathing Suits are unusually attractive in design. The material and workmanship are of the quality that has made the trade-mark "Zimmerknit" synonymous with excellence.

Zimmerman Mfg. Co., Limited, HAMILTON
CANADA

"I want another like it"

"I've worn this shirt for a year; have had it washed every week and it's practically as good as new yet. I want another like it."



That's what the wearer of Arm and Hammer Brand Blue Cambray Shirt No. 837 said to an Ontario dealer recently. And this case is no exception. Every day everywhere the merits of Arm and Hammer Brand Work Shirts are winning the wearers' appreciation and bringing better business to the dealers stocking them.

Here are a few reasons why they like Arm and Hammer Shirts:

- 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 J. A. Haugh
Mfg. Co., Ltd.
Toronto, Can.



THE LACE GOODS CO. LIMITED

64 Wellington Street W. - TORONTO

*The Handkerchief House
of Canada*

We specialize in Handkerchiefs of all kinds for future and immediate delivery, and we draw your special attention to the following men's lines:

- Khaki Handkerchiefs, plain or mercerized finish.
- Linen Handkerchiefs, all prices, to sell from 25c up.
- Lawn Handkerchiefs, hemmed or hemstitched, all grades.
- Colored Bordered Lawn Handkerchiefs, plain or mercerized finish.
- Linen Initial Handkerchiefs.
- Lawn Initial Handkerchiefs.

Our "LACO" Packet contains two soft-finish lawn handkerchiefs ready for use, perfectly sanitary. Sell 25c packet.

THE
LACE GOODS CO.
LIMITED

STOCK THESE SCARCE GOODS

The demand is big and growing

English Cashmere Socks, black, khaki and white	\$6.00 to \$8.00
Khaki Ribbed Wool Socks	\$5.50 to \$10.50 doz.
Heather Ribbed Worsted	\$4.50 to \$6.50, \$8.00 doz.
Khaki Vests, brushed	\$30.00
Khaki Sweaters, with collar	\$40.00
Woolen Gloves	\$7.50 and \$9.00

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 "Glengarden" Trench Coats and Aquatite Raincoats.

For outfitting your soldier customers we supply A Full Line of Military Goods

For C.E.F., R.F.C. and U.S. Army Officers and Cadets.
We carry complete lines: Fox's Puttees, "Ivy" Puttees, \$15.00 doz. Trench Coats, Aviation Helmets, 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, \$1.50. Badges for all ranks.

Wreyford & Company

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

**A Big Customer
The Working Man,
big in body and heart, is
big also in needs and in
ability to have
these filled**

Carhartt's OVERALLS

draw this man like a magnet.
He wants line with the guar-
anteed ticket.

Also he wants

Khaki Work Pants

Cottonades

Corduroys

and

Work Gloves

(in Sheep, Splits and Horsehides)

Boys and Women are
workers too, so stock

FOR BOYS

**Khaki Knickers and
Allovers**

FOR WOMEN

**Khaki and Galatea
Allovers and Slipovers**

**HAMILTON CARHARTT COTTON
MILLS LIMITED**

TORONTO UNIT

TORONTO

VANCOUVER

LIVERPOOL

MONTREAL

WINNIPEG

If interested, tear out this page and keep with letters to be answered.



Monarch Travellers

are now showing the complete Nineteen-Eighteen range of

Knitted Coats

Muffler Sets

Fancy Knit Goods

Our new range surpasses all previous efforts in the production of knitted goods that excel in Style, Quality and Workmanship.

Your inspection of the complete range is invited.

HOSIERY

Monarch-Knit Hosiery

To produce Hosiery of good quality and good fit is our first consideration. This being accomplished, it is our aim to make "Monarch" the buy-word for Hosiery in every household in Canada.

Monarch Hosiery advertising in leading Canadian magazines and periodicals is considered to be the most attractive and effective ever issued in Canada.

The Canadian public are being acquainted with Monarch-Knit Hosiery—by linking up your selling efforts you take full advantage of our introductory work.

Our travellers are now showing the complete range of samples in Silk, Mercerized, Cotton, and Cashmere for Men, Women and Children.

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.

Dunville, Canada



"Monarch Knit Hosiery Family"

"Registered"

*Giving your customer
the most for his money*

Giving him the good appearance, the fine workmanship, the sterling clothes, and the handsome trimmings—in short, giving him better looking clothes—this is what our Fall and Winter offerings make possible for every one of our representatives.

Nowhere can you find better designing, more honest tailoring, more enduring good looks or more solid clothes satisfaction.

Announcement!

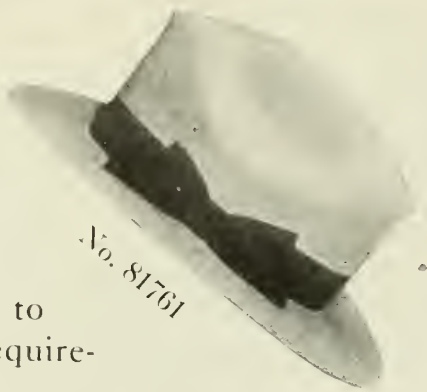
To meet the wishes of many of our customers we are now manufacturing a high-grade line of boys' clothing at popular prices.

May we show you our complete assortment? It is full of big sales possibilities.

Union Clothing Co., Limited

285 Notre Dame Street West
MONTREAL





We urge you to cover your requirements in

PANAMA HATS NOW.

The "MONARCH" RANGE

in felt hats is in every respect up to the high standard which the trade has grown to expect from it.



A trade-mark that has stood the test of years.

L. Gnaedinger, Son & Co.
90, 92, 94 St. Peter Street - MONTREAL



Quality Hats

DO NOT WASTE FOOD

and DO NOT MISS the opportunity of seeing

THE "Davis Storm Resista"

Waterproof Coats for 1918

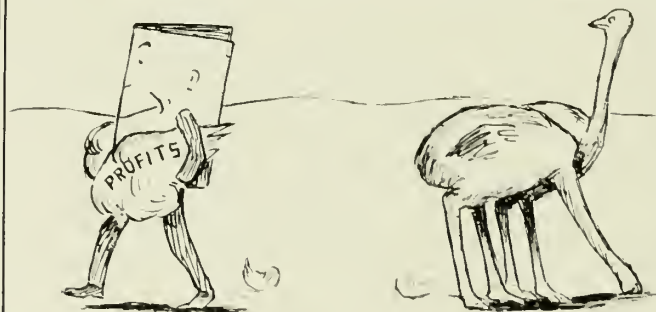
Now being shown throughout the Dominion
HIGH GRADE MERCHANDISE

Up-to-date styles for
MEN AND WOMEN

Manufacturers

H. E. Davis & Co.

117, 119 and 121 St. Henry Street
MONTREAL, CANADA
TELEPHONE MAIN 5445



The profits are for the merchant who is quick to appreciate a good thing.

GOVERNOR FASTENERS

on boys' knickers are one of the recognized good things of to-day.

A wonderful convenience, secure, pliant and easily adjusted.

Once worn, always worn, every pair helps to sell another.

Don't bury your head in the sand to this opportunity. Insist on GOVERNOR FASTENERS on every pair of knickers you buy.

The Governor Fastener Co.
of Canada, Limited

46 St. Alexander Street, Montreal

Ballantyne Knitted Wear *for 1918*

SNAPPY Original Styles plus Quality, Material and Workmanship combine to make this new Ballantyne range the most attractive assortment of knitted goods ever offered for your approval.

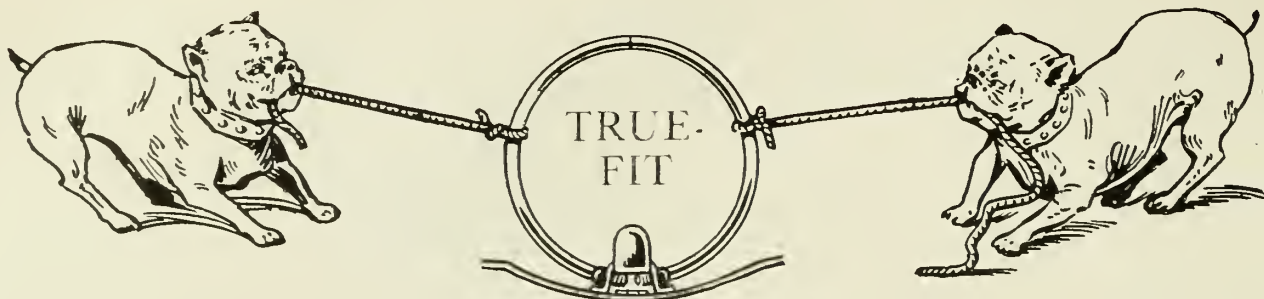
THE Ballantyne travellers are now out with a full range, including Sweater Coats, Caps, Mitts, Gloves, Hosiery, Toques, Mufflers and Jerseys.

SEE these novel productions and you'll realize what selling certainties they are.

R. M. Ballantyne
LIMITED

Stratford

Canada



Stand the Wear-and-Tear

True-Fit Dependable Double Texture Waterproof Coats stands the wear-and-tear in such a manner as to give universal satisfaction.

Many wide-awake retailers are aware of this, seeing an opportunity for *present profit* and *future satisfaction* —an opportunity to sell the best *all-round* Weather-

proof Coats on the market, thereby attracting and holding the best custom.

To-day it is *one thing to buy goods and another to get prompt deliveries.*

In this you have the double advantage of



our *big English supply house* and our *own well-stocked factory in Montreal.* This enables us to guarantee deliveries for Spring.

Travellers will be out shortly with a complete range of fashionable and dependable goods.

We are sole agents for Canada for the
AQUATITE
BRAND

Gentlemen's Yarn-proof Coats and are also in a position to book orders for import or immediate delivery from stock.

Samuel Wener and Company, Limited
SOMMER BUILDING MONTREAL

Peck's



The very best argument

in favor of Peck's Clothing is a sincere inspection of our Fall assortments.

Fabric value and fine tailoring that will appeal to the best dressers in your town is what we offer.

An examination will convince you.

Our representative will be glad to arrange a call.

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If interested, tear out this page and keep with letters to be answered.

WHERE TO BUY

ANYTHING AND EVERYTHING

IN

MEN'S FURNISHINGS

For Easter

For Spring

For Fall

SHIRTS FOR EVERY PURPOSE

Working, Athletic, Dress,

Produced, Marketed, Guaranteed

BY

Our Own Factories

UNDERWEAR FOR ALL NEEDS

**WOOL, CASHMERE, LISLE, NAINSOOK,
Etc., Etc.**

SWEATER COATS, OVERALLS, SMOX, SUSPENDERS, HALF
HOSE, GLOVES, COLLARS, TIES, OF EVERY DESCRIPTION.

EVERYTHING IN MEN'S FURNISHINGS

Alphonse Racine, Limited

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

Sample Rooms:

Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.

Factories:

Beaubien Street, Montreal, St. Denis,
St. Hyacinthe.

*Registered Trade Marks—"Racine," "Hero," and "Strand" Shirts. "Life Saver" Overalls,
"Samson" Pants. "Record" Sox. "Protector" Sweaters.*

Go after the Soldier's trade

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

IT'S a trade worth getting. The new Canadian Tommy will be a customer worth securing. He has got plenty of money — generally speaking—and he's going to spend it on natty Walking Breeches, Puttees, Haversacks, Tunics—and the hundred and one other lines that catch his fancy or that he feels he requires.

The Miller Walking Breeches

is one line in particular that sells on sight to every man in khaki. It is neat and good-looking—a line to feature constantly. Ask us to send you a sample assortment and our sales-pulling show card shown above. Our Puttees, Tunics, Slacks and Haversacks are all first-class selling lines. Ask to see them.

For Your Summer
Trade You Need

Miller-Made Palm Beach and Summer Weight Clothing

These are now ready for shipment. We feel very confident of your approval, and we feel sure that as regards style, fit and finish these summer lines are sellers—and then some.

When you need stocks of Tweed Pants, White Duck Pants, Lustre Coats, Duck Clothing, Flannel Pants, Khaki Pants, Boy Scout Uniforms, Work Suits, and all specialty clothing



Ask us

The
Miller Manufacturing Company, Limited

Makers of the Famous Miller Breeches

44 York Street

Toronto



*Place
your order
with*

Wolthausen

By doing so you assure yourself of
satisfaction both in sales and deliveries.

Travellers now out
with a complete range.

Don't put it off

The Wolthausen Hat Corporation, Limited
BROCKVILLE, CANADA

MONTREAL
Mappin & Webb Building

TORONTO
28 Wellington Street West

If interested, tear out this page and keep with letters to be answered.



Foresight

Permits us to AS-SURE YOU that we have sufficient suitings and overcoatings of the newest and most distinctive designs to cover the requirements of the trade for FALL, 1918.

"Good Clothes"

The styling of our models, while not glaringly unusual, represent in fit and finish the best in men's fashions.

Our representatives are now on their respective territories.

New swatches will go out from time to time as cloth becomes available.

B. Gardner & Co.

Makers of
"Good Clothes"

85 St. Catherine St., West
Montreal



THE
Lang
SHIRT

Here's a good one for your Boys' Shirt Department

A WELL-MADE, stylish and neat-looking Boys' Shirt Waist with Sport Collar. The very thing to develop your sales of juvenile lines and secure for you a large slice of the profitable boys' wear trade.

Lang Shirts are known everywhere as representing a standard of style and quality that is hard to equal. This Boys' Shirt Waist is a *Lang* creation and it is a worthy member of a family of popular big value Shirts.

Make your Boys' Department really profitable this year by showing and recommending this attractive Summer line for the little fellows.

Look it over anyhow. Send for samples to-day and judge for yourself.

The
Lang Shirt Company, Ltd.
Kitchener, Ontario



The label that has made Canada famous for its reliable clothing.

BUSINESS NOT USUAL

Clothing Business Decidedly UNUSUAL

With raw materials advanced from 200 to 300% it is most *unusual* to sell the finished garment at an advance of 35% to 40% over pre-war prices—and yet such is the *unusual* and extraordinary fact.

The cause and effect are obvious.

The merchant who continues to do his buying on the “usual” terms does not get all the clothing values his money should purchase.

The buyer who is guided by fabulous and fictitious discount does not always get all that is coming to him.

Our stock of cloth and trimmings (including Fur Collars) is well assorted, and complete. We offer our product to the trade on the same basis as we bought, i.e.,—for cash, or its equivalent.

Our range of Overcoatings and Suitings comprises the pure wool fabrics bought in 1914 and 1915.

Designed by and made under the personal supervision of Designer Geo. A. Evans, in our “*Progress*” Tailory—we are offering to the trade the best range of Clothing made in Canada at a slight advance over pre-war prices, but at an enormous reduction from what the present cost of raw materials would warrant.

Our travellers are now on their respective territories with full range for immediate and Fall, 1918.

We bespeak your inspection.

H. Vineberg & Company, Limited

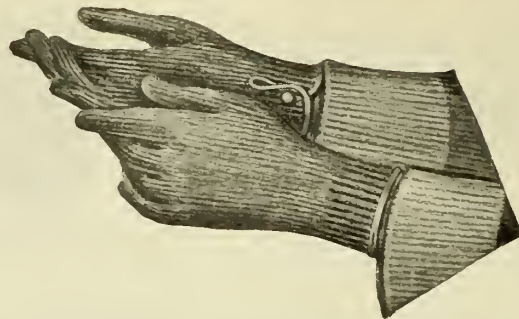
Cor. St. Lawrence Boulevard and Duluth Ave.

MONTREAL

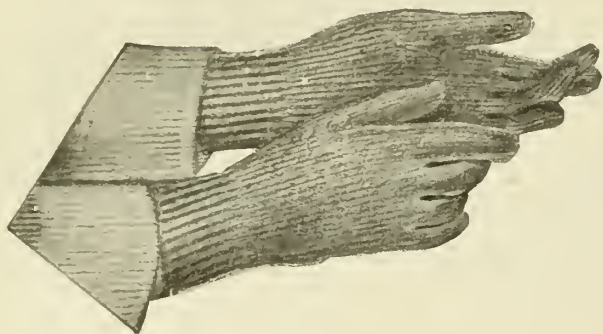
Ready now—for your approval

AVON-KNIT

1918 Range



This is an assortment of unsurpassable style and unbeatable quality. And the prices, based on materials bought below the present market values, are particularly attractive.



Early ordering is therefore advisable. And early ordering guarantees prompt deliveries.

Have our traveller call with a complete showing of Avon-Knit values—the kind that sells.

Mitts, Gloves, Toques, Hosiery, Sweater Coats, Mufflers, Skating Sets, Children's Suits, etc.

AVON HOSIERY, LIMITED

Stratford, Canada

Richard L. Baker & Co., 100 Wellington Street West, Toronto, Selling Agents



CASH FOR OLD HATS

We will buy in all your left-over hats for spot cash.

SOFT HATS

STIFF HATS

FUR HATS

WOOL HATS, Etc.

All Sizes, Colors, Shapes, Materials.

The sooner the better.

Go through your old stocks and ask for our list of prices on any you want to convert into cash.

Dubrulle Mfg. Company

164 McGill St.

MONTREAL

FOR THE MILLIONAIRE

Made
in
Canada



For
Canadians

FOR THE MILLION

Real Trousler Values

You cannot connect with a better trouser assortment or one more calculated to win you increased trade and customer confidence than the values we now offer you in

EVERYMAN'S

—the trousers for the millionaire and the million

Fancy striped worsteds, serges, tweeds, corduroys, etc. all are included, and every style is available.

Ask us to send you samples and prices before buying your new stock. Our values are convincing.

DAVIS BROS.

MANUFACTURERS

HAMILTON

ONTARIO

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

In Suits or Overcoats our
values this year are
phenomenal

Judicious buying at market rates far below present prices have made possible this suit and overcoat offering.

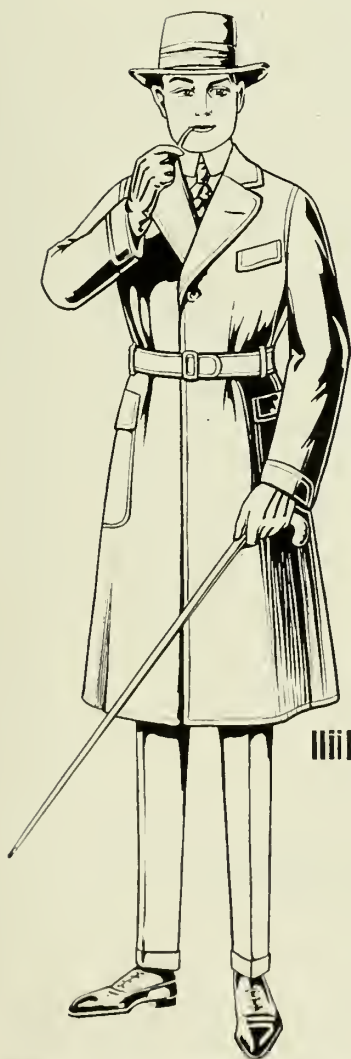
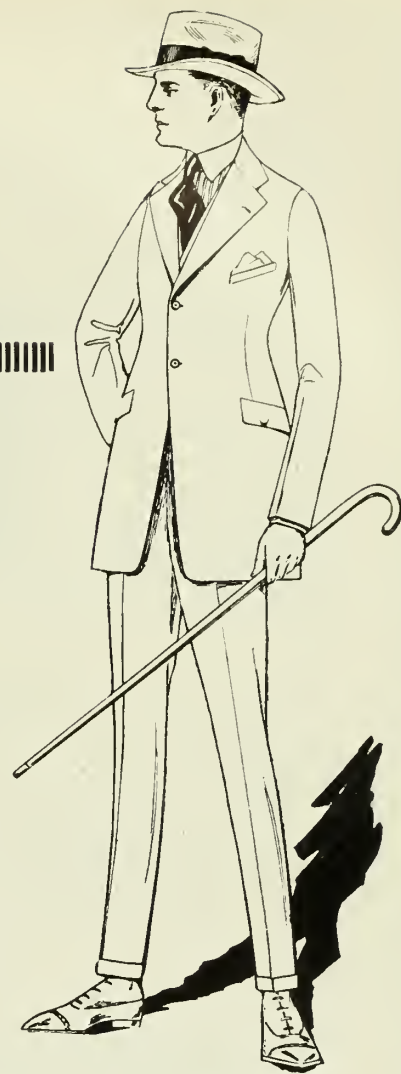
The splendid woollens used in these garments, the tasteful designing, the fashionable tailoring—all combine to create a selling argument strong enough to keep the dealer's stock moving briskly and at a **good wide profit.**

If you appreciate selling out-of-the-ordinary values—if you are out to get more trade and to hold it — you should arrange now to see the Imperial Clothing Traveller.

He can call at your convenience, or maybe you'd prefer to write us for complete line of samples.

A stock of Blue and Grey Serges always on hand for sorting. Do not fail to see our range of Trench Coats for Fall.

Imperial Clothing Mfg. Company
217 Richmond Street West - TORONTO





*A guarantee
of Glove
Perfection*

*Look for this
mark on the
Fostener*

Everything in Men's Gloves for FALL 1918

Our travellers are now on their respective territories with a complete range of samples for Fall, including all the newest as well as the staple styles. They are showing Lined and Unlined Gloves in Capes, Suedes, Mochas and Buckskins, also a complete line of Motor Gauntlets, in Gloves and Mitts. An inspection of these goods will convince you that the Acme Line holds unlimited sales possibilities for you.

GLOVES FOR EASTER TRADE

Cover your requirements now, while we are able to give you immediate delivery on Men's Gloves in Prix Seam, and Half Pique Sewn, in Snede, Chamois, and Washable Capes, the latter include all the newest shades, such as Newport, Battleship Grey, and the staple shades of Tan

Order quickly while stocks are complete.



ACME GLOVE WORKS, LIMITED
MONTREAL



All Weather—All Season
Overcoats

All Weights and All Waterproof

FASHION-CRAFT

Specialty for 1918

Range of models and samples for Fall and Winter now complete, showing variety and exclusiveness in men's highly tailored clothes, which will convince the dealer who sees the line that he should handle Fashion-Craft if he desires the best results.

Agencies open where not already represented.

Fashion-Craft Mfrs. Limited
Montreal, Que.



Satisfy particular men with
MAPLE LEAF BRAND
 and
Dr. Neff's Sanitary Underwear

Comfort fitting, well finished, durable these two excellent lines of underwear will boost your sales and satisfy your customers.

Why take chances on the quality of the underwear you sell? Maple Leaf Brand and Dr. Neff's Sanitary Underwear will live up to your strongest recommendation.

Let your next order be for "Maple Leaf" and "Dr. Neff's" Sanitary Underwear.

Thos. Waterhouse & Co., Limited
 INGERSOLL, ONTARIO

Ask your wholesale houses for these particular brands sold only to the jobbing trade

Stifel's Indigo Cloth

Standard for over seventy-five years

For Men's

Overalls, Jumpers and Uniforms
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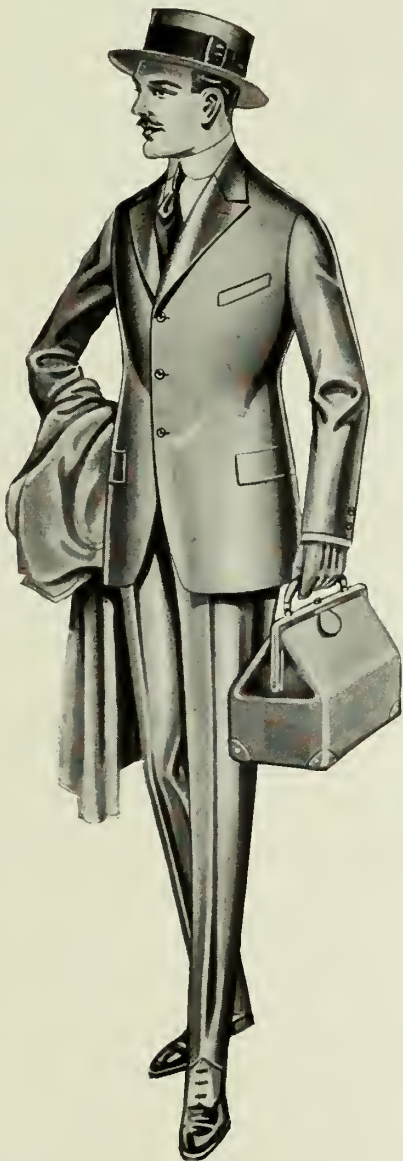
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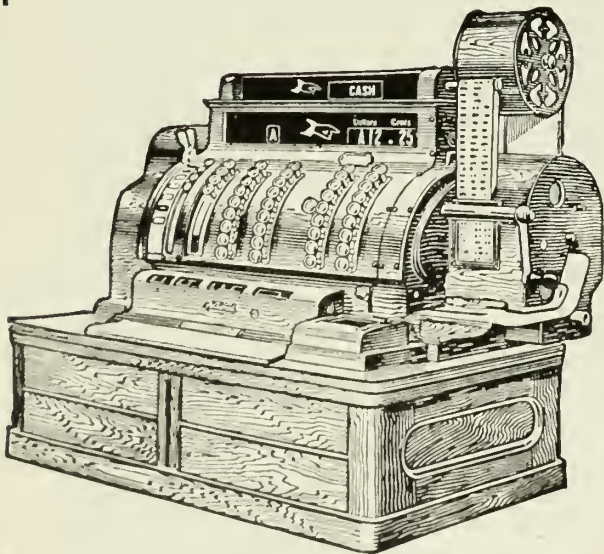
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**The National Cash Register
Co. of Canada, Limited**

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8

TORONTO, MARCH, 1918

No. 3

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Milne's Neckwear News for March



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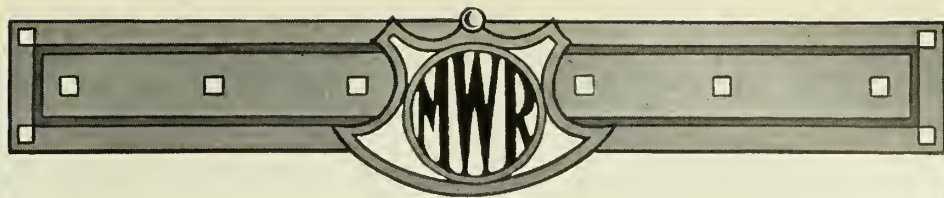
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Toronto

New lines continually arriving. Always inspect the Milne's offerings



Men's Wear Review

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

VOL. VIII.

TORONTO, MARCH, 1918

NO. 3

FIGHT ON TO RE-LIGHT STORE WINDOWS

Men's Wear Trade Suffers Heavily by Reason of This Restriction—Representation Now Being Made to Sir Henry Drayton—Rent Values Are Threatened by the Measure—General Conditions in the Trade

MERCHANTS all over Canada have been suffering by reason of the edict forbidding the illumination of store windows. Especially has the regulation caused irritation to the men's wear merchant, for men are notorious window shoppers. A dark store front means a reduction in purchases; means that the "muffler" is on the cash register just at a time when the merchant greatly wishes to step on the "cut-out."

LIGHTS COMING BACK?

But a word of cheer. Representations are now being made to Sir Henry Drayton, Commissioner of Power, to the end of securing the right to light, at least partially, each store window.

The scheme, which is being brought forward by the Retail Merchants' Association, is to so modify the measure forbidding the use of electricity for window lighting as to allow at least one 60-watt lamp in each window. This, it is held, would take away from the dismal appearance of the store front—would let the passerby know that business was still being done within.

MEN'S WEAR REVIEW is not in a position to state positively that this modification will become a fact. Opinions which have been secured, however, indicate that the representations of the retail merchants are to be given careful consideration. As the representations carry with them the assurance that the retailers of the whole Dominion are willing to do all possible to effect the saving in power which is said to be necessary, as ways by which the light burned in the window could be more than saved inside the stores are being brought out, it seems reasonable to believe the moderate request will be granted.

IS THIS A WAR MEASURE?

It may as well be stated that the men's wear merchants feel that they, and other merchants too, are being harshly treated. To the order of the two heatless days little exception was taken, though the selection of Saturday for one of these days was felt to be a grave mistake. Still this order was regarded as a war measure, and so was borne as quietly as could be. Many merchants, however, refuse to admit that the order against electric lighting of windows is a war measure. It is stated by a number that it is an order to help out Hydro, and as proof of this the contention is made that other electric companies could easily supply the power for the windows were they allowed to do so. In Hamilton, for instance, the claim is that the Cataract Power Company have a dynamo which is not working at all at the present time. This company, however, is not allowed to give the power for the window illumination.

UNWISE HANDLING

The trade feels upset at the manner in which the matter has been handled. Merchants have been told they were lucky to have any light at all—that they never needed such illumination as they have been using. This in face of the fact that the Hydro men, in the past, have urged the advantages which would accrue from brilliant windows.

RESORTING TO CANDLES

As with the many many difficulties which have arisen since the commencement of the war, so in this case the men's wear merchants are quietly going about the task of offsetting the hardship as best they may. In the downtown stores of Toronto windows are to be seen faintly illumined with candles. The rush for gas lamps has been so great that the gas companies cannot immediately supply the necessary meters. Many are taking out the backs of their windows to permit light from the store interior to shine through. In St. Thomas the stores are being opened at 10 a.m. and closing at 5 p.m., except on Saturday, when they remain open until 9 p.m. Chatham merchants, too, are closing at 5 p.m., except on Saturday, when the closing is at 9 p.m.

A CHANGE BADLY NEEDED

But all this means unsettlement. It means, unfortunately, lost business, and the sooner a change in this lighting regulation can be brought about the better not only for the men's wear trade but for the country. The suc-

cess of the country after all is bound up with the success of the retail merchant, though this fact seems often lost sight of.

WILL AFFECT RENTAL VALUES

Rental values are likely to be upset by this regulation. What a store is worth depends, of course, on a number of things, but in a general way it depends upon the number of people who will pass the store—who will have a chance to see the goods displayed in the store windows and so be led inside to buy. Hence the greater value of a corner store with its larger window space.

The ludicrous, the sad, feature of the measure is that no limit is put upon the lights which may be burned inside the store. Men's Wear Review has seen places of business with a score or more huge lights burning away in the day time. The lights were going down cellar too, but the deep windows, which required lights to show the goods, were dark. It is a saving on the inside lighting which the Retail Merchants' Association is suggesting, instead of an entire shutting down on window illumination.

A SATURDAY'S BUSINESS LOST

As far as the heatless days go, to which reference has been made earlier in this article, the consensus of opinion seems to be that the extra business secured on the Friday before the shut-down, and on the Tuesday following, about made up for the lost Monday's business. The Saturday's trade—well, that appears to have been trade that was lost. Of course, it may be made up through the weeks that are to come. Experience does not support the hope of this, however. Many merchants would rather lose four week days' business than one Saturday's.

GENERAL CONDITIONS SATISFACTORY

Conditions in the trade—aside from the lighting and heating features—are satisfactory. Buying, on the whole, is rather light, but that is because stocks are heavy, and does not mean that the merchant is not selling a good volume of goods. Moreover, in many lines buying continues heavy, and from what is learned it seems that there will be a general enlargement of orders from wholesalers and manufacturers, for even large stocks go down rapidly with a continuation of good custom.

That wholesalers' business is satisfactory is indicated by a report from one house. In January, 1917, this house sold \$46,000 worth of goods. The corresponding month of 1918 showed sales well over the \$50,000 mark.

THE MOVE TOWARD DAYLIGHT SAVING

The movement toward a Dominion-wide—a continent-wide—daylight-saving bill is being closely watched by the wide-awake merchant. If that measure comes it is hoped a very considerable notice will be given. Then there will be time for the retailer to advise all his customers, especially his country customers, as to just what this means. No overnight warning such as was given of the heatless days should be tolerated.

Wool—given in detail elsewhere—of greater supplies of wool coming to Canada is of importance. This will enable the knit goods houses to plan their work better—to know further in advance what it will be possible for them to do in the way of filling orders for the various lines.

Winning Easter Show Cards





A Working Goods Window That Works

Lesser Bros.' large store, situated on the corner of St. Catherine Street and St. Lawrence Boulevard, Montreal, has exceptional window space. It offers opportunities therefore which are not common.

Not every store, for instance, could give over a good sized window every day in the year to working lines. But the experience of Lesser Bros. indicates that such action is advisable where it is possible, and that where the window space is limited the working man's working clothes deserves window position for a fair percentage of the time at least.

Lesser Bros. have found that playing up overalls, work-shirts, gloves, regularly in the same window has caused that window to be examined regularly. The trims are changed at least weekly, but always this is a display which deals with the needs of the man who works in the hours that he works.

Many direct sales have been traced to the perpetual working man's window. Customers enter the store and ask for a line "like that in the window." They show no hesitation in following the clerk to the basement, where the working men's lines are kept.

Of course, many who come in for working gloves, shirts, overalls, remain to buy a suit of clothes, underwear, etc. But that feature entirely aside the daily working man's window pays handsome dividends.

OSHAWA MEN'S WEAR DEALERS MAKE GOOD

A. N. Ellis, and C. W. Detenbeck Have Achieved Successes Respectively by the Exercise of Good Business Sense and Plain Polite Personality—Panama Hats in Summer Sell Well to the Women

THROUGH the efforts of two enterprising men's wear dealers the ladies of Oshawa have learned to shop where their menfolk go shopping and to buy to good purpose in men's wear stores. As a result of this, there are two men's wear dealers, at least in Oshawa, to whom the word conscription carried considerably less menace from the point of view of turnover in the purely masculine lines.

Women's Trade Well Worth While.

While the proportion of bachelors to married men in Canada was, as it was before the war, very high, men's wear dealers could well afford to neglect the women's trade. But the wisest and most far-seeing members of the men's wear business didn't forget the ladies even before the war. After that memorable August 4th, 1914, there were more men's wear dealers than ever inclined to the opinion that perhaps the purchasing power of the fair sex might prove a mighty good tide-over till the boys came back. And sure enough Miss Canada got busy buying for her boys at the front, and did a good deal of her buying at the men's wear stores, where she found the men behind the counter "nice."

It Pays to Be Nice to the Ladies.

"Make your peace with the women," advises the poet, and that's good advice in the men's wear business this very day. It's A. N. Ellis, men's wear dealer of Oshawa, who knows it. He has no more natural ability for being nice to the ladies than any other well-bred business man, but he just perhaps manages to notice the little things that go so far in the winning of the good graces of the opposite sex in business as well as in the home or at a dance. It's the business aspect of pleasing the pretty people in frocks and frills and little high-heeled shoes that appeals to Mr. Ellis, however excellent the sentimental side may be for the ordinary mortal of the male persuasion. These pretty people have purchasing power. It's a question whether the whole purchasing power of a community isn't pretty nearly all feminine in the last analysis, but leaving that alone, and getting down to plain business, the purchasing power of the ladies of Oshawa has proved well worth paying attention to.

Another Oshawa Dealer Also.

Two businesslike minds in the men's wear trade have the same good idea (with variations, of course) in Oshawa. Besides Mr. A. N. Ellis, C. W. Detenbeck does a decent-sized business with feminine demand as it arises every day in the business year.

An illustration of Mr. Detenbeck's window showing a capital display of la-

dies' woollen scarves, and cosy woollen caps for winter wear, is given with this article. This shows the advisability of attracting the feminine attention to the goods on sale. Women are natural-born window gazers. They'll spend an imaginary million through plate glass any time the glass has got the goods behind it, and what's better, they'll watch window displays till one fine, never-to-be-forgotten day when they find "a perfect love of" a line with a price ticket on it that comes within the limits of their purchasing power. Then they'll go home and think it over twice—and get to want that article more each time, and then they'll make a bee line for that particular store, looking neither to the right nor to the left on the way, and they'll buy the coveted article and probably be pleased with it forever afterwards if it has been bought in a men's wear store.

Quite an Important "If," That One.

Do you know that's an important "if"? Women sometimes regret making a purchase. They do if the goods aren't real value for the money. And woe to the store which by mistake or bad judgment gets the women thinking "poor value" of its merchandise. Goods that aren't worth a great deal anyway must be sold dirt cheap to satisfy the feminine sense. Men don't as a rule buy little-worth goods even when they are cheap, and the men's wear dealer who makes the error of imagining that because women will sometimes buy near-rubbish from a department store at a bargain price they don't know real value when they see it will not build a big business with women.

Why, one of the great assets of the men's wear store in doing business with women is the fact that the women discover that they get man-standards of value there, not cheap goods, but great value for their money every time. A. N. Ellis and C. W. Detenbeck of Oshawa don't make mistakes in meeting the women's trade of their town. Therefore they have met with success.

"Window Display," says Mr. Ellis.

Window display wins the women, suggests Mr. Ellis, by example. His windows are ever attractive to both sexes, but he pays particular attention every now and then to the ladies by means of a special display. Around Christmas time is a good time, and the display material used is of course gifts for the men folks. Any men's wear dealer can do the same. Many do their whole year's business with women just around Christmas, but many use the introduction thus gained as a starter for business with the ladies on seasonable lines all the year round. Wool caps, scarves, silk hose, and gloves are

amongst the always good women's lines carried by A. N. Ellis with success. He has a special summer season feature, however, for which his store is rightly renowned.

Ladies' Panama Hats.

Panama hats are so generally becoming, so useful, and so thoroughly suitable a line for a men's wear dealer to stock, that Mr. Ellis just made the discovery of their effective appeal to lady customers as a matter of straight business sense. And he has made a successful feature of meeting the demand of the ladies for first-rate, high quality panama hats every summer for some time. From a men's wear store the girls expect good value, and they get it. They appear to have got the habit of going to Ellis' for their panamas because by a tacit business arrangement C. W. Detenbeck has decided not to be interested in panamas for ladies. He leaves that line to Mr. Ellis. All the other ladies' lines of goods in demand, however, Mr. Detenbeck does handle, and very successfully. In ladies' skating scarves and caps he has made a hit. He is able to report good satisfactory business of late in spite of war's effects on middle class purchasing power, and the withdrawal of young men with good spending power for the army. The draft has arrived and has had its effect, but both Mr. Ellis and Mr. Detenbeck are equal to the situation, and their attention to the feminine side of the community accounts for some of their prosperity in spite of adverse conditions.

Stimulating the Demand.

To stimulate the feminine demand for goods is not difficult, but it has to be done adroitly and by the quiet power of suggestion and polite persuasion when done personally. Mr. Ellis makes lady customers feel very free to examine his goods, to walk about his store, to have things reached down, and taken to the daylight for them in 'tweenlight times, and goes to great trouble personally to save the ladies trouble. This sort of thing counts. When he is sure of the goodwill of a lady customer he may ask her to bring a friend along with her any time. Many of the ladies like to do so. More business invariably results. Similar methods are made use of by Mr. Detenbeck, with just those tiny differences of personality that every dealer and every customer knows exist. It is impossible for two men to do even the same thing exactly alike, though every man who cares to may learn from the next man in his line, and "it costs nothing to light a neighbor's candle from yours."

Newspaper Advertising Pays.

A. N. Ellis places the credit for his
(Continued on page 46.)

STANDARDS ONLY, OR TYPES, WHICH IS BEST?

A Big Problem of the Ready-to-Wear Clothing Department — Opinions of Retailers and Manufacturers—The Keeping of Records Advisable

IF you take a suit made for a 5 ft. 9 in. man and try to put it on a man standing 5 ft. 6 in., even if the breast measurement of both be the same, how can you expect it to fit? If you shorten the sleeves and trousers the coat will be too long, the pockets out of place, and the vest will serve as a buckler and shield. And yet this very thing is what a large proportion of clothing retailers are trying to do to-day."

A **MEN'S WEAR REVIEW** representative had been talking to a designer in a large clothing establishment and the above sentence opened a train of thought that led to this article.

Overlook Importance of Sizes

"This is exactly what nine out of ten clothing retailers are doing to-day," continued the designer. "When they are placing an order for a bill of clothing they take a long time to pick out the cloths they want; they spend considerable thought over the style of the garment, and then they proceed to buy so many size 36, so many 37 and so forth—buying all regular type, and this in spite of the fact that investigations will prove that one man out of three on an

MEN'S WEAR REVIEW man that he went into the matter with a number of clothing manufacturers, designers and retailers and, as is usual in such matters, got a great divergence of opinion.

The first man interviewed makes a high grade clothing. He was firmly of the opinion that retailers who did not handle "types" were not in the clothing game right.

Raises Ready-to-Wear

"The ready-to-wear clothing trade will never come into its own until the retailer learns to buy scientifically. Until that time ready made will always be contemptuously spoken of as 'hand-me-downs.'"

"But will not this mean a big increase in the amount of stock that a retailer would have to carry?"

"Not at all, that is to say if he is in the clothing business reasonably heavily as it is. I admit the man with a very small stock cannot go into this right. But the man in any good sized town who goes into the clothing game and handles a representative stock need not increase that stock. If for instance he is buying 25 suits of a line, instead of buying these

special order department look after these for him.

In the viewpoint of this party there were but few retailers that could go into handling "types" without increasing their stock considerably, and he added "Nobody wants to encourage them to do that with the present cloth situation."

The next man interviewed was the buyer of the clothing department of a Toronto store where "types" were handled. From his experience this buyer did not see how a man could do a clothing business by just buying regular stock. About one-third of their business, he stated, was regularly done in types and next to the regulars, 'stubbies' or 'shorts' were the best selling type.

From the mass of information collected, **MEN'S WEAR REVIEW** feels that the following definite matter may be deducted.

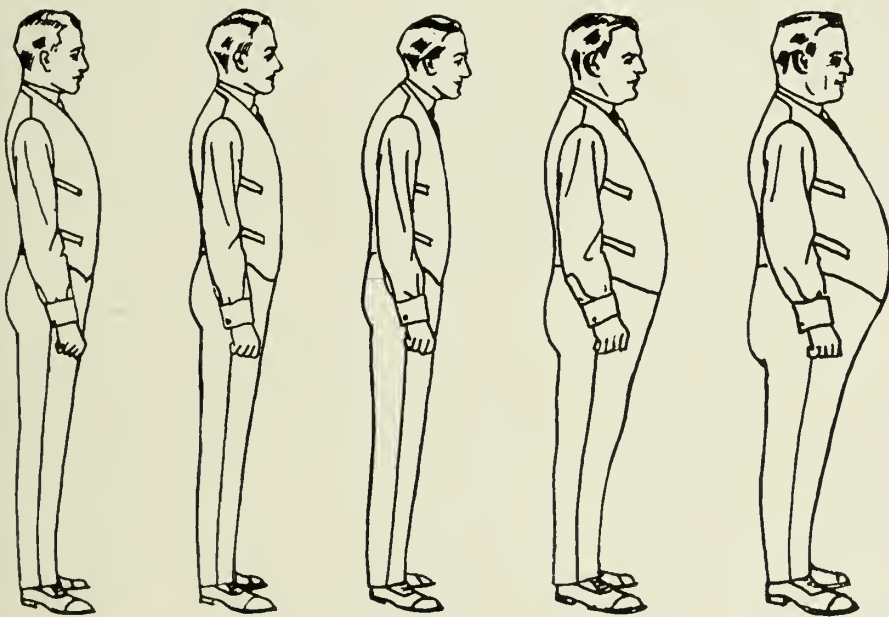
Keep Careful Record

The clothing retailer should keep track carefully of his sales, lost sales, and customers, to find out the proportion that he cannot fit with regular type suits; the proportion of these that are short, tall or stout—the number of alterations that are necessary, such as shortening sleeves, trousers and length of coats. The information thus compiled will be valuable in assisting the merchant to decide whether it would be wise to go into handling types or not. This information would also show which types would have the biggest sale. The buyer already spoken of found that there were more short men than any other type apart from the regular. The experience in some localities might show a preponderance of tall men or possibly stout men.

MEN'S WEAR REVIEW has in mind one clothing retailer in an Ontario city of about 25,000 who claimed that they never took a special order and that nevertheless they practically never lost a sale as they could always fit their customer. Needless to say this store stocked all types.

Saving in Bushelling

This clothier also referred to the saving in bushelling that could be effected by stocking types. "A case in point" he said, "might well be mentioned. The other day one of the clerks came up to me and announced proudly that he had just sold another of those \$40 suits but that it required a lot of altering. It would be necessary to cut 2 inches off sleeves, 2 inches off trousers and shorten the coat an inch. On investigation, I found that this man was a size 38 breast measure but only stood 5ft. 5½ in. in his stocking feet. The salesman had been trying to sell him a regular type suit although we had shorts in stock in



This cut serves to exemplify several types of men who may easily have the same chest measurement but who could not be fitted with one type of suit.

average does not conform to regular standards.

"I would suggest that every retailer keeps a record of his customers for six months and see how many conform to the standard sizing of a 40 breast, 37 waist 32 leg and so forth. This record would give him a good idea how many of his customers are taller than average, how many shorter or how many stouter."

This conversation so interested the

all regular type, he can buy say 12 regular, 6 shorts, 3 tall, 2 stouts, 2 short stouts. He does not have any more suits but with this he has a better chance to fit 25 average customers coming into his store.

Another Viewpoint

The next designer seen took the opposite view. He felt that the retailer was wise to only buy regular stock and should keep away from types, letting his

this cloth. I produced a 38 short and it fitted perfectly without requiring the least work upon it. Moreover the pockets and vest were in the right place, not away down from where they ought to be."

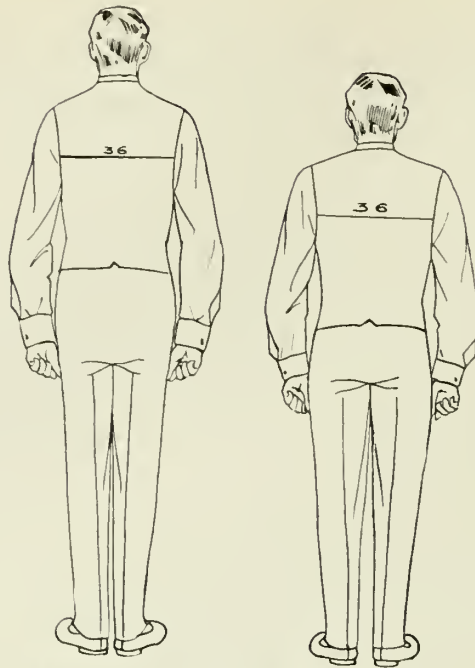
This is an example of the advantage of handling the different types. MEN'S WEAR REVIEW, however, feels that retailers should feel their way in this matter. The investigations and records advised earlier in this article would soon indicate the desirability of going into this strongly.

It may still be good business to leave all men, not of normal figure, to the special order department. But their price figures again and with the present high cost, it is sometimes difficult to get a customer to take the bait. If he could be fitted out of stock for a few dollars less, often a sale would be saved.

What Types Are Needed

"How many types would we have to handle if we went into this?" will be asked. Well there are the following nine that will cover the requirements of any normal business. There are: regulars, shorts, tall, stouts, short stouts, young men's regulars, young men's shorts, men's tall and young men's stouts. There are also semi-stouts and tall stouts but most authorities believe that few sales would ever be lost if these two types were neglected.

Experience is the best guide as to the type to try on a customer when he comes in. Any one will know roughly speaking whether he is tall, short or normal height. The waist measure will be an indication of whether it is advisable to slip on one of the stouts and so on.



Showing the different lines in a short and tall figure.

The whole question is one of great interest to clothing retailers. MEN'S WEAR REVIEW will be glad to hear from any as to their experience along these lines.

OSHAWA MEN'S WEAR DEALERS MAKE GOOD

(Continued from page 44.)

first success with women's lines at the door of newspaper advertising. He ran a number of advertisements on lines calculated to overcome the slight pre-

judice that sometimes is found to exist amongst ladies new to the idea of entering a men's wear store in a small city. Headlines directed specially to the women readers of the papers were effective. Afterwards the treatment accorded to lady customers when they came to the store and the invitation to them to bring their friends quite overcame the difficulty.

While the ladies' lines are well worth the attention of men's wear dealers as these two Oshawa dealers have profitably proved, the main problems of the men's wear trade have always to be faced. The draft law occasioned a drop in demand for overcoats and hats for a time, but Mr. Ellis finds this passing, as men realize definitely who is actually affected.

Farmers are buying more and better goods than ever before. They have the money and they are not unwilling spenders. Besides the farm is no longer the "hayseed" haunt it used to be considered in way back days. It is an up-to-date business plant for the production of eagerly demanded foods. It has telephone, automobile, electrical and gasoline motor machinery, and a business manager-owner whose boys are as dressy as he likes to be himself. In this fact of farm prosperity men's wear dealers in centres like Oshawa find much to recoup them for falling business due to the departure of the bachelors to Europe, where, though they get through their six suits and then some a year, the suits are khaki and bought by Government contract. But the boys and the men's wear dealers are both "carrying on."

TOWN TRADE VERSUS CITY TRADE

Men's Wear Dealer Gives Reasons For Preferring the Town—Easier to Establish Permanent Connection—Competition Not of the Same Cut-throat Character

MUCH is heard at the present time of the migration to the large cities from the smaller towns and villages. A study of census returns confirms the truth of this as a general thing. It is, therefore, rather refreshing to hear of a city resident who has taken up his residence in a town and who likes the change. Such is the experience of M. J. Deadman, men's wear dealer at Lindsay, Ont., and he is emphatic in expressing his opinions along this line.

Shorter Hours Possible

Mr. Deadman was in the men's wear business in Toronto for a number of years and speaks of the change to Lindsay "as a release from bondage." The hours that it is necessary to devote to business in order to make a living are so much shorter that that in itself is sufficient inducement to have a man leave the city if he is engaged in retailing men's wear. "In Toronto," said Mr. Deadman, "we were at the store every night till 10.30 or 11, and Saturday night we never went home at all, but considered it lucky if we could lock up

by one o'clock Sunday morning. Here in Lindsay we close every night except Saturdays at 6 o'clock and Saturdays at 10 p.m., and in addition during the Summers we take Wednesday afternoons off. I never knew what it was to live before I came down here."

Easier to Increase Business

What is even better, Mr. Deadman finds that it is easier to do an increased volume of business even in the much shorter hours that the doors are open. He believes this is due to a number of reasons, of which, of course, the excessive competition in the city is one of the greatest. During the day-time the large departmental stores, by their bargain sales and special advertising baits, draw the trade down town, and the specialty dealer is largely forced to depend on his evening business. Added to this he has the local competition of a store in his line in every block or so, and owing to the shifting population in a city it is hard to build up a permanent clientele.

A Permanent Connection

This, according to Mr. Deadman, is one

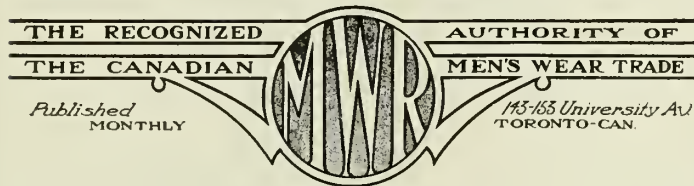
of the big advantages of a country trade. "If you become acquainted with your customers in a town like Lindsay," he said, "and treat them right and get their confidence, you will have their trade and have it all, not just the odds and ends that they have not time to run down town for. I have customers that I could not drive away with a club, and I sell them everything from their socks up."

Competition of Service

While admitting that competition in a town like Lindsay was keen and that there were lots of bright merchants out after the business, Mr. Deadman holds that it is not the same cut-throat competition as that of the city. It is, he believes, a competition more of service, of establishing a confidence with your customer, than of meeting every bargain sale price. Then in the cities there is in many places a class of dealers who have never adopted the one price principle of doing business, and this is competition that is felt keenly in so far as the foreign trade is concerned. In the

(Continued on page 53)

MEN'S WEAR REVIEW



VOL. 8. MARCH, 1918 No. 3

THE first year of the war Canada's revenue, according to the Budget, was \$130,000,000. For the first ten months of the present fiscal year it was \$208,540,755. There seems to be corn in Egypt yet.

* * *

NOW that the government is getting into the habit of tampering with the tariff they might well bring about a revision or two which would result in certain raw materials being received more reasonably, to the great benefit of many manufacturers and all men's wear retailers and the general public.

* * *

IT IS proposed that the legal cord is made 128 cubic feet. Cutting in two like that will make wood seem cheaper. It isn't possible, though, to cut a suit down the centre to make clothing prices appear what they aren't.

WHEN IS A PROFIT MADE?

ONE thing the war has taught merchants as a whole—that business may be carried on with smaller stocks than were formerly considered necessary. The men's wear trade has learned this in a general way, and yet, with prices continually going up, there has been so much buying to ensure a good stock on hand at a favorable price that the total stocks have undoubtedly been heavier than in other years. In very many cases this is quite legitimate. There is this point to remember, however, that a profit is not a profit until the goods are sold and bring in a larger number of dollars than were expended for the goods. If a man buys a dozen hats at \$24 he has not really made a gross profit of \$1.00 when he sells one hat at \$3.00. He has to sell eight hats at \$3.00 before he clears himself. Keeping stocks as low as possible and keeping them turning over often is, generally speaking, the money-making way.

GUARDING AGAINST FIRE

ALMOST daily of late has appeared word of fire bringing loss to some men's wear merchant. At such a time as the present, when destruction of goods is something which cannot be entirely overcome by the expenditure of money, such loss is more than ever deplorable.

The men's wear store is regularly frequented by young men who are smoking pipes, cigars or cigar-

ettes. Many matches are thrown on the floor in many stores. This cannot be prevented in all probability, but care can be taken to see that there is no inflammable material for these matches to get into.

And the insurance should be watched almost daily. With goods at their present high prices it does not take many shipments to make another insurance policy desirable. Better to have a little extra cost for insurance than to have the policies carried when the stocks are heaviest only sufficient for the stocks which are carried at the quieter seasons.

KEEP THE WINDOWS CLEAN

FROM all parts of Canada comes word that the regulation against lighting the store window is doing a great deal of harm to the men's wear trade—not necessarily reducing sales, but making it more difficult to get these—causing the merchant once more to exert himself to find some method of overcoming a difficulty.

Yet, while there is thus evidenced a great belief in the drawing powers of the show window, there is the lamentable fact to be recorded that many merchants are not making their show windows work to the best advantage during the daytime when artificial light is not so necessary—in many windows not necessary at all.

In some of our biggest centres men's wear windows may be found which are far from clean—even on Yonge street, Toronto, where the merchants are expected to believe more in their show windows than those of any other district of the city or in the Dominion, dirty windows are to be seen. They may not be so unclean as to be noted by the passerby, but there is not the brilliancy which draws immediate attention. When contracts for keeping windows clean are taken at such low prices—when tools which make cleaning possible are to be obtained so cheaply—it is difficult to understand how this state of affairs exists.

A WORD ON SIGNATURES

AFTER guessing at the first and concluding letters of a signature, how often we all send a letter "attention of"—well, attention of a man whom we believe to bear the name we have typed, but who really meant quite a different name when he affixed those handsome-looking but perplexing hieroglyphics at the foot of his letters.

Every one likes to be correctly addressed. An incorrect spelling of our name rubs us all a little the wrong way. It touches our vanity with an upstroke.

The man who addresses us knows this. He wants to have our name correct, but from our signature he can only do his best.

Why not have the full name of the writer of each letter typed at the side, where now the initials appear? Thus would mistakes be avoided, and the days would be brightened, less perplexing, for us all.

ANNUAL STATEMENTS CREATE CONFIDENCE

The Value of the Annual Statement—Should Submit it to Those From Whom Credit is Sought—Mercantile Agencies and Credit Associations Valuable Factors in Building Confidence

By "Twill."

WE are just past the period when most merchants take their annual inventory and many of them are no doubt now considering the results of their efforts as shown in the balance sheet.

Some approach the task with confidence and satisfaction, realizing that they have achieved that for which they aimed, while others, fearful of the result, are afraid to look the facts in the face, as their efforts do not result in the return the work and worry warranted.

In your last issue, John C. Kirkwood, had an article entitled, "How to Calculate the Cost of Doing Business"—a pointed article, full of valuable hints and suggestions to the merchant who would do his business with a profit to himself, and helpful to the man who does not realize the full significance of covering himself properly in the matter of margin.

At this season of the year, and having the facts of his business before him, there are several things which every merchant should think of doing, and to enumerate one or two of these, we would specially mention putting himself in a position to afford those with whom he is doing business the very fullest possible information as to his affairs and his position financially.

Most businesses in Canada have been and are being conducted on a credit basis, the credit being extended by wholesalers and manufacturers throughout the whole territory. It is not a duty that wholesalers and manufacturers owe anybody to do business on credit. It is a privilege which has been created by a belief in the reliability and honesty of the average merchant, and that it has been as successful as it has is the best evidence that most men are honest.

Where a merchant is a borrower, in the sense that he has had considerable credit allowed him by different wholesale houses, it should be his business to keep those with whom he is doing business advised fully as to his financial position. Nothing creates such confidence among business men as a full knowledge of the facts concerning any detail or venture in which they may be mutually interested. Therefore, to the man who is doing business on credit it is to be recommended that he afford his suppliers the fullest information as to his position and the results of his year's work.

Not only in our estimation should he confine his confidences to those with whom he is doing business, but it may be that he desires goods from other quar-

ters at subsequent periods, and as there are several recognized sources for the collection and destination of reliable business facts and statistics concerning the business interests of the country, such as the Canadian Credit Men's Association and others, and it should be his business to afford these organizations a statement of his business, showing his assets and liabilities and surplus, and he should see in sending such a statement that it is duly signed and dated.

A great many merchants make a very serious mistake of thinking that these agencies collect this information for the purpose of impairing a man's credit-securing ability. Nothing can be farther from the facts, and nothing will quicker tend to help a merchant secure credit than full details through one of these organizations.

The mercantile agencies of credit men's associations are formed for the purpose of protecting manufacturers, wholesalers and others against granting credits where such are not justified, either by ample assets or sound moral and commercial probity.

The agency is not opposed to the merchant, though many merchants think that it is. Such organizations are a natural development and unless the merchant is in business there would be no use for them. Consequently it is the policy of the agency to get its facts right and to assist the commercial interests of the country by giving credit where credit is due and vice versa.

Merchants could protect themselves against any suppositions on the part of any agency if they would, when called upon, vouchsafe the very fullest facts, substantiated by a detailed statement. If they followed it up year by year, they would build up for themselves a reputation for openness and frankness not without its effect upon the average man sitting behind the credit desk, and in this connection merchants should remember that it is the business of the credit men to afford himself all the facts before O.K'ing an order and to withhold his signature to the order if the facts fail to clearly indicate the exact position.

The agency or bureau is not an enemy of the merchant, far otherwise. In every instance it is the friend of the man who is trying to do an honest business, by honest methods, with honest capital, honestly employed.



The Golden Age of King Cotton



By J. L. Rutledge

JEFFERSON CLAY JOHNSON, one of those ebony-hued American gentlemen who flourish in such numbers anywhere south of the Mason and Dixon line, sat on the top bar of a rickety snake fence and gloomed at the surrounding scenery. Earlier in the day even Jeff's African epidermis had not been quite impervious to the beauty of his surroundings, to the rows of standing cotton just breaking into its delicate ephemeral bloom that changes almost in a moment from white to cream and to a soft red.

Jeff knew every changing shade of that scene from the soft pea green of the early cotton, shot through here and there with the blood-red ribbons of roads of Alabama clay, to the standing cotton white as a snow-covered hedge. It meant to him long months of labor that were soon forgotten in a fugitive week or two of comparative opulence. Now, however, he sat perched on his rail fence with gloom hanging in great clouds about him.

It was the beginning of August, 1914, and in a month's time Jeff would be picking his twenty acres that meant pretty well on to 20 bales, and with cotton at 13 cents, that would bring pretty close to \$65 a bale. That was the bright thought of the future. He could lie in the open and watch the hot August sun swell his cotton bolls to bursting.

Calamity never leaked into Jeff's head till that morning, when he had visited Abner Brown's to provide himself with a new suit of violent hue, a purple shirt and tie, and a pair of ochre-colored boots. Jeff was "fixin'" to go to the colored Knights of Pythias ball, and had been hungrily eyeing these adornments for some weeks past in anticipation.

Abner Brown owned some hundreds of acres, of which Jeff's parcel was a part. He also owned a store where Jeff's credit was good, owing to a lien on those same 20 acres. Jeff had no premonition of disaster as he allowed his

debilitated mule to halt before the Brown store. Even the buzz of conversation to the effect that "war had busted loose," stirred no thought beneath his crinkled hair. His thoughts were on the

Pythias ball of one of its chief adornments, and that by the same token some year or so later set Jeff on the front seat of a "tin Lizzie" with a gold-banded cigar stuck sideways in his capacious mouth.

What War Has Always Meant

That "war has busted loose," meant nothing to Jeff except the memory of saffron-colored footwear that were not for him. To Abner Brown, however, it meant other things. It brought back the memory of his early youth with himself lying behind a breastwork of cotton bales at Fort Donelson on the Mississippi, cotton that was worth no more than the bags of sand that they supplanted. It drifted through his mind that it was not the short sturdy figure of the bulldog Grant that had wrecked the Confederacy, but the tall, ungainly figure in the White House putting his signature to two proclamations, both connected with cotton, the emancipation proclamation, and the proclamation making cotton a contraband of war. Abner Brown had lived many years since, and had seen wars and heard rumors of wars, and rumors and wars had both meant an ever downward course of cotton.

"Go home Jeff," he said, "and wear your old clothes, and try and make your meal and molasses last as long as you can."

As the red flame of war spread over Europe it looked as though the premonitions of Abner Brown had in them all the truth there was to know.

It was as though those dusty grey clad heavy-booted figures tramping their way mercilessly through Belgium had indeed been grinding Jeff's stately cotton rows into the mud.

On July 31, 1914, the three great cotton exchanges in New York, Liverpool, and New Orleans, suspended, then and only then did the full significance of that crazy student's act strike to the heart of the South. Then the grey-beards of the South shook their heads mournfully,



The spectacular climb of cotton

has made the beholder dizzy.

Knights of Pythias ball and the ochre-colored shoes. Therefore when Abner Brown told him, in not unkindly tones, that the shoes were not for him, that he had best go home and save his money, gloom descended all the more heavily because of its unexpectedness.

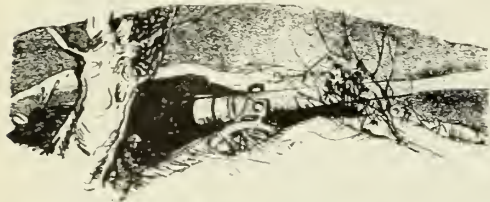
The Shot That Startled Cotton

It's a far cry from Jeff Johnson's 20 acres in Alabama to the town of Sarajevo, Bosnia, and a crazy student with a pistol, a matter of some 8,000 miles or so, yet it was that same pistol shot that robbed the Colored Knights of

remembering the sorrowful days of the sixties.

The Panic Days

But even the grey-beards did not take in the full significance of the closing; for the South was not facing the meagre



The big gun consumes its hundreds of pounds of cotton with every shot.

cotton yield of the sixties. Cotton had exceeded the early optimistic forecasts by about three million bales, and stood a record yield of some seventeen million bales. Seventeen million bales, and cotton dropping from thirteen and a half to twelve, to ten, to nine, and still it piled up at the seaboard till the warehouses were full. It trickled over into the gin houses and lay uncared for on railway platforms, and always it dropped down and down, with no buyers, or very few. American cotton mills could merely touch the fringe of this great production, and even they stood fearful before the steady downward sweep and would not buy.

A great campaign was started to "buy a bale of cotton" to save the South from ruin. Even the President sported a button to show that he had bought his bale, but still cotton swept downward and at six cents there were a few scattering sales, to five and a half and five. It took more public spirit than most people possessed to buy a cumbersome 500-pound bale of cotton, and to face the possibility of having to pay storage charges on this valueness bundle.

In the whole wide world there seemed to be only one buyer eagerly stretching out hands for the valueless cotton. Bales purchased in Oklahoma at five cents were rushed to the seaboard and eventually reached Germany. Thousands upon thousands of these bales slipped through one way and another and sold for forty cents a pound. Then, as always happens sooner or later in war, cotton was made a contraband, and apparently the last market was closed for good.

Looking back in the light of present knowledge most anyone will join with Jeff in his puzzled wonder why no one wanted cotton. Yet no one did, because no one had as yet come to know much about cotton, and still less had foreseen how cotton would march at the head of the marching legions, the greatest ally of them all.

What Jeff Knew About Cotton

Jeff knew something about cotton. He knew the look of the young plants, like lone rows of early radish shoots in a glorified market garden. He knew that it needed hot days and careful

tending, so he sweated as only a negro can sweat cheerfully beneath the blazing sun. He knew that if he did not take care of it the boll-weevil would, and that then "licker" would be scarce in the Johnson family. He knew the look of the fields swarming with blacks of every style and size. He knew that his pickers should gather a hundred pounds a day. He knew that every one of these hundred pounds would yield him a precious 33 pounds of lint and 66 pounds of not-to-be-despised cotton seed. He knew by heart the road to the cotton gin at the corner just as you entered the town, a ramshackle, unkempt and unpainted building that seems not to vary in a single characteristic in any of the smaller towns of the South. He knew in a sort of way, after he had trundled his unwieldy bulging bags into the gin house how this rough cotton was fed into a machine whose long knifelife saws revolving through narrow slits combed the seed from the lint, a method little changed from the first rough beginning of the Whitney gin, and later how the lint was pressed into a huge bale covered with rough material and banded with metal. He used to sit perched deftly

out a great handful of the fluffy interior, to be examined with care, and graded it according to the quality and length of fibre. There Jeff's knowledge of cotton ended.

Abner Brown knew all these things better than Jeff, and he knew other things as well. He knew, for instance, that he could grow three kinds of cotton. The "long staple upland," "short staple upland," and the "Sea Island," the aristocrat of the cotton world, noted for its long, fleecy fibre. He knew that only about one in every 25 bales grown in the United States was of this aristocratic variety. In a simple way, too, he knew that the future market in cotton was more than a glorious gamble, and he didn't share the simple belief of the majority of folks that buying cotton futures was something like sitting in at a poker game. Therefore it was that the closing of the cotton exchanges came to him like a black cloud of dismay. He knew that the South was raising the only crop that the producer never consumes, at least in its produced state. Therefore it was that he urged Jeff to go home and to conserve his meal and molasses.

How the Future Market Stabilizes Cotton

What Abner Brown knew about the



"Way Down South in the Land of Cotton"—stretch a line from Norfolk, Virginia, to Cairo, Illinois, and everywhere south of it will be scenes like this.

on the stern of his debilitated mule and watch the cotton seed flow out through a shoot and cover the bottom of his antiquated waggon and then the great bales follow it with a jar that seemed likely to leave the waggon nothing but a memory. He knew the anxious moment when, on the loading platform of the station the buyer ripped a hole in the rough covering with a knife and pulled

future market was this, that it was the handling machinery between the producer and the ultimate consumer. Abner knows, for instance, that when the cotton is "put away" there is going to be a demand for new and gala attire. Jeff and others are going to require shirts and other necessities. He must have calico to meet this demand, so he asks quotations from his jobber in

Montgomery. It is only May, and the cotton is only beginning to sprout, yet the jobber wants to be able to make prices for October delivery. The jobber passes the query on to the New York wholesaler, who in turn queries the mill manager in Massachusetts. Now of course, if the cotton was wanted at once the mill manager would go into the mar-

the wheels ceased to move. No one would invest money in such an uncertain proposition, for money is proverbially timid.

How Future Holdings Depressed the Market

Now the holding of futures was a safe and profitable business while the ex-

sequent travels of the trade to Holland in the wake of the Moorish invasion of Spain, or how in turn the Dutch cotton spinners had been driven to England to find refuge from the inquisitorial persecutions of the infamous Duke of Alva. Cotton was indeed known in England in the 13th century, when it was used for candle wicks, without anyone having the faintest suspicion that it could possibly be used for any other purpose, but it was not till the 16th century that the fleeing Dutch spinners founded the great English trade.

He did know, however, that the Lancashire cotton mills had always in his memory been hungry for cotton, and, please God, would be again.

Singing through his head and heart, as in every Southern heart, the first song of his early childhood,

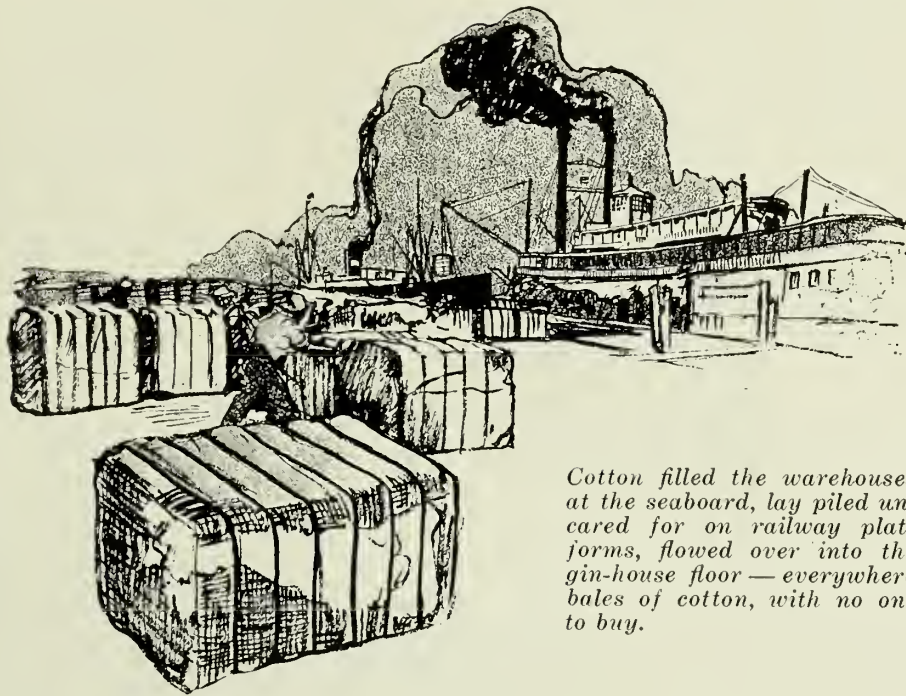
"Way down South in the land of cotton,
Cinnamon seed, and sandy botton,"

had left him with the impression that all cotton came from the Southern states. Had he been faced with the actual figures of the world's yield, he would have been frankly unbelieving. Therefore the figures are set down here for the benefit of Abner Brown and other unbelievers. For thus was the world's supply of cotton derived in the year 1916: United States, 13,016,000, composed of 12,644,800 bales of Upland cotton, and 43,413 bales of Sea Island; India, 3,708,000; Egypt, 1,400,000; Russia, 675,000; China, 418,000; Brazil, 275,000; Mexico, 130,000; Peru, 55,000; Turkey, 107,000; Persia, 47,000; Japan, 11,000, and an extra hundred thousand bales derived from Spain, Malta, Cyprus, Dutch East Indies, Australia and Fiji. Even at that Abner was not so far wrong, for the Southern states provide over two-thirds of the world's supply.

Cotton in the Field of Mars

But there was something regarding cotton that in 1914 no one seemed to know. Perhaps some of the world governments knew it, but if they did, the idea was so buried beneath a mountainous pile of red tape it took two years for it to work its way through to the light of day. That thing was the importance of cotton in war. There may have been some excuse for this in that all past wars have been mainly gunpowder wars, while this is a war of high explosives, and the backbone of them all is nitro-cellulose, or gun-cotton—a distinct product of cotton. When the war broke loose the bottom fell out of cotton because people thought of it only as a cloth, and with half the world in a ferment, who would have the money to buy it? so the war that sent wheat shooting skyward left cotton as valueless as a dead cigar.

Governments must have known that every shot from the 12-inch guns of the "Queen Elizabeth" use half a bale of cotton, that a machine-gun in action will use a bale in three minutes, that in a battle like the battle of Jutland, five to six thousand pounds are consumed by each active warship, that it takes



Cotton filled the warehouses at the seaboard, lay piled uncared for on railway platforms, flowed over into the gin-house floor — everywhere bales of cotton, with no one to buy.

ket for what "spot" cotton was available. But he doesn't want to carry that stock till the time of October delivery, because cotton might decline and competing mills might outbid him. He could of course, get a quotation from a Southern broker, but he knows that the said broker would ask a substantial figure by way of protecting himself against any rise in price. Then, too, a customer waits, and that sort of a deal takes time. So instead he looks at the paper and sees that August option is selling at say 18 cents. He picks up the phone and tells his broker to buy him a thousand bales August at a five point margin. Based on 18 cent cotton the mill man knows just what it is going to cost him to manufacture that cotton into calico in October, and so the word trickles back to Abner Brown's store in Southern Alabama.

Now suppose that by some chance cotton jumped five cents, and in October the seller was not ready to deliver, then automatically his five point margin is forfeited. The mill man adds this extra five cents to the price he had originally contracted to pay and so gets his cotton at no greater outlay than he had counted upon.

With the closing of the Cotton Exchanges, of course, all this simple machinery went out of commission. The mill manager knew what he could buy cotton at to-day; that was tragically evident, but there was no power in the world that could tell him what it would be worth to-morrow, or in October when Jeff was most in need of that violent-hued purple shirt, and so just naturally

changes were open. But when on July 31, 1914, they closed simultaneously, it left a multitude of operators with large holdings of August and October options at 12 and 13 cents. Long before August or October dawned they could have covered with cotton as low as 6 cents and could have made a fabulous profit, had they been able to unload their futures, but the market being closed this was an impossibility, and what was the profit in buying cotton at 6 cents when they were under contract in August or October to take other cotton at 12 or 13 cents. So even the men who wanted cotton could not buy, and waited gloomily for the days of disaster. That was what Abner Brown knew about cotton.

Mr. Herodotus Also Knew Cotton

Not being a bookish sort of a person he did not know much about the early history of cotton. He didn't know, for instance, that archaeologists, browsing amid the buried cities of Peru, had come across the graves of some of the Inca chiefs, who were contemporaneous with the Egyptian Pharaohs, and had found their bodies swathed in a white substance, unmistakably cotton. He did not know either that cotton was mentioned by the historian Herodotus, whose personal interest in events ceased in the year 425 B.C., nor that Pliny, another historian living some 500 years later, was evidently well informed about the subject. He did not even know that early in the 5th century there had been a flourishing trade in cotton in Spain, where the raw cotton was probably grown, and he did not know of the sub-

more than 20,000 bales a year to provide absorbent cotton to staunch the wounds of the injured, and that they must have known that a change of apparel for all the troops now in action would consume over a million bales in a year, that the cotton that will be used in aeroplanes will total 100,000 bales, and that nearly a million bales go to the manufacturer of automobiles yearly. Because the governments of the world apparently did

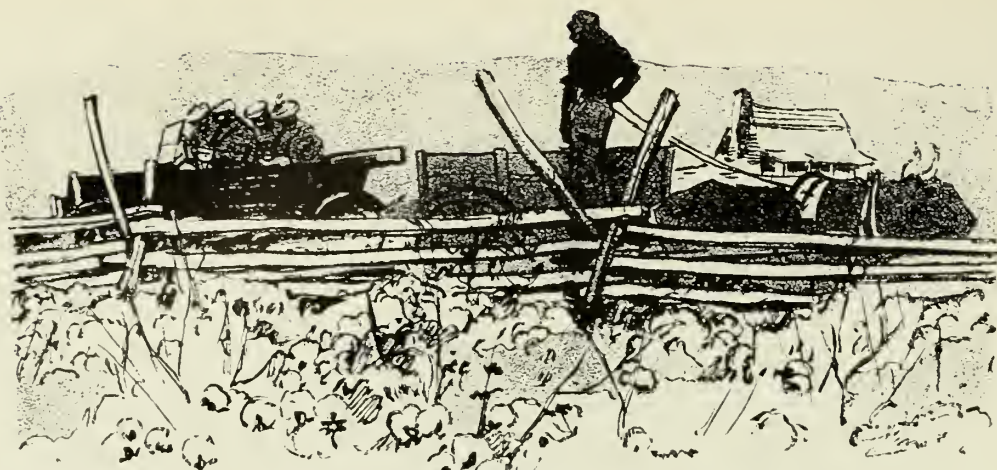
not know, or did not fully understand these things, Jeff down in Southern Alabama looked ruefully at the diminishing corn meal bag and wondered where another bag was to come from.

To the South and the world at large in 1914 cotton looked about as hopeful as a plugged farthing. And then, when Jeff, and a million other Jeffs had sold out, there came a suspicion of change. The orders for cotton cloth began to come, a little at a time, and then with ever-increasing volume. In November, 1914, the cotton exchanges reopened.

The Coming of Cotton's Golden Age

During July, 1914, previous to the war, a bale of cotton averaged \$67. During August of that year it fell to \$49, in September to \$44, and in October to \$37.40, and the American crop, though a quarter of a million bales larger than the previous year, sold for three hundred and eighty-four millions less. In November came the turn in the tide; January, 1915, saw cotton at \$41, by April it had reached \$49; dropping in May, June and July, it recovered again, and by October was selling at \$63. But not till July, 1916, two years after the war, did it again touch \$67. Then came the golden days of cotton, heralded by the announcement of Henry G. Hester, secretary of the New Orleans Cotton Exchange, probably the world's foremost authority on cotton, estimating a fourteen and three-quarter million bale consumption of American cotton. Even Jeff sat up and took notice at this, for cotton was climbing like wheat, and his crop was yet to harvest.

Now that the tide had turned it seemed hard to understand that there ever had been a time when cotton had not been in demand. Its progress was a steady triumphant procession. It reached 25 cents, something that few men living two years ago ever expected to see. It reached that figure and still climbing reached 30 cents and over for middling Upland, while Sea Island sold as high as 50 cents. Truly these were the golden days of cotton.



The ox cart of former days "Lizzie" of to-day. Here is go and here is the reason

is giving place to the "Tin where the negro's profits he will stay by the land.

Why Jefferson Stays by the Cotton

It is late October, and Jefferson Clay Johnson sits perched on the top of his rickety snake fence overlooking a vista of denuded cotton canes, but it is not the same Jeff of an odd year or so ago. The violent-hued suit now adorns his person, the purple shirt and tie obtrude themselves on the landscape, and the ochre-colored shoes are riotously evident even in such company. Jeff's appearance cries aloud for justice on one who should so violate all systems of color combination. Jeff is adorned for the colored Knights of Pythias ball. True, the ochre-colored shoes have been deftly sliced with a pen knife to give relief at points of tension, but he feels none the less magnificent for that. What after all is grandeur if one's corns hurt?

While he waits, Jeff is warbling to himself a song of the days of sunshine that are passed—of the river whose history is a history of cotton.

"Late in de fall de ribber mos' dry,
Water lie low and de banks lie high,
Bullfrog roll up his pants jes' so,
And he wade acrost from sho' to sho'.
Water so shaller dat de eel can't swim
'Dout kickin' up de dus' in de middle
o' de stream;
Sun shine hot an' de catfish say,
'We'se gettin' right freckle-faced down
our way!'"

Back in the yard Jeff's "tin Lizzie" is coughing and hiccoughing, but Jeff pays no attention. Abner Brown, in passing, stops to have a word with the gorgeous figure on the fence, "Why don't you shut off your car, Jeff," he asked.

Jeff's grin nearly slices his face in half. "She sho' am too much trouble to staht," he said, "so I jes' let her buzz. I calculate she eain't drink any mo' gas

'an I can pay fo', and I'm fixin' to get shet of her anyhow, she ain't nothin' but po' trash."

Abner Brown only grinned in reply, but it was a cheerful grin, for Abner had been hearing a lot of talk about the migration of the negro, and the influence that sudden prosperity would have upon them, and incidentally upon the great cotton crop. Most of these alarming rumors presaging a lack of pickers to handle the crop had come from the

North, but they had disturbed Abner. Jeff's remarks had restored his peace of mind. He knew that Jeff, as he stood adorned for the colored Knights of Pythias ball, would have assayed at several hundred dollars. He knew that even a "tin Lizzie" that coughs asthmatically 24 hours a day is going to be a considerable expense, and the talk of a new car—Abner was happy, he knew that by December Jeff would be reopening his lien account, as would several odd million other Jeffs throughout the South, and his faith in the great proposition that cotton and niggers just naturally grew together was restored.

The South's Golden Dream

The South is living in an era of golden dreams. The 1915-1916 crop showed a profit of six to seven hundred million dollars over and above the price paid for the crop of 1914-1915. Men now living can remember when cotton seed was cast aside as a worthless nuisance, yet these cotton seed products bring to the South annually nearly half a billion dollars. In the years previous to the war the trade balance of the United States amounted to \$500,000,000, just the value of the cotton crop, and now that crop has almost doubled in value.

Jeff, it is true, has retired into temporary seclusion, his available assets for the moment failing to equalize his outstanding indebtedness, but Jeff only grins, he knows that another year's harvest will mean a still grander "tin Lizzie," and he can count on that with a reasonable degree of certainty, for cotton is never a total failure. The golden days are ahead and Jeff has forgotten that cotton ever touched six cents.

Some Dark Forebodings

Not so Abner Brown, however. He remembers vividly, and there are times when he thinks those days may come again. He is reading more now than he used to, and he is filled at times with forebodings. There is the old bogey of the world so burdened with debt that there will be no great demand for cotton cloth, and what then will take the

place of the enormous consumption of cotton for war purposes? Should the war end to-morrow what would happen, he wonders. Would cotton again become a valueless commodity? There are heavy reserve stocks of manufactured cotton he knows in the hands of wholesalers and retailers. What effect will that have on their buying? Will the money panic again strike them and kill the demand for cotton. Then what of other markets rising up to compete. America's trade with China in cotton and cotton goods has fallen in less than a decade from \$30,000,000 to less than \$1,000,000. In 1916 China produced over 400,000 bales of cotton, what might she not do in the way of production with her cheap labor? Japan, too, is making inroads on American trade, and holds the

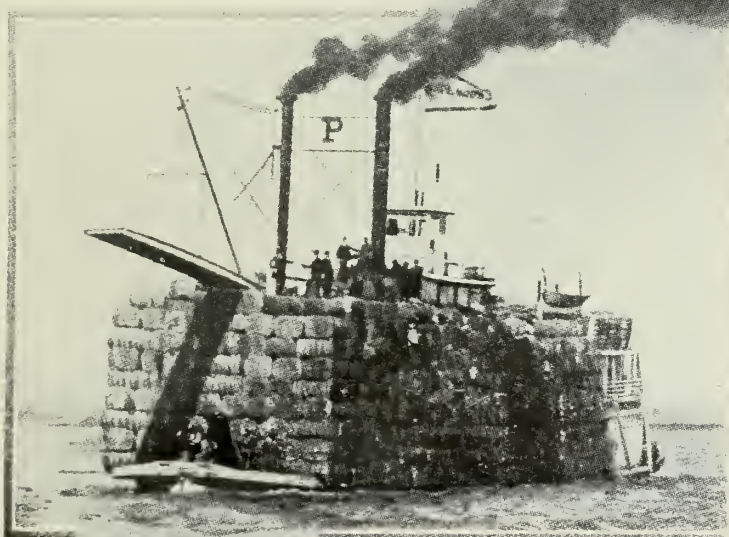
knows that the world's production of commercial cotton in 1915, according to the report of the United States Census Bureau, was 18,650,000 bales, and that the consumption was 21,011,000 bales. He knows that the 1916 crop showed little increase, while the demands continued to multiply. He knew that in 1916 the margin of five million bales was almost gone, and what of the 1917 crop? On Dec. 1, 1917, there had been ginned 9,716,098 bales, and the estimated production is 10,949,000 bales, over two million bales less than last year's output, so the surplus of 1914 has been met and passed. From whence will

alone equal to 5,000,000 bales, for clothing needs, unlike those for food, can be accumulated. Its great utility, too, lies in the fact that it has virtually no substitutes, wool could not meet a deficiency in cotton, and silk and flax are negligible in the aggregate. Neither the animal nor vegetable kingdom can suggest a competitor, and scarcely a rival.

In the years since the war began new conditions have arisen that, in pointing to more stable conditions, pre-empt also a commercial race for the textile supremacy of the world. Heretofore, owing to financial conditions, the South has had to sell at a basis set by Liverpool. But that is a condition of the past; the South has money and can hold her cotton for a price, and cotton is peculiar in that it is imperishable, it can afford to wait. Eventually Britain will produce her cotton needs within her own dominions. She must do so or lose her world dominance over the textile markets, but the time is not yet. So it is that the optimists foresee a world production and a world demand, not for twenty million bales, but for forty million.

Down in Alabama Jeff slumbers peacefully in the sun, dreaming cotton so planted that he could drive his "tin Lizzie" between the rows. All the future he knows is to-day, and it is bright. Abner Brown, too, sits on his store counter, scanning the newspaper columns, one day fearing the days to come, the next marching abreast of the foremost optimist of them all.

And you, dear reader, who have read this story, what do you think will be the last chapter in the history of the golden age of king cotton?



The story of cotton has been the story of the Mississippi. It has carried in its bosom more cotton than all the rivers of the world.

textile markets of the Far East. True, her imports of raw cotton from the United States has advanced from half a million bales to a million, but this is only half her consumption, and she may look more and more to those other markets. These are all things that make Abner Brown ponder, but more than all there is the uneasy suspicion that cotton is too high, that having swung so low in the first hysteria of war it has now swung too high. Cotton he knows is not worth its present figure, the spread between the price received and the cost of production is too high, and he dreads to think of what might happen once the war demand was over. He is ready to face 16 cent cotton, but will the next swing of the pendulum mean cotton at 5 cents again?

There are times, however, when, as a result of his reading, he takes a more cheerful view of the situation. Cotton is sound and would be for many years to come, perhaps a slight decline, but a normal decline, not a disaster, that was his viewpoint on the sunshiny days, and for this view, too, he could find his reasons. He had read that in 1914, the dark days of cotton, there was an over-production of 5,000,000 bales, and he

come the cotton to make up next year's deficit. Why this falling off in production? Because the world must be fed, because it has become more necessary for the world to produce food than for the world to produce cotton; 2,500,000 acres that in 1913 were growing cotton last year grew corn. In Egypt the British Government has held down the production of cotton to 40 per cent of the normal, a loss of roughly 175,000 bales on the crop of 1916. The Russian crop of 1917 is far below the normal yield. These are conditions that the cotton optimists contend cannot change, for even after the war food will be one of the prime necessities. And still daily the demand for cotton increases, eating up the surplus supplies the world over. The world's supply of cloth, too, has been steadily dwindling. The grey fleet that shuts the doors of Germany against food shuts them also against cotton. Some supplies may come from Turkey, but they are limited, and must go to the hungry guns rather than the hungry people. For years past the sound of the clicking spindles has not been heard in Germany or Austria, and it is estimated that there is an accumulated demand in Central Europe

TOWN TRADE VERSUS CITY TRADE

(Continued from page 46.)

town the leading merchants usually do business on the one price basis, and in consequence all find it easier to get a living profit.

Building Up a Business

Mr. Deadman is emphatic in his advice to young men to get out of the city if they wish to start in the men's wear business. He himself came to Lindsay a little less than a year ago and took over a business that was somewhat neglected and stock run down and in spite of these disadvantages achieved a turnover that was remarkable. When a MEN'S WEAR REVIEW representative called the stock was being inventoried, and the results had been sufficiently arrived at to make the proprietor very cheerful about his business venture.

MEN'S WEAR REVIEW will be glad to hear from some city dealer to present his side of the argument, but admits at once that there is much worthy of consideration in what Mr. Deadman has to say.

"HOW TO GET THE INFORMATION THE CUSTOMER WANTS"

Fourth Address by Frank Stockdale.

IN THIS *Fourth Lecture, Frank Stockdale, the Advisory Counsellor on business system for the United Advertising Clubs of the World, out of his extensive study of business formulates some ideas for finding out what the purchaser wants to know about the goods, and how this information may be effectively used in building business. This lecture is perhaps the high water mark of the series. Behind every selling argument there is some information. Is this information a help or a hindrance to that sale? This is the question that Mr. Stockdale's address will settle for you.*—EDITOR'S NOTE.

THE securing of information which is generally wanted by the customer either in advertisements or from the sales clerk, and the disseminating of that information in such a manner as to bring maximum results in the sale of merchandise, was the subject matter of Mr. Stockdale's fourth address entitled "How to Get the Information the Customer Wants."

"Who wants to secure this information—the advertising man, the sales person, the travelling salesman, the manufacturer, the window trimmer, the man who displays merchandise in the store? All these want information for the customer," said Mr. Stockdale.

Pointing out that advertising applies to all forms of selling, Mr. Stockdale repeated the statement of L. W. Hill of the Great Northern Railway at the St. Louis Convention of the Associated Advertising Clubs of the World to the effect that "anything desirable is advertisable just as anything desirable is salable."

"I think we assume too often that the customer does not need any information. That is one of the greatest mistakes. We make it unconsciously but we act as if the customer did not need it. Recently the question came up as to whether coal was advertisable. The suggestion was made that people had begun to think of coal in terms of heat units. People had begun to realize that there are tons of coal and tons of coal, the same as we used to think a margin of 30 per cent. was a margin of 30 per cent. We are gradually getting over all these things. They found a salient thing to advertise about coal. When you buy coal for your residence you buy it for warmth and so there is a chance for people to sell warmth and that is coal satisfaction."

Taking milk for an example, Mr. Stockdale asked if this product was advertisable. He mentioned sanitation, but added that this was only advertising service which goes with the milk. "Is there anything you don't know about milk?" asked Mr. Stockdale, stating that a certain milk company found it worth while to use a whole page in the *Saturday Evening Post* to advertise milk.

"There were just two things advertised about that milk and these two things were that the milk was nourishing and that it was cheap. Milk does the work and it does it at low cost—a good basis for milk advertising. That is the same way to advertise coal, and that is what the customer wants to know."

Turning to the question as to what kind of information the customer wants, Mr. Stockdale brought to the attention of the gathering a method followed in Gimbel Bros.' store of New York.

"They went down into their trunk department and found they were selling lots of trunks to women. They wanted to find out what women wanted to know about trunks. In too many cases we decide what the customer should know and hand it out to them. You will be surprised when you find what the customer wanted to know about trunks. Ninety per cent. of the buyers wanted to know 'whether the locks were strong.'

"They next wanted to find out what the customer wanted to know about children's suits. Did they ask about the material, or colors? Partly, but the great majority asked 'are they hard to iron?' Every woman who has to do that job considers it a logical question."

Turning to the men's suit department, Mr. Stockdale stated that the majority of customers wanted to know "whether the suits would hold their shape or not."

"It is evident we have to get down to a rather minute analysis," said Mr. Stockdale.

"Talking to customers over the counter we too often use technical terms understood by the trade and not understood by the public. One of the keenest managers of a retail store is Miss Ennis of The Euporium, San Francisco. When she talks about hosiery she calls them stockings, and when she talks about millinery she calls them hats. She gets away from technical expressions and she keeps all her advertising right down to common expressions.

"In silks, the customer buys color and they want it every time," said Mr. Stockdale.

At this point he outlined several points which he regarded as fundamental principles in connection with advertising and selling. These points were as follows:

1. "All selling arguments whether on paper or across the counter should be as simple as can be made instead of bombastic.
2. "They should be as specific as possible instead of generalities.
3. "Should be positive instead of negative. Don't tell them what the merchandise 'is not.' One of the big business men in the U. S. gave me this point and in all his sales talk, no matter how many knockers there are, his advertisements are always absolutely positive.
4. "Get real information into advertising—real facts rather than opinions. Don't tell the customer

what you think of the product but give facts. In selling an article in the store, start your sales talk with the customer's interest, not your own. Start with the 'you' appeal.

Mail order houses certainly have the best retail advertising. They invariably start with the 'you' idea, addressing the customer and emphasize his particular use of the merchandise.

5. "Understate rather than overstate in selling. That is the way to keep merchandise 'sold.'

6. "There are certain things about merchandise that are fundamental. These should be repeated until they stick in people's minds. News may be changed but don't try to find a new fundamental fact.

7. "Real ability is liked by customers. One merchant said 'I believe people like ability in the merchant just as well as in the family physician or the attorney. They like to regard the merchant as an authority on his merchandise.'

8. "Sales talk and advertising should be planned instead of hit-and-miss."

Illustrating some of the foregoing points as regards retail advertising Mr. Stockdale stated that of 200 advertisements which he recently judged in a prize winning contest at the Pacific Coast Advertising Convention, 143 contained the word, "Reduced," either expressed or implied.

"Whether you are selling over the counter or through advertising, if you are selling on this plan your salary is not as large as it might be," said Mr. Stockdale, taking issue with this form of advertising.

"It does not take advertising ability to write 'former price \$15.00 now \$9.98.' I would say to all people interested in retail advertising as long as that dominates your advertising your position will never be a very high salaried position because it does not take ability to do it."

Illustrating by parallel lines that merchandise and price were on a common plane, Mr. Stockdale stated that the man who makes a success is the man who makes the merchandise look bigger than the price.

"There are two ways of doing this," said Mr. Stockdale, "one is to lower the price and the other is to lift the merchandise. If you are lifting the merchandise in the eyes of the customer, whenever you lift the merchandise you, as a salesman, are rendering a service to that customer. The way to do that is to know the merchandise and the customer. Some people know the merchandise but they don't know the customer."

Illustrating this last point Mr. Stockdale cited the case of a hardware salesman, who, though he had a most detailed knowledge of the manufacture of shotguns, failed to make a sale to a certain customer. The customer eventually bought his gun at a store where the sales talk of the man behind the counter consisted of the statement "shoulder that gun, that will 'get him.'"

"That statement carried him," said Mr. Stockdale, "for it was ducks he wanted and not a detailed knowledge of the gun."

"Let us keep in mind what the customer wants and that will help us in lifting the merchandise."

The man who makes the sale has a knowledge of the merchandise and knows his customer as well.

MERCHANT'S OWN EXPERIENCES ARE SOURCE OF INFORMATION

"In getting the information wanted by the customer, the merchant should take into account his own experiences as a customer. He should study the use of goods by himself and his own family. Many times you can get the information by studying manufacturers' literature. Manufacturers in many cases analyse the appeal in their merchandise.

"One rug firm I know found out what the customer wanted to know by getting dealers who handled their product to send in their best advertisements. They selected the best of these and published them in a large book. They had the 'dealer idea' of what the customer wanted to know and in bringing their own experiences in they got a series of advertisements of a high class nature. The advertisements appealed to the use of the customer for rugs in the office and the home and gave information on selecting rugs.

"A manufacturer selling high class candies knows that his best appeal is to people who buy candies for particular purposes. Knowing that the most sales of candy were made to young men for their lady friends, the advertisements of one company run along this line—'this candy is bought to make an impression.'

"The manufacturers who are making a success get that selling angle and are able to give a lot of information the customer wants," said Mr. Stockdale, admonishing the merchants not to throw manufacturers' literature away. "I think there is enough information the customer wants that goes into the waste paper basket to give us all that we want."

The arguments used by travelling salesmen were also mentioned as a source for the retail merchant to secure the information the customer wants. "The travelling salesmen have to put up arguments and they should be used in selling to the customer," said Mr. Stockdale. Making the point that salesmen do not always give this information unless it is specifically asked for, he pointed out two reasons why salesmen do not give this information to merchants.

"One reason is that some salesmen do not care anything about holding the merchant and the other is that the merchant is too busy," said Mr. Stockdale. "to listen to the travelling salesman and get the information."

"I am sorry for that merchant, and when he arrives at that stage a better classification for him is 'storekeeper' instead of 'merchant,' because that is one of the ways he should spend his time. The keen, wide-awake merchants do not let the travelling salesmen go by without treating them courteously and getting the information they have."

At this point Mr. Stockdale mentioned the case of a salesman selling hosiery. On his initial trip he was severely questioned by several employees in one store as to the salient points of the line he carried. He was somewhat "peevish" but on returning found that the store had used the information for a great advertising campaign and had cleaned out their stock so that a larger repeat order was necessary.

Turning to the question of "What your sales people sell," Mr. Stockdale stated that one merchant

goes around and asks his sales people about the selling points of their lines. This action he stated not only unnerved the self-conscious sales clerk who knew no outstanding points about the line handled, but gave no information to the merchant which he should wish to incorporate in advertising.

"A great many advertisers want to say something big and sensational," said Mr. Stockdale, "but the information you want and the customer wants can be secured by getting off to one side when your sales person is handling a 'tough customer.' When the sales person puts that sale over he has used some of the information the customer wants and all you want is to become a good reporter and you have it. Study the customer's objection and then overcome those objections."

Mr. Stockdale here illustrated the case of a salesman for the National Cash Register Company who won for three consecutive years the prize for best salesmanship results at the annual convention of the company in a foreign country. The young man's reply as to how he got the sales was that he studied the customer's objections and never let an objection come up a second time without being able to answer it.

"Study the customer, treat him sociably and mix with him in your home," said Mr. Stockdale. "The making of a point of contact is worth while. Study mail order advertising and find out what the customer wants to know. This form of advertising does not have to bring people to the store, but it has to make people sit down and write orders, get drafts from the bank, mail them and go distances to get their merchandise. We do well if we write advertisements that make people come to our store and look at our merchandise."

Illustrating the specific value of certain mail order advertising Mr. Stockdale mentioned the occasion of a visit to a southern town where he addressed a small gathering of about twenty-five retail merchants. On the impulse to try something new he opened a mail order catalog and turned to an advertisement giving eighteen outstanding reasons why customers should purchase an oil heater. The advertisements carried the "you" appeal and the frosty night carried out the setting. When he finished reading the ad, which made a direct appeal to the customer's use for a heater, Mr. Stockdale asked how many wanted to buy a heater. Two hands went up and five others admitted they were much more interested in heaters than they were when they came to the meeting.

In recommending mail order advertisements as a source of securing information for the customer Mr. Stockdale warned that only mail order houses with long standing should be taken as authority, and that "mushroom growth" houses should be avoided as far as advertisements were concerned.

"Study the goods, the customer and advertising," said Mr. Stockdale, concluding his address, "and the meat is in the middle—get the information the customer wants."

Some very interesting and instructive matter was contained in the answers of Mr. Stockdale to certain questions on retail merchandising submitted in writ-

ing during the series of lectures. These questions and answers are reprinted herewith:—

1. (Question)—"Can you explain if there is a science or a rule whereby a sales clerk can recognize the psychological moment when to close a sale and have it remain closed?"

(Reply)—"I have already answered as regards the science and I will answer and say I don't know any rule for closing a sale. In fact I don't know any rule for judging human nature, but there is one thought I would like to make in regard to this matter. I have talked with several salesmen on the subject as to a rule or even a suggestion as to when is the right time to close a sale. When the sales person does all the talking and leaves the customer to stand and listen and do nothing else, there is no definite opportunity of judging, at least by the customer's actions or words, as to what that customer is thinking; and if you have to depend upon looking at a person to determine what they are thinking you have a real job. The suggestion made by several salesmen is that sales people talk too much in making sales as a rule. The hardest customer to sell is the customer that won't say anything. One salesman's strategy is to stop talking himself and just show the merchandise until the customer speaks up. One reason sales people so often overshoot the mark and fail to know when the right closing time comes is because they get under such high pressure. They get running "on high" and it is hard for them to stop when they reach the right point. I would suggest that you make the customer talk if possible if you want to find when to close the sale."

2. (Question)—"Do you think business is increased by allowing the customer to make a practice of buying goods to-day, using them and returning next day for refund, the reason being given that the 'goods do not suit'?"

(Answer)—"It is a specific illustration of a store's policy as to whether or not you will allow the customer to take advantage and do what is not honest. It is absolutely not honest on the part of the customer but we find a lot of successful stores that do not base their policy upon the few isolated cases of dishonesty. That applies as well to theft in stores. When I advise merchants to put stock on the counter they do not do it because they think they will lose it, but I have found stores that do so and they have a profit after the customers have taken what they want. If I were a reformer and a customer should take out goods for the purpose of using them and returning them later, I would call that customer on the carpet and tell him what I thought of him. That is if I were a reformer.

"The principle I would like to leave with you in this regard is contained in a very wise saying made by W. H. Wanamaker, who said *"don't sacrifice tomorrow's business for to-day's profits?"* If the profit loss is too great you have got to put a check on it. I find merchants' associations and particularly in these times who have put on an educational campaign to get away from this sort of thing.

"The reply of one merchant to this question was 'the customers run my store and I charge them for it.'

"That system is used to a great extent," stated

Mr. Stockdale, who illustrated the point in the following manner:

"One man bought a hay baler and used it for a season, after which he wrote to the mail order house to take it back. The house took it back and investigated the case. They claim that the price of the baler was the best advertising investment they ever made.

"If they are on your side they may be the best advertisement," said Mr. Stockdale, reminding the merchants that "a satisfied customer is the best advertisement."

3. Question—"What proportion of increased expense, in your opinion, due to the demands made by the consumer for expert service and delivery?"

(Answer)—"I cannot state in percentages what my opinion is but we all know that some of the extra cost of doing business is due not simply to 'expert' service but to the service that is absolutely useless to the customer. We know that the customer in the matter of delivery sometimes will have the merchant deliver when it would not inconvenience them in the least to carry home a package, and they must pay for that service. As long as people are able to pay and they want service that is the thing that gives them satisfaction. When they buy, people buy merchandise satisfaction. As a rule people are wasteful. At the present time there may be a chance to lower that expense. Some stores have cut down their expenses already by eliminating some useless service. As to 'expert' service I don't know that there is much being rendered at the present time."

4. (Question)—"Would more forethought and care in ordering lessen materially this expense?"

(Answer)—"In large cities co-operation has eliminated a lot of this expense and it seems that merchants will first have to eliminate the waste which they themselves are responsible for before they can put on a campaign for the customer to eliminate his waste."

Continuing this question the following query was made:—

"And if so what methods of educating the consumer would you suggest. What of the various plans to reduce the price of article carried home by the purchaser?"

(Answer)—"We find that we can eliminate some of the expense especially in the grocery business. It is enough in percentages that you can visualize the reduction in price."

"Is there any method by which the consumer can be made to buy in bulk?" was asked in further continuance of the same question.

(Answer)—"The Housewives' League in New York started out to put on a campaign to buy in bulk and they came up against the question of sanitation and the preservation of merchandise. The League turned over to the other side and are now advocating goods in packages instead of in bulk, the standardization of produce and the amount of the product that you get. These three are important reasons for buying merchandise in packages in some cases at least."

5. (Question)—"Would the retail produce deal-

ers be willing to give free fruit in danger of spoiling to groups of women for patriotic purposes?"

(Answer)—"I would say that one of the best places to get that produce perhaps would be at the wholesale distributing station instead of at the retail store," replied Mr. Stockdale, expressing favor with the plan.

Illustrating the point that the profits in a department with twice the turnover of another were practically double the other's profits, Mr. Stockdale placed on the board the following figures:—

In A department, stock is \$19,000 and sales \$40,000. In B department, stock is \$20,000 and sales are \$21,000. It is easily seen that the turnover in one department is twice the other. The profit in A department is \$4,500, while the profit in B department is \$2,700.

In the discussion which followed the address one merchant asked Mr. Stockdale's opinion regarding the "truth in advertising" of overhead clothing stores which advertise "Use elevator and save Ten."

Mr. Stockdale replied that many of the upstairs clothing stores were making a great success. "It is not that you go 'upstairs and save ten' but that they give good value for the money and succeed in spite of the fact that their advertising is poor. In New York the advertising of upstairs clothing stores makes the point that good clothes can be obtained for \$15. After the advertising was done on that basis—without mentioning the \$10,—the plan was enlarged; so while a man may exaggerate in advertising, if the customers are satisfied they may get by with bad advertising. As far as the truth of the assertion "save ten dollars" is concerned, I don't believe it."

Recalling the case mentioned where 143 advertisements of 200 in a contest mentioned the term "reduced," one merchant asked Mr. Stockdale if he would consider the merchant in advertising that way got any benefit from it and whether or not he would encourage him to do it. Also the question was asked as to whether they were really "reduced" goods or not.

"I think most of them were reduced," said Mr. Stockdale. "It proved that they were using advertising mainly to clean up odds and ends. Most of them took cognizance of their reductions."

"They took a chance?" interjected the merchant who made the query.

"Doubtful things are uncertain always," replied Mr. Stockdale.

"My advice to all," said Mr. Stockdale in conclusion, "is that you find actual examples in your own businesses and then start out to get the principle that will help you to dominate the situation. The way to dominate the situation in the merchandise world is to know where your profits are and where they are not.

"There is only one thing that counts and that is ACTION. Study what you believe to be true and put it into practice when you know it to be true."

STANDARDIZATION OF UNDERWEAR SIZES

Important Reforms Under Way in Underwear Trade — Definite Size Schedule Being Prepared — All Mills Expected to Fall in Line — Why Not Standardize Markings as Well?

WHAT has been the worst evil that the retailer has had to contend with in the underwear and knitted goods lines?

MEN'S WEAR REVIEW believes that if all merchants could be asked that question the answer of a very large proportion would be, "Irregularity of sizes, one man's 36 being equal to another maker's 38 and so forth."

Worse in Women's Lines

This condition of affairs has probably been more serious in women's lines where different methods of sizing are in use some using breast measure, others numbers, and no two sets of numbers meaning the same thing; but even in men's lines, especially in heavy ribbed wools and similar goods, the disparity in sizes that are bought for the same has been very great.

Movement to Standardize Sizes

This being the case men's wear merchants will be glad to hear that there is an important movement on foot to establish a set system of sizing; one by which the retailer can be guided and up to which he can compel the manufacturer to live.

Immense Amount of Detail

Last July one of the largest retail concerns in Canada, which had been having endless returns in its mail order department, largely owing to wrong sizing, took the matter up with representatives of about ten of the leading underwear mills in Canada. At the outset it was thought there was about a week's work involved before coming to a definite understanding but even to date the schedule has not been absolutely agreed upon. It was found that endless details, objections, differences of opinion, and indifference had to be thought over, discussed and overcome.

Schedule after schedule was drawn up, only to be eventually consigned to the scrap heap as some inconsistency turned up when the details came to be put into practice.

The idea, of course, is to get a schedule for each line of underwear, showing actual measure while lying upon the counter, also the stretched measure. In shirts there was also the length of sleeve, the length of skirt, the size of shoulder seam, and the width of sleeve. In drawers there was the length from crotch to band, the length of leg, the width over hips. In combinations there were all of these details with an additional measurement of crotch to collar band.

Each Style Considered Separately

When it is considered that each and every style of underwear had to be con-

sidered separately—for it is obvious that a spring needle line for instance cannot be treated like a flat knit balbriggan or a coarse, ribbed wool garment like a fine flat knit cashmere—it is easy to understand some of the difficulties that arose.

Added to this, different manufacturers had different ideas as to correct lines, very decided ideas in many instances.

Present Schedule Believed Correct

A schedule has been worked out, however, that it is believed is practical and correct. These ten mills referred to are making the Spring garments for 1918

10 mills already interested do not constitute the total number manufacturing underwear in Canada by any means, still all others will be forced into line once the new schedule has become established. It will in fact be up to the retailer who buys their products to see that they do.

Every men's wear dealer knows what it is to run out of, say, a size 38 in a certain line of underwear and being unable to procure exactly the same line buys size 38 in a similar grade only to find that he has a garment no larger than the 36 he already has in stock in his original line.

A Plea for Uniform Marking of Sizes

By Rowland S. Ilsley, of A. E. Aitken, Ltd., Edmonton, Alberta.

"The average retailer stocks underwear purchased of numerous makers, the sizes of which are marked in as many ways and places.

"One maker stamps the size on the front, on the material; another on the bottom of the facing; another at the top of facing; another on the reverse side of facing; another on the under flap, under facing; another on the neckband embodied in the label or stamped separately; another again stamps it on the seat; others use perforation (the worst system of all, for one never knows where to find it); and still another system is that of having a separate cloth label about two inches long attached to the front facing on which is stamped the stock number, size and further description, such as 'short,' 'stout,' etc.

"This system is ideal, for the retailer does not have to unfold the garment to find the size. He does not put it back into the wrong retainer, and the customer is sure of getting his correct fit, and in consequence sure satisfaction.

"If all underwear manufacturers would adopt this uniform system of marking under their label cost would be cut to a minimum; the time in selling a garment over the counter would be cut in half, and about twenty per cent. of underwear customers who now get misfit garments would be properly fitted.

"This reform could be brought about before the end of 1918—with mutual benefit to the 8,000,000 people of Canada. It is up to the manufacturers.

"This may apply also to manufacturers of gloves and socks."

according to these specifications. If the season's retailing, which is of course the supreme test, shows that their figurings are approximately correct, the schedule will be announced definitely to the trade. MEN'S WEAR REVIEW was refused the privilege of publishing same until it was certain that it was this time absolutely correct but was promised the figures as soon as final decision is definitely reached.

All Mills Will Have to Fall in Line

The significance of this movement cannot fail to strike the trade. While the

Then there have been lines cut too short in the sleeves for the breast measurement, or too short in the skirt. A common fault has been the length from waist to crotch in a pair of drawers.

As has been said this disparity of sizes has been even more aggravating in women's and children's lines, and while this does not interest every men's wear dealer it is mentioned here for the benefit of those who handle women's and children's lines and to give some idea of the great reform that is quietly being inaugurated. There were two common

ways of sizing both women's and children's garments. One was the breast measure 34, 36, 38 and so forth. The other was by numerals 00, 0, 1, 2, 3 and 4. This latter system of sizing was, many consider, the more faulty. One maker's number 4 seldom meant anything near what the others' did and in children's lines the discrepancies were simply ridiculous in many instances. All this will be remedied under the new schedule.

Standardization of Marking

Elsewhere in this issue a subscriber has brought up another matter that might well be given consideration by the manufacturers when standardizing sizes, that is the standardization in methods of marking sizes on a garment. As our correspondent points out there are many different ways at present in use. These include stamping on skirt, marking with little tag inside band,

stamping on facing and so forth. When in a hurry the salesman often does not know where to look for the size. The suggestion is made that the system of using a little linen tape, sewn on conspicuously at the front of the garment—in use now by a number of manufacturers—should be the universal one. With the clerk problem a rather serious one everything like this that will tend to ease and speed in selling is well worthy of consideration.

WOOL ALLOTMENT 11,800 BALES GREATER THAN 1917

Prices Paid Will be Higher—Suggestion That Government Commandeer Canadian Wool—Shortage of "Tops" Explained

DURING the closing months of 1917 and the first two months of 1918, the last of the 1917 allotment of Australian wool arrived in this country and was distributed according to agreed-upon basis.

The last three or four weeks have seen several matters of great interest to the woollen industry come into prominence. In the first place the Wool Commission has been in consultation with the interested members of the Canadian Manufacturers' Association regarding the proportional division to each mill of the 1918 allotment of New Zealand and Australian wools.

In 1917 Great Britain, or rather the British Wool Commission that has the whole matter in hand, allowed Canada 16,300 bales of Australian, and 7,500 bales of New Zealand wool. This year the total will be increased to 35,000 bales, of which 25,000 will be New Zealand, and only 10,000 Australian. The preponderance of New Zealand wool is at the request of the manufacturers who

find this more suitable to Canadian trade than the Australian.

1918 Allotment 11,800 Bales Greater

It will be noticed that the total allotment is 11,800 more bales than that of 1917. This does not, however, mean that there will be this much more wool in the country. In the early months of 1917 large quantities were still coming direct from Great Britain, and this is now entirely shut off. In addition it is believed that the manufacturers held larger reserve stocks a year ago than they do at present.

Will Keep Mills Supplied

Nevertheless H. Hodgson, of the Wool Commission, claims that the 35,000 bales should be sufficient to keep the Canadian mills in full operation for another year, and the manufacturers interviewed, express themselves as fairly well satisfied on this point.

Price Paid Will be Higher

The price, as already announced in previous issues of MEN'S WEAR RE-

VIEW, will be higher than a year ago, the increase being between 5c and 10c per lb.

Canadian Wool Growers' Association

Another matter of interest was the organization of the Canadian Wool Growers' Association, which came into effect during the week of February 4, when delegates from every group of wool growers met in Toronto.

There has been some feeling on the part of the manufacturers and milling interests that the home Government should prohibit the export of Canadian wool, particularly since the United States has placed an embargo upon any coming from that country. The 1917 Canadian wool clip was practically in its entirety bought up by United States dealers as they were in a position to bid higher prices.

The newly-formed Wool-Growers' Association opposed vigorously any thought of an embargo, and it is believed that the Government stands be-

The Way of Woolens in War Time

Actual prices being paid by manufacturers of men's wear to mill agents for woolens, suiting, overcoating and worsteds are over 100 per cent. higher than pre-war prices. A Montreal manufacturer of high-grade clothing mentioned to MEN'S WEAR REVIEW the other day that while the British Government may be paying the wool producers 55% over pre-war prices, he himself is to-day paying from 100% to 300% over pre-war prices for goods made from wool allotted to the mills by the British Government. Here are some actual comparisons in pre-war and present prices of American woolens:

Standard Washington Clays					
	Fall, 1918.	Fall, 1917.	Fall, 1916.	Fall, 1915.	Fall, 1914.
200 16 oz.	\$4.15	\$2.37½	\$1.82½	\$1.55	\$1.37½
338 14 oz.	3.60	2.05	1.65	1.30	1.17½
317 12 oz.	3.20	1.87½	1.50	1.40	1.25
Fulton Serges					
3194	\$3.77½	\$2.35	\$1.95	\$1.50	\$1.35
4077 16 oz.	4.17½	2.60	2.05	1.62½	1.47½
3844 16 oz.	4.37½	2.75	2.17½	1.72½	1.55
5048 15 oz.	3.80	2.42½	1.95	1.62½	1.40

These comparisons are given merely to indicate the tremendous upward trend of woolens, and fully bear out the statements of clothing manufacturers as to the new values established by war conditions.

hind them firmly in this. Every effort is being put forth to put sheep-raising into a prominent position in the country, and just now, when some results from this movement are becoming evident it is felt that it would be a bad time to do anything that might cause the breeders to feel that they were being defrauded out of possible higher prices.

Government May Commandeer Clip

As an alternative it is proposed that the Canadian Government should commandeer the Canadian clip at a price equal to that obtained by the breeders at the auctions held last year at the Dominion wool warehouse, Toronto. It is believed that some such arrangement will likely be made. Considerable ill-feeling has arisen between the wool growers and manufacturers, as the one class believes the other is trying to force the price down for its own benefit, while the manufacturers, in their turn, claim that this is not the case, that the Canadian clip is needed in the country, and that they are willing to pay a good price for the wool provided that price be stabilized in some way.

It is to be hoped that some agreement that will be mutually satisfactory will be arrived at, as much of the Australian and New Zealand wool that has arrived and will arrive, while suitable for cloth manufacture, is too short-fibred to make "tops" demanded by the knitting mills.



Shortage of "Tops"

This opens up the question of the serious shortage of "tops." "Why is it," says the retailer, "when we are told that Cashmere hosiery will be very scarce, that it is usually blamed upon the shortage of 'tops?' What are 'tops,' and why should there be a greater shortage in them than any other wool?"

In the first place "tops" are the long-fibred portions of the scoured fleece as distinguished from "noils" the shorter fibres. The separation of these is possible only by a system of combing, and there are only one or two mills in Canada equipped with proper combing pressure that is being put upon combing plants in the States for Government and civilian needs, and it is only natural that they should attend to this business ahead of Canadian business offered.

Some Tops Prepared in U. S. A.

There are a number of plants in the United States that are equipped for combing wool, and large quantities of Canadian and Australian wool are shipped over there in bond, combed and returned in their partly manufactured form. Here again Canadian manufacturers are up against a serious difficulty owing to the machinery. This machinery is expensive, and up till recently it has been cheaper to import "tops" already combed than to install the necessary appliances. In addition to this, large quantities of the Australian wool

that has been arriving in this country is too short-fibred for "tops."

In consequence, tops are in very short supply, and there seems no reason to doubt but that this shortage will become still more acute as time goes on.

The best quality tops are necessary for the spinning of fine knitting yarns. This is particularly true of such yarns as go into Cashmere hosiery and underwear. The fibre must be long and of good texture to stand the strain of being drawn out into the fine yarn desired.

This, briefly speaking, is the reason why all Cashmere hosiery is scarce and abnormally high in price.

Montreal, Que.—Beriault & Frere, men's furnishings, have sold out.

RETAILERS NOT BUYING HEAVILY

Early Fall Underwear Orders Not as Heavy as Expected—Finer Lines Will be in Short Supply—The "Why" of the Fine Yarn Shortage

ARE retailers generally fairly well stocked with underwear or are they holding back on account of high prices? Wholesalers would like to know as their travellers have been out with underwear samples for about six weeks, and there seems little inclination on the part of the trade to place heavily. One thing however makes the jobbers feel that the buying will come later, and that the retailers are merely holding back, and that is the fact that if a line is lowered in price even slightly it is cleaned up almost at once. This would seem to indicate that the retailers will have to buy but are hoping against hope for some price concessions.

Shortage in Finer Grades Probable

Be this as it may, there does not seem to be much danger of a shortage in the heavier lines. In the finer grades made from cashmere or near cashmere yarns,

however, the situation is different. One or two mills report that they may not be able to fill orders on these goods if the yarn situation does not improve.

Why This Yarn Shortage?

Why this shortage of fine count and cashmere yarns? The reason is simple. It has always been cheaper to import British yarns of this calibre than to manufacture them in this country. Now this source of supply is partially shut off owing to the embargo situation. Each month seems to increase the difficulty of getting supplies across.

Then there were of course United States mills spinning such yarns, but here again license restrictions and abnormal home demands have practically shut off any supply to Canadian manufacturers.

One or two of the mills are installing

spinning machinery, but even that takes time, considerable time, and even then they are up against the shortage of "tops" as the longer portion of the combed wool is called. The best qualities of this are necessary for spinning fine yarns, and the fibre has to be long or the continual strain of drawing it to a fine thread will pull it apart.

Good Sighting in Spring Lines

Wholesalers report considerable business still coming in for Summer underwear, and most of them are able to fill same from stock. Although mills have advanced, prices since opening Spring lines last July or August, jobbers are almost universally selling at opening figures.

Uncertainty of Government Requirements

The uncertainty of the Fall underwear situation lies in the Government requirements. It is felt that orders for these have not been nearly all placed, and that large quantities will be demanded later in the year. If the Government wants underwear they will have to have it, and herein lies a possibility of a shortage.



No 288230

WINNIPEG, MAN. Nov. 20 to Dec. 1 1917.

THE BANK OF NOVA SCOTIA
WINNIPEG BRANCH

Pay Donald G. T. Ross order ~~of bearer~~

THE SUM OF TEN DOLLARS ONLY DOLLARS

\$ 10.00

Story will sign here if you take me to him

Type of cheque which boomed the Special Measure business. No wonder, it looks like business.

APPROACHING PROSPECTS BY CHEQUE

Striking and Substantially Impressive Method Used by Story and Story, Winnipeg.
With Results at the Rate of \$50 a Day For Ten Days

ILLUSTRATING a direct method of interesting prospective customers which brought in results at the rate of \$50.00 a day for ten days, the cheque pictured on this page attracts attention.

Anyone who receives a letter containing a thoroughly genuine cheque for ten dollars, is going to pay attention to the contents of the letter.

Two hundred men—customers of Story and Story, Winnipeg—received each a letter addressed to him by name, and containing a cheque made payable to himself and no other. The names were typewritten on the cheques as you see in the illustration.

Typewritten below was the promise to sign, equivalent to a firm promise to pay ten dollars to the man bringing his cheque into Story and Story's for signature and subsequent presentation at the bank.

The whole device has that gilt-edged, substantially interesting quality which lifts it head and shoulders above ordinary rank and file circular letter methods. The letter and cheque advertise Story and Story as an eminently solvent concern if nothing else, but they did very much more. They produced \$500 worth of actual directly traceable business in ten days.

The cheque you can see clearly, and have probably examined. Here is the letter that accompanied it:

Mr. Donald G. T. Ross, City.

Dear Mr. Ross,—If your time is worth \$20.00 an hour, we would like to buy thirty minutes' worth of it, and herewith enclose our cheque for \$10.00. The cheque is good, and our offer is simply this:—

In August, 1916, we wrote our English buyer to procure for us one hundred select suit lengths in exclusive designs

(no two of which were to be alike), and have them delivered in January of this year. Owing to the shortage of fine woollens and the great difficulties in getting them at all, these goods, which should have reached us last January, have only just arrived, and instead of one hundred being delivered, we received only fifty-six.

The lateness of their delivery necessitates our selling them quickly, and, beginning November 20th to 1 December, we will sign the enclosed cheque for \$10.00 on the purchase of one of these suits.

The clothes will be tailored to your individual measurements in the — shops. The reputation of — tailored clothes for high quality of workmanship, superior fit and style, you are of course familiar with. These materials are the finest Saxony worsteds, the patterns of which are exquisite and exclusive. We are indeed fortunate to get them at all under present war conditions.

We bought the suitings to sell at \$60.00. The ten dollars you save will pay for your time in looking over the selection and being measured. Please remember that these goods were ordered over a year ago at prices which governed the market at that date. The same goods purchased from the mills to-day would be greatly higher in price.

Yours very truly,

STORY AND STORY.

This letter was sent to only two hundred prospective purchasers of the specially-selected goods described. The names to whom the letter and cheque went were hand picked from the special list of preferred prospects kept by Mr. Story as mentioned in the article "Interesting Prospects by Mail," which ap-

peared in the February number of this paper.

It will be remembered that three classes of mailing lists were referred to: No. 1 list, comprising men who always buy the best, and who like classy clothes; No. 2 list, "the big majority," and No. 3 list, those who look for sales stuff and are brought in by low prices.

These lists are kept on the card index system, a separate card for each purchaser, showing name, address, age of customer, line of business, when the purchase was made, and an idea of the purchaser's salary if possible.

Regarding this particular scheme, Mr. Story's comments are:

"A proposition such as this would be wasted on names such as would appear on our index under class 3. The scheme pulled me \$500.00 worth of business in the ten days, which was directly traceable to this letter. In addition we got good advertising publicity from it."

MEN'S SUITS TO COST MORE Secretary of U. S. National Association of Clothiers Urges Government Control to Avert Advances

PREDICTION of a radical advance in the price of men's clothing, charges that wool growers, not satisfied with an advance in the price of wool from 18 cents before the war to 75 and 80 cents a pound at present, are hoarding for still higher prices, and plans to memorialize Congress for Government control of both wool and cotton prices were features of the meeting of the National Association of Retail Clothiers in Chicago on Jan. 16.

Charles E. Wry, of Des Moines, Ia., secretary, asserted that unless there was Government control the advance in the price of clothing, already apparent to the Spring trade, would be "tremendous."

WAR AND WOMEN WORK MIRACLES IN MEN'S WEAR

Men Will be Young To-day, and Styles Become Youthful — Styles From the States Spring Speedily Across the Border—Women's Skirts Tip Their Boot-tops, and Men's Neatly Cuffed Pants do Likewise

THAT certain great principal factors bearing upon the doings of the people generally on the North American continent at present are having their decided effects upon the styles in men's wear for 1918, is borne out by the views expressed by leading designers in both Toronto and Montreal.

Tendency Towards Youth

"The tendency in these days is to appear young," said a Montreal designer, "and this is the case with the man of middle age even as with the strictly young man—represented in the clean-shaven, clean-cut college bunch. This thought has been so developed, and the clothes making one's appearance, thus have become so popular, that they are in popular demand, and they really do make some men look years younger.

Styles Come Quickly From States

One of the facts that is worthy of note is that of the promptness with which the very newest and nattiest American models reach the Canadian trade of recent seasons. These now are on the Canadian market, through the action of our designers and manufacturers almost, if not just, as soon as they are shown in the retailers' trade on the other side of the border. And they are as well shown and in demand in the far Western towns and villages where the young man from the rural districts will demand and insist upon having the newest things shown.

U. S. Military Influence

It was pointed out by a Toronto designer that the U. S. military styles are having a pronounced influence in the direction of plainness and simplicity of design in men's wear. "You'll note," he said to *MEN'S WEAR REVIEW*, "that the U. S. uniforms are a whole lot plainer than the Canadian uniforms. That means that the unavoidable military influence which was seen in Canada after the war had begun to show its effects, will incline men's styles towards simplicity in the States. This influence will extend to Canada also. There is no getting away from the U. S. influence on Canadian styles. Those fancy patch pockets and pleats which we saw imitated in civilian wear soon after the war had revealed them in soldiers' uniforms, will not be apparent in U. S. styles at all. They are not seen in the U. S. army."

Freedom For Shoulders Coming

"That little coat style for young men that makes them appear as if their coat were catching them about the shoulders a bit, and giving them, not exactly a

stoop, but a sort of crouched-up impression, is on the way to be discarded in favor of a freer style that gives lots of room for shoulders and chest," he suggested. "The reason is the military influence again of course. The boys just naturally want to straighten up and throw out their chests when the soldiers march by, and pretty soon that'll become a national habit across the border. It's as catching as measles, and it calls for roomy coats. That's another reason why the designers didn't want to discard altogether the double-breasted coat, for which there's a regular and steady request in any case."

Influence of the Fair Sex

Important also is the influence of women's wear upon the styles worn by men. At present the very best cutters

of women's suits for the highest class trade are eliminating every suspicion of elaboration in women's suits. The result is a standard of austere but elegant simplicity, which is directly affecting men's wear as well. "It always does," this Toronto designer continued. "I have watched that feature of style for years. Did you notice, for instance, that when the girls were wearing their skirts at boot-top length, the young men's pants were worn at the same length? That style is still in vogue. By following women's fashions you can forecast the men's fashions that follow them without much chance of error. It has been so from the earliest times. When women were wearing hoop skirts the men's coats bellied out, and their pants were in peg-top style. You can see the pictures in any old illustrated paper."

LITTLE BOYS' MILITARY SUITS

Cloth Conservation Does Not Affect This Department of the Clothing Business Quite so Seriously, but Influence of Wool Shortage Will Still be Noticed

CLOTHES conservation, as mentioned in last month's issue, does not affect boys' clothes to the same extent that affects men's wear, but its influence is still present.

Two new suit styles for little boys from 3 to 8 years of age are known as "Zimmers." Some twenty to twenty-five cloths will be available for these, and there will be quite a variety to the little touches that will be embodied in the different suits for boys of tender years.



Little boy's new style suit for 1918 season, showing the pleasing pleated effect which proves that wool conservation cannot prevent the little fellows from having their frills. Shown by Freedman & Co., Montreal.

The Military Effects

The military effects are well defined and very much to the fore. This is shown in the double-breasted coat. With the diagonally-cut front buttoning well over there is warmth and comfort for the wee laddie, and the effect is very dressy.

Shoulder Tabs, Buttons

The little shoulder tabs give a neatness to the coat that is added to by the placing of two buttons, one at either extreme of the tab. The straight military collar is effective, and this is kept in place by the use of a little hidden hook and eye. Thus, when the coat is worn the collar remains well-placed and neat.

Two rows of buttons, four in each row, are placed proportionately from the shoulder to the level of the pocket top. The military idea is thus emphasized.

Pockets and Belts

Pockets are a distinctive improvement and are of the military, hanging style—a miniature of the pockets on the regular army officer's coat. A well-proportioned flap is used, and a centre button makes a finished effect to the garment when added to the other features.

Belts are complete, and are loose and held in place by the regular belt loops placed at well-divisioned points, two in front and two just behind. The buttons are another added feature as well as serving the essential purpose of

holding the belt in place. These are similar on the various coats.

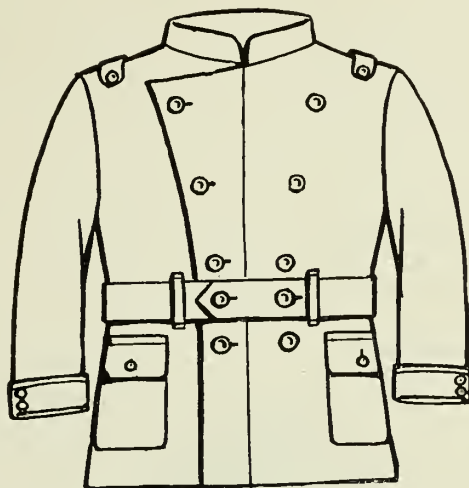
Sleeves—Collars—Pleats

Sleeves are varied. They are of ample size and on some an imitation cuff makes for a neatness that adds to the general advantages of these new styles.

Collars are used on some, and the one shown is trimmed with soutache braid. On the greys this looks very effective, and the sailor collars are trimmed with this as well as the dickie. The latter is trimmed with the braid, and, being V-shape, it is held in place by the use of three buttons, one placed below the V of the coat when buttoned and one on either side back of and beneath the collar.

Plaited sleeves are featured on some of the coats, and the one illustrated has a buttoned end so that it may be comfortably fastened after the coat is put on. The cuff effect is retained although

this is confined to the effect only, actual cuffs not being featured.



Little boy's "Zimmer" style suit showing the military influence predominating in 1918 styles for small boys. Shown by Freedman & Co., Montreal.

The front and back of this suit is of pleasing pleated effect, and the illustration will convey a good idea of this.

The Pockets

Variety has been considered in the matter of pockets, and these are of the slash variety, being arranged in the oblique and pipe-stem style in some cases. The styles for the young man are followed quite closely in this respect. A variety of pique collars is afforded, and these are detachable. Silk cord or tie may be worn with these sailor suits.

Pants or Knickers

For these suits there will be no bloomers, the straight knicker being used with all coats. They will be of the usual length and styles will be about the same as have always obtained for these.

Suits such as these will retail at from \$5 to \$10, and they will be available to the trade in the near future.

OUTLOOK FOR WOOLEN SUPPLIES STILL SERIOUS

Prices Are Higher, and Deliveries Entirely Uncertain at Any Price — Overcoatings Scarce—Self-backed Vanish—"War Fabric" Threatened 40% Cotton — Raw Wool Exists but is Hard to Get at—British Mills Handicapped

OPINIONS of experts in woollens are that the situation, as regards wool, is, if anything, worse than it was last month. Prices are certainly higher than ever. But price is less important at present than supply. Supply of woollens is a nightmare just now.

High Authority Invoked

Although arrangements for certain supplies of fabric had been made months and months ago, firms interested have had to invoke the aid of the very highest authorities in Canada and England to secure permits for the export of the goods, and not always with the desired success. British mills, while formerly permitted to make heavy goods for export only, are now prohibited from even this, and the goods half-promised for Spring, 1919, will be light weight.

Overcoatings Very Scarce

There will be very few overcoatings available aside from stocks already held by the clothing makers and the retail trade. No cloths are obtainable from the British mills, and none from the United States mills can come in. There are a few orders in with the Canadian manufacturers. At least a few of these orders will be delivered. But in many cases the allotment of orders for overcoatings will not exceed 10 per cent. of the original order, and in some cases 20 per cent. may be allotted. There will be no meltons at all, unless those that are now in stock, for the only place that these can be had is in the English market, and this is closed to the Canadian and the American trade.

No More Self-Backed

The heavyweight self-backed overcoatings formerly used for the highest class men's wear in Canada, and formerly easily imported at reasonable prices, are now absolutely unobtainable. A piece of this seen in a manufacturer's stock recently by MEN'S WEAR REVIEW, was worth \$9.90 per yard. Formerly it could be had for \$3.50. Suitings formerly selling at \$2.50 per yard are up to \$6.00, and have not the same weight or wearing quality as the old goods. The British mills hold out hope for only the sparsest possible supplies, and do not promise to maintain prices at the figures quoted with samples. In fact, cases are many where the orders cabled immediately on receipt of samples were met with advanced prices, and prices yet again advanced.

"War Fabric" Threatened

A war fabric, forty per cent. cotton was threatened recently, and may be made under Government order in Britain. But in view of woollen experts in Canada, the English mills would rather go out of business than to make an inferior fabric and have it known that they were doing so. There are old-established mills in England whose owners would cease to make anything but military goods rather than send out from their looms cloth forty per cent. cotton. Under absolute compulsion they might make it, but the English woollen industry is struggling along under compulsion enough at present, and there are signs that dissatisfaction with official

control is not entirely absent in spite of the win-the-war spirit.

Raw Wool Supplies Enough

Enough raw wool exists for military and civilian purposes, and there are experienced merchants who have no fears for any real wool shortage, especially if people go short on extra suits in 1918. But the English clip is curtailed by the killing of animals for food, and the Australian and New Zealand wools are across perilous waters, and wait long for very scarce ships to carry them to market.

Canadian wool growers, whose product is increasingly valuable and being used in making cloth for men's wear more and more, have recently formed a company to market their clip, but first made offer of their whole 1918 clip to the Canadian Government. This offer may be accepted, in which case both Canada and America will go the shorter of wool for civilian wear. Altogether the outlook for woollen fabrics never was more uncertain, and the general opinion is that prices will remain high, in fact, cannot possibly come down in any hurry. But for those who can pay for the goods, there will be woollens, and quite good woollens.

CHANGE IN ADDRESS

Messrs. Urquhart, Carvalho & Co., Ltd., (South American Merchants) late of 162 Oxford Street, London, W. 1, Eng., are now located at 111 Great Portland Street, London, W. 1, Eng.

STYLES THAT SAVE WOOLENS FIRM FOR 1918

There Will be Double-breasted Sacs—Pants Will Keep the Cuff—All Kinds of Lapels Will Appear—Vests Will be Very Plain—Overcoats in Neat, Snappy Styles—Some Winter Overcoats With Fur Collars—Some Double-breasted

CONDITIONS as regards the supply of woolens grow no easier, and though the selling points in favor of style are many, and style is reluctant to submit to curtailment, the effect of stern necessity will be to bring all manner of men's wear down to the standards of "Plain Jane—No Nonsense."

Puritan Absence of Frills

There have been edicts against frills and furbelows in days gone by, and across in the States the indications of January were towards the coming again of edicts affecting apparel. But edict enough, apparently, is the shortage of woolens and their huge cost. No manufacturer of men's wear whose goods have been in good repute will be anxious now to jeopardise quality by trying to include unnecessary embellishments.

Workmanship Improved

Quite to the contrary. The effect of the wool shortage is curiously enough to improve quality, that is quality as regards workmanship. This is one of the points the shrewd dealer in men's wear will note with interest and to his advantage in dealing with the situations arising from the wool shortage. Styles have been affected to some extent. Materials are not as good in proportion to price as formerly. But there are both value and wearing quality in the new season's men's wear. These will be found in the workmanship. The war has done much to improve workmanship in many fields of industry. In the field of ready-made men's wear the war, with its accompaniment of wool shortage, has thrown emphasis on workmanship. Dealers will discover this. Customers can still count on the wearing quality of clothes made by the high class houses though woolens are not by any means what they were before the war.

Where Good Work Comes In

In the linings, in the seams and facings, in cut and in finish the better grade workmanship will be found. A woolen fabric with less weight than goods of the same class and price before the war must have better linings, better canvas and haircloth, better thread and better trimmings altogether used in its manufacture into men's wear especially when that men's wear has to be sold at much higher prices than before the war. These improvements are being adopted with conscientious care by clothing manufacturers who have firm reputations to think of. It may be said that never was men's wear more carefully made in the factory than it is being made this year. And the wool shortage, and the war are responsible for the advance of quality in workman-

ship as well as for the advances in prices.

Silk Stitching—"Stayed" Buttons

Many a good grade line of men's wear will be silk stitched in seasons to come, for ordinary thread will not give the wear



Young Men's Sac Coat. Vertical fitted pockets. High waisted and with buttons placed high. Small sleeve. Small notched collar. No padding. This coat is made up very soft, and represents a distinctive style for the season.

the first grade manufacturer wants to guarantee in the garments his factory turns out. With such high grade workmanship as manufacturers are getting into their lines to counteract wool conserving necessities there is no longer room for anything but the best in details—essential details such as thread.

Buttons are going to be "stayed" more

often in the new styles for Spring and Fall. This extra attention is required because the fabrics have not the same super-weight they used to have, and no manufacturer with a reputation to maintain is taking any chances on the buttons tearing out. The little touches of finish in such details make all the difference in wearing quality of the garments, and add in their way to the general style which is up to a veritable war-standard of neatness, efficiency, and utility without ornament.

There will be style enough in the cloth conserving men's wear of Fall, 1918. As one expert said emphatically, "We are not sacrificing style for inch savings in wool. We couldn't afford to."

How Far "Inch" Savings Go

But the manufacturers of men's wear are making inch and more than inch savings in woolen materials even if they are not ready to throw style overboard to do so. It is calculated that about an eighth of a yard of material is being saved per suit under the new cloth conserving movement on foot. It means an appreciable saving of woolen goods, but is nothing to the automatic saving that takes place when customers go with fewer suits than formerly, and already something of this sort is being noted. Should this economizing on the part of consumers become wide-spread there will be no more fear of wool shortage. This is the opinion of a manufacturer of long experience and whose word carries weight in the men's wear business.

Neatness in Spring Styles

It is not expected that cloth conservation will be very apparent in the styles going out this Spring. But amongst the embellishments that used cloth and did not add to the utility of the garments was the belt, and the belt vanishes from styles of the future. The pinchback has passed: barely a trace of its influence remains, though here and there in the designing of a form fitting coat there may be found even yet a faint indication of the pinch-back idea that had such sudden swift vanishing vogue. Norfolks there will not be in any number. The simple Norfolk for sports use, and special measure business will always be styled to some slight extent. But it will not be shown with samples. In the same way there will be fancy styles on some first rate firms' style sheets, but these will not be sampled. They may be made to order for dealers who desire to include them. They will not constitute a strongly leading style in any sense. Neatness and moderation in every respect will be the characteristic of the

Spring styles, and still more so for the Fall.

Some Double Breasted Sacs

It will be recalled that the designers at the National Association Convention in New York were not entirely decided against the double-breasted style in young men's sacs, and indeed in men's wear styles for the middle-aged. The double-breasted coat is curiously characteristic of some men, and their demand must be fairly met. It will be met. Manufacturers are showing double breasted sacs for young men and for older men this Spring. The styles are neat, and closely confined to lines of utility rather than mere style. There is no lavish use of material about them, but no hint of skimping as may be well imagined. The skirts of the coats are sufficiently full and free. Lapels are reasonably wide, but not long soft rolled lapels such as used to go with some double breasted styles. The coats are slightly form fitting. Almost every line of young men's wear in 1918 possesses the form fitting feature. It is part of wool conservation of course.

Vests Will Be Very Plain

The plain five button vest is to be almost wholly adopted for men's suits in 1918. While flaps on pockets are not altogether banned from sac coats, and cuffs are most certain to appear on pants, the wool conserving policy of the period will prevent any great embellishment of vests. There will be no more of the fancy bellows, and flapped and patch pockets peculiar to the very fancy



Young Men's Two-button Sac with slanting welt pockets. This style indicates the general tendency of young men's sac suits for Spring, 1918. Lapels in many variations of this style will probably be less pronounced.

vests of the season of pinch-backs. Fitting will be very finely achieved, and simplicity will be the style excellence of the 1918 vests.

In coats there will be many slant slashed and vertically cut pockets in the young men's styles for Spring and Fall.

These pocket styles are very wool conserving, having no possible excuse for the flap which will appear in many of the styles having the horizontally cut pocket.

Overcoats for Fall 1918

Wool shortage will be found to have produced some particular points of interest in the overcoat situation for the Fall of 1918. Especially neat are the new Spring styles in overcoats, now being shown, and there is abundant variety in these within limits of the quiet styles which rule.

All the leading designers are including the vent in overcoats for this year both for Spring and for Fall. There is a phase of wool conservation which affects the overcoat market in the large cities, but which is misleading as to style. This consists in the marketing of special orders of immense numbers of decidedly cheap overcoats which reveal every indication of wool conservation regardless of real style. They have form fitting effects, and small skimpy lapels, and do not feature the vent at all. As temporarily satisfactory sales getters in present price conditions, these overcoats serve their purpose and meet a quite decided demand. There is nothing against them as cheap goods, but to regard their peculiarities of cloth conserving build as a veritable cloth conserving style is a mistake. They conserve cloth not for patriotism but for profit. They do not make up for material drawbacks by adding extra workmanship as do the overcoats of first grade manufacture.

Normal Lapels for Winter

All kinds of lapels are to be found in the styles of this Spring and for Fall and Winter the lapels will show plentiful variety but will be normal in width. Narrow lapels are never in lasting vogue for Winter overcoats. But the notches of lapels this season both in suits and overcoats are bound by no hard and fast rule. Only they will partake of the general conservative tendency, and will not feature themselves in fancy ideas. There will be velvet on overcoat collars this year. Several of the latest for Fall feature this, and some Spring styles.

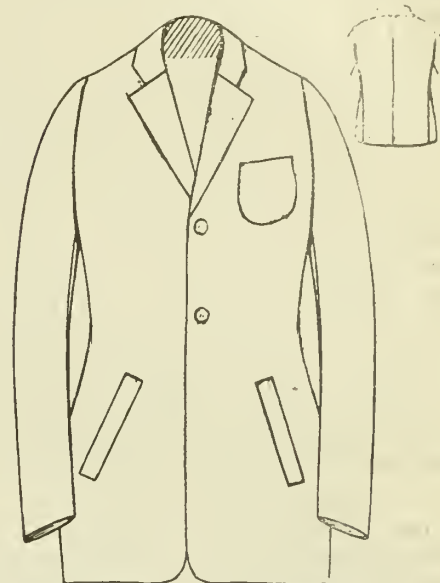
As mentioned last month the length of overcoats will be 43½ inches for general wear, but for young men there will be 39 inch and 40 inch overcoats, smart and snappy, and a clever little raglan shouldered overcoat will be 39¼ inches in length, the extra quarter inch making a difference in design that just sends this particular style over the top. Here is a case where the most patriotic manufacturer cannot afford to sacrifice style for even a quarter inch wool saving.

In the main, however, overcoats will be simple, plain in every line, and properly cloth conserving. Some double breasted styles will be found, and with every indication of being good sellers. Form fitting characterizes overcoat styles more or less this season for young men, but there are smart slip-on box

coats, and the covert coat style will also have vogue.

Wool Shortage Brings in Lining

Lined overcoats for Winter 1918 will be widely featured. This is one effect of the wool shortage. The self-backed fabrics of former times are so very hard to get now, and so immensely expensive, that a substitute had to be



Sac coat on simple conserving lines for young men's wear.

found that would bring Winter overcoats of the same general style as the self-backed within the bounds of reason as to price. This led to lining.

Overcoats manufactured from the self backed fabrics still available would run very high in price at retail. The fabrics are now worth \$9.90 per yard. That would mean \$35 for cloth alone to make the overcoat, and the retail price of such an overcoat would be around \$60. Customers for \$60 overcoats are not as numerous as they might be in Canada, and in consequence the lined overcoats will appear this Fall.

Lined Overcoats Very Good

Advent of the lining in heavy-weight overcoats will be found to add a great deal of quality to coats of this class, and is on a par with the feature already mentioned of adding extra good workmanship and extra good trimmings to garments made under wool conserving principles, and with wool shortage lighter weight fabrics. The linings are usually in cheerful checks, not too violent, grays, warm tones, and plaids. Their fabric is light, strong and warm. They re-inforce the outer fabric, making it further wind-proof and add an extra layer of air-space to the overcoat which counts for extra warmth in wintry weather.

Stitching and Fur Collars

With cloth conservation in view there is an absence of exterior embellishment in all lines of men's wear except the few frankly "fancy" styles which may be made to order but not shown in samples.

Stitching comes into play as embellishment in overcoats to a great extent, and may be found occasionally in suits though with far less emphasis. There is a stiffening merit as well as the adorning effect in the stitching, and overcoats are the better set for it.

Amongst other notes of extra attraction in overcoats for the Fall and Winter of 1918, there is the fur collar. This style was noticeable in the States a season or more ago, and had some vogue there during which its qualities of comfort became appreciated. Very naturally it has found its way into Canada where the style may become popular for Winter wear especially in the centres subject to severe cold snaps, but not to the continued zero weather which calls for all fur overcoats. These fur collar overcoats conform to the general styles of overcoats for 1918, but the fur collar is a shawl collar. These coats are not likely to be made in any low priced lines. Probably \$20 each is the lowest price to retailer that any of them will call for, and they will go as high as \$100 according to fur used.

Well-Fitting Overcoats

The latest styles in overcoats, as estimated from Montreal opinions, will be those with well-defined and tight-fitting lines, and they will be quite short. This is as applying to the double-breasted styles, and of these there will be some variety—more than some have anticipated.

The feature to be noted particularly is that of the fur-trimmed lapel, and the variety that will be afforded in the matter of collars. These will be of the "notched" and "saw" effects. Fur is playing an important role, and of this the varieties will be those of Hudson seal, nutria and beavers. Some of these will be detachable, while others will be fastened to the coat.

In the matter of lengths these will vary from 38 to 40 inches, and while they will be narrower at the waist, they will be quite as full at the base as formerly. There will be some scope in this respect.

Trench Coats

The trench coat will follow the same lines to a great extent, both as to style and in the matter of the fur collars. The fur-collared coats will all be double-breasted. In the length, however, the trench coat will have greater consideration, the range being from 40 to 46 inches.

The "Newmarket" Back

The "Newmarket" back will be featured on the trench overcoat and will have a centre seam as well as a side seam. It will open to the waist, and side slash pockets and a variety of side pleats will be featured also. This will make a coat that will probably appeal very strongly to the young man.

Comfort Standards Count

"In overcoats, double-breasted styles will be made with the large French facings," said a Montreal designer.

"This adds warmth to the garment, and in Canada these warm facings cannot be eliminated or skimped. Even in the United States there is still one style of double-breasted coat, owing to the need created by the excessively cold weather there. Notwithstanding all the conservation talk, men demand, and will have, comfort, and while some have argued that the facings that have always been used on these needed great coats, it is another matter to carry these suggestions into effect.

Fur Collars for Sure.

There will be a very large demand for and a popular reception of the fur-collared coats. These will figure prominently next Fall. Hudson seal and beaver collars will be specially popular.

Some have argued that chamois will be popular and in big demand, but the increased cost for a coat so made will prevent its becoming a big seller. Overcoats will have to be made with the regulation facings, thus retaining the "set" of the coat, and imparting the needed warmth.

The Way of the West

"Suits will be cut very close and flaps largely eliminated. The all-around 'belter' has gone for the present. The West still demands and will have the big, heavy and loose-fitting coat." This is a Montreal designer's opinion based on close observation of style trend of late.

"Young men's suits will still be featured with belts to some extent," is an opinion also from a Montreal clothing house. The waists will be narrow and tight-fitting, and the length about the same as has been used the past season.

Quite a variety of double-breasted suits will be featured, and these will be as long, and in some cases a little longer than they have been the past season or two. Sleeves are narrow.

Trousers Conservative

Trousers will be about the same and will be offered with cuffs. In this respect the buyer will be afforded some variety of choice, and there will be the narrow effect to trousers, but the same will not be as arbitrary as some have suggested.

Tight Fitting—Well Tailored

"We are not showing any pleats, patches or belts," said another Montreal expert.

"The extreme young men's suits will be tight-fitting, and the tailoring will be a bigger factor and greater feature than the extras, which now will be much fewer than formerly. There will be many slash pockets, mostly of this sort, and for 1918 the garments will be finely-tailored ones.

The two and three button coat is popular, but the two-button effect may predominate. In overcoats, that of the Belgian trench effect will be much to the fore and will be considerably shorter than that sold a year ago.

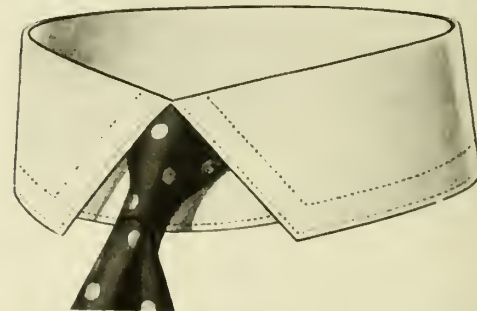
OPENS IN TORONTO

E. A. STRASER has just recently re-entered the men's wear field, having opened a splendid store at 1044 Gervard Street, Toronto. About six years ago, on account of ill-health, from which he has fortunately entirely recovered, Mr. Straser sold out his business in Waterloo. There he had fought a winning fight in the interest of the special measure clothing system. Mr. Straser was the first in Waterloo to take up this system. It was hard sledding at first, he says, but in face of competition from six merchant tailors he built up a splendid business and saw three of the merchant tailors give up.

Tenders have recently been called for and contracts given for 107,000 pairs of trench boots. One order for 50,000 pairs went to a Quebec city firm, the remainder of the requirements was secured by two Montreal manufacturers and a concern in St. Hyacinthe, Quebec. The boots are to be delivered by the 1st of June, 1918. They are made from specially tanned leather, the product of Ontario tanneries.

TWO NEW COLLARS

CASCO and Clyde, the two new Arrow collars for Spring are introductions which conform pleasingly with the trend toward the military negligé in men's dress. The fronts are cut away sharply, affording plenty of knot room. The lines afford a smart yet negligé appearance that is most attractive. The collars are alike except



in height. Casco is 2¾ inches in front, and Clyde is ¼ inch lower. The new collars are now being shown to the trade and will be introduced to the consumers about Easter time. The collars have double stitching, and are cut so that they conform with the soft shirts, and the tight-fitting coat collars of the period.

STILL REPRESENTING C. C. & M. CO.

IT IS said that rumors have been circulated in some parts of Eastern Ontario to the effect that Mr. Geo. Braden, representative of the Canada Cycle & Motor Company of Weston, is not now covering his territory.

This is an error, as Mr. Braden is still travelling Eastern Ontario in the interests of the Canada Cycle & Motor Company with a line of spark plugs, chains, batteries, etc., as well as automobile skates, C.C.M. bicycles, and bicycle accessories. He expects to be making regular visits to the trade in his territory for quite some time yet.

NOW IS THE TIME TO KILL THIS

Department of Militia and Defence Indicates Intention to Issue Civilian Clothes to Returned Men—Means Waste of Country's Money and Grave Injustice to Men's Wear Merchants

THE Government, or the Department of Militia and Defence of the Government, have in mind supplying returned soldiers with civilian clothes. This was tried before—in the early days of 1917. Then the suits given were said to cost only \$11, and a Government bought suit at \$11 probably was not very high quality. Anyway, the rumor then spread that returned men were throwing these outfits away, or selling them for a dollar or two. Complaints were made and the policy was given over, in its place a certain sum of money being given each soldier upon his discharge, this to make sure he would have available the funds necessary to secure a civilian outfit.

Inquiry Made

Recently MEN'S WEAR REVIEW heard rumors that again the Government—through the Department of Militia and Defence—was planning to equip soldiers. The scheme, as the rumor came to MEN'S WEAR REVIEW, was to give each soldier a suit, overcoat and cap, and the sum mentioned to be spent for the complete outfit was \$13.

On February 18 a letter was sent the Department of Militia and Defence, and just as the last forms are going to the press an answer was received. It is reproduced herewith.

This letter, in reply to the inquiry of MEN'S WEAR REVIEW, makes it seem clear that a move to clothe returned men in civilian outfits is contemplated. Says the department's letter: "It is expected that in the near future we will be in a position to issue to them (the soldiers) a complete outfit of first-class clothes, including overcoat and cap."

MEN'S WEAR REVIEW feels such a move would be in the interests of no one, unless it were the contractor or contractors who received the order for these "complete outfits of first-class clothing." Perhaps, seeing that patronage is dead, there would be no great benefit even to the contractors.

There certainly would be a hardship wrought on the men's wear trade. It seems that this trade should, therefore, make strong presentations of its side of the case to the Dominion Government.

Briefly this article must be brief, for the presses wait—a clothing of the soldiers as is suggested in this letter would achieve one or more of the following results:

If the clothes were poor as to materials, workmanship and fit, they would be giving practically no service to the soldiers, and they would, therefore, be simply a great cause of wasting money—this, moreover, at a time when economy is everywhere urged.

If the clothes were all alike the returned soldiers would simply be stepping

H.Q.54-21-15-3.

E.R.
Department of Militia and Defence,

Ottawa, Canada,

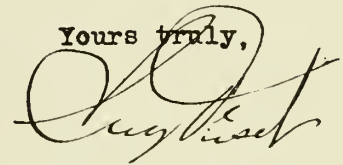
February 22nd, 1918.

The Editor,
The Men's Wear Review,
143-153 University Avenue,
Toronto, Ont.

Dear Sir:-

With reference to your letter of February 18th addressed to this Department, I might say that the question of the issue of civilian clothing to soldiers on discharge is now being carefully gone into and it is expected that in the near future we will be in a position to issue to them a complete outfit of first class clothing, including an overcoat and cap.

Yours truly,



Surgeon-General,
Deputy Minister.

out of one uniform into another, but poorer one. All who know men who have come back know how these men delight to get into "mufti," because this is different. This knowledge makes it seem very certain that many of these uniform civilian suits would be worn little, if at all. Thus, not only would money be wasted—a part of the Victory Loan perhaps—but wool, so scarce at the moment and so badly required, would be squandered.

Government in Competition

On the other hand, if the "complete outfits of first-class clothing" were really good, it would mean practically that the Government was going into the clothing business—was picking out its customers, picking out a small body of preferred manufacturers to fill its orders—this, of course, to the great disadvantage of all the men's wear retailers handling clothing, and to the consequent disadvantage of the great majority of the manufacturers.

MEN'S WEAR REVIEW is so closely allied to the men's wear trade that it hesitates to say too much on this subject, yet it will surely be conceded by all that

the men's wear trade has played the game since this terrible war commenced.

Merchants have seen their customers walk past in khaki—customers for clothing no longer. The men's wear trade suffered, though it faced the situation in the right spirit, found new sources of trade and won out. Still, if anyone is to have the privilege of supplying civilian clothes to the returned men shouldn't it be the men's wear merchants—the merchants from whom the soldier used to buy in the old days? From this merchant the soldier will get what he wants; will get the best in style and fit. Moreover, he'll get the fairest of fair treatment, probably including a discount.

This matter of the Government attempting to clothe the returned men hasn't been determined upon yet—at least so the Department of Militia and Defence's letter would indicate. The idea should be killed in its infancy. It seems impossible for such a scheme to work out in the interests of the greatest number. Let the Government give each discharged man the money the clothes will cost. That sum he could put into purchasing his civilian outfit, thus neither money nor wool would be lost.



MARKET REPORTS



THE MARKETS AT A GLANCE

THROUGHOUT the month the principal raw products that enter into the calculations of the men's wear trade have remained fairly steady. Cotton with but slight fluctuations of a fraction of a cent has held steady between 31c and 32c. It seems now more than likely that all thought of Government control of this essential product will be abandoned.

Wool allotments to Canada will be 11,200 bales greater than last year and it is generally felt that the mills will have sufficient supply to operate to capacity. The greatest shortage exists in tops, which are the longer fibred portion of the wool after same has been combed. The principal reason for this shortage lies in the fact that from time immemorial all or nearly all combing has been done in England and but few of our plants here are equipped for this work. There is also some talk of the Government commanding all Canadian grown wool at a price that will be acceptable to the breeders so as to prevent this wool leaving the country as it did last year.

Overalls, as predicted, have advanced 50c per dozen and will be still further advanced on the first of the coming month. The new price on standard lines will be \$24 per dozen.

The expected advance in collars has not yet materialized but it seems certain that it will not be long delayed. So far, however, no manufacturer will state just when the time will be. All report a heavy business being done in soft collars, particularly the striped silk variety. Neckwear houses are very busy and it would seem a healthy indication as to the condition of the men's wear trade generally when one sees the amount of high class neckwear that is being manufactured and sold. Swiss silks are entirely shut off owing to unfavorable exchange conditions and New York reports that Canada is drawing heavily upon the neckwear silk market of that city.

Prices are not yet announced on Fall lines of hats. It is expected that same will be definitely known inside of two or three weeks but each manufacturer seems to be waiting for the other to make the break. There will be, of course, considerable advance and fur hats to retail at \$3.50 or possibly \$4 will likely be the cheapest available, although there may be some poor qualities come to light that can be sold for \$3.

Business generally seems to be fair considering the time of the season. The early Easter should stimulate things considerably and dealers generally seem to expect at least a good average business. The order of the Fuel Controller closing all business for three days lessened the week's turnover and some wholesalers report that this is given as excuse for renewing paper in some instances. Remittances on the whole, however, are up to normal.

COTTON STEADY

Cotton Remains Between 31c and 32c—
Likely That There Will be no
Government Control

COTTON. The cotton market has been quiet during the month with prices remaining fairly steady between 31 and 32 cents. There has developed considerable opposition during the month over the threatened Government control of prices, and it is more than likely that this will be dropped entirely in so far as cotton is concerned. Nearly every attempt at price fixing so far has led the effect of to have to cut down production, and it is believed that production is what is badly needed, and the people will pay whatever price is necessary. When it is clearly established that there will be no

interference with the price it is expected that further advances will materialize.

One of the important cotton men sums up the situation as it appears at the end of the year 1917 thus:

The present small crop is the third small crop in succession. Taking the present crop at the extremely high figure of 12,250,000 bales, the average of the last three years would be 12,670,000 bales, against an average of 14,671,000 bales for the preceding three years.

Consumption by American mills was never so large as at present. Including linters the figures may reach 8,000,000 bales, while during the season before the war, that of 1913-14, only 5,690,000 bales were consumed. Mills are making more money than ever before; they have orders on their books for many months to come at profitable prices, and the price

they have to pay for cotton is not expected to deter them. They will run all the cotton through the mills that the spindles will take.

Farmers are financially in a strong position. So far they have held their cotton well and can hold any length of time if they prefer to do so.

Prospects for a larger crop next year are not discernable. Present conditions indicate that we may well see a fourth small crop. All things except the present high price with its allurements to farmers to plant more next year point that way. The labor situation at picking time next year will be even worse than it was this year on account of the military demands. Under the same weather conditions the soil is apt to produce less for lack of sufficient fertilizer and less cultivation before picking time.

WOOL ALLOTMENTS

Amount for Canada Greater Than Last Year—Government May Commandeer Canadian Wool

WOOL.—During the month there have been several important developments in the woolen situation. In the first place the allotment of Australasian wool has been decided upon, and as already announced in these columns the price will be higher than that paid last year. The increase will be between 5c and 10c per lb. according to the grade of the wool. The total amount allowed to Canada this year will be 35,000 bales, of which 25,000 will be New Zealand, and 10,000 Australian. This will be an increase over the previous year's allotment of 11,200 bales, but against this there is the fact that during the early months of 1917 large quantities were still coming direct from Great Britain, and of course this supply is now entirely shut off.

Another important item of news is the formation of an association of sheep growers, who will, in a co-operative manner handle the clip of the Canadian breeders. There has been considerable feeling that Canadian wool should not be allowed to be sold out of the country when the need for same is so great here. It is not expected, however, that there will be any attempt to restrain this as the Government is doing all possible to increase the sheep industry in Canada, and any attempts at coercion will, it is felt, have a deterrent effect on this. There is, however, some chance that the wool for 1918 will be commandeered by the Government at a price that will be agreeable to the breeders, and which will give the manufacturers a more stable basis upon which to figure.

Canadian manufacturers are at a big advantage over their United States competitors owing to the methods of the Wool Commission allowing Canada large quantities of wool at a price which will equal, when scoured, about \$1.40 to \$1.50 per lb., while the Boston auction sales have been bringing prices that are equal to \$2 for the same grade wools.

NO SWISS SILKS

Dye Situation Causes Advances in Silks—Swiss Silk Now Impossible Owing to Exchange Rates

SILKS.—All neckwear silks have firmed up considerably during the month. For reasons given elsewhere in this issue the Swiss silk market is entirely closed, and manufacturers are compelled to rely entirely upon the American market. Possibly the principal reason that has caused the last advances has been the dye situation. The Dyers' Association recently advanced all prices between 1c and 2c per yard, and report that a new list will be issued very shortly, when still higher prices are expected.

In so far as raw silks are concerned there has been practically no change. Supplies which are largely in Japanese hands are firmly held, but no advance seems to be expected as it is believed

that there are considerable stock accumulations owing to shipping difficulties.

HATS AND CAPS

Fall Prices Not Yet Settled—Cheapest Hat Likely to be \$3.50 or \$4.00 Retail

HATS AND CAPS.—The hat market is still one of great uncertainty. Canadian manufacturers seem to be waiting for one another in so far as naming Fall prices are concerned. One thing is understood, they will be higher considerably, but actual figures are not yet announced. The minimum price that will be asked for a fur felt hat will likely be in the neighborhood of \$25 per dozen, and there are some who say that \$27 is nearer the correct figure. Retailers all expect that the consumer will be looking for a high grade hat, and around \$6 is spoken of as a popular price over the counter.

Spring deliveries of British hats are not nearly complete, and jobbers are having considerable difficulty soothing the anxieties of their customers. Direct import orders are being filled first, and in consequence there is but little stock to be picked up from the jobbers.

The fur shortage is making the United States manufacturer wonder if something cannot be done to utilize the fur from the jack rabbit of the American prairies, and there will likely be something in this line worked out before very long.

WATERPROOFS

British Supplies Largely Shut Off—Dealers Selling Principally From Stock

WATERPROOFS. Waterproof houses report practically no imported goods, either British or United States, coming to hand. Some will go so far as to say that when present stocks are sold out they do not know where they will go for supplies. Meanwhile there are, however, considerable stocks in the country apart from the products of the Canadian manufacturers. There are no price changes reported during the month.

WEBS ADVANCE

Advances of 10 Per Cent. to 20 Per Cent. on Elastic Webs—Suspenders Likely to Advance in Near Future

SUSPENDERS.—Prices on all suspender webs are advancing very materially. One line of good quality that was sold at 9½c was advanced during the month to 97½c. A cheaper grade that was 6c showed still greater advance as it is now held at 7½c. Suspender manufacturers in consequence feel that it will be necessary for them to further advance prices in the near future. Of course, it is hardly necessary to state that all other materials besides the webbing have gone up, and, one of the most important of all, labor demands are insistently heavy. In the face of all this there are many

lines of suspenders on the market at prices that prevailed two or three years ago but advances may be expected at any time now.

OVERALLS UP

Prices on Overalls Advance 50c. Further Advance on March 1—Will be \$27 by Fall?

OVERALLS.—As predicted in last month's issue of MEN'S WEAR REVIEW, overalls were advanced 50c per dozen on February 1. There will be another advance on the first of March that will take effect with pretty nearly all standard lines that will bring the price to \$24 per dozen, or \$2 each wholesale. It is believed that this is not all, but that each month for a while will see an advance as manufacturers freely state that they expect overalls to be \$27 by Fall.

The cheapest line that is of any value that apparently is on the market is held at \$20, and this line will be advanced to \$22.50 in the very near future. Retailers who are still retailing standard lines of railroad overalls for \$2 would do well to study these figures.

NO ANNOUNCEMENT

Expected Advance Not Yet Materialised—Big Soft Collar Season Predicted

COLLARS.—The expected advance in collars has not materialised as yet, but there seems little reason to doubt but that it will be here in the very near future. As one agent, closely in touch with the situation, said, "It may not take place until August or it may take place any time, but I am firmly convinced that the advance will come, and it may be quite considerable. When it is considered that collars have only advanced from \$1.10 per dozen to \$1.35 since the commencement of the war, and when all other advances in raw material, labor, and so forth are considered I think we should congratulate the collar manufacturers for holding their prices down as long as they have."

UNDERWEAR

Retailers Buying Lightly for Fall—It is Felt That Higher Prices are Holding up Orders

UNDERWEAR.—Practically all houses who have travellers on the road for Fall underwear business report that the retailers are buying very lightly just at present. Some take the view that retail stocks are heavy and this accounts for the limited demand. Others again say that the demand is there and will materialize later on and point to the fact that a slight price concession in any one line will cause a rush of business. They also point to the fact that retailers bought very lightly for Spring in underwear but lately there has developed quite a healthy sorting demand that it is expected will make up for the lighter placing business.



HATS *and* CAPS



FALL HAT PRICES TO BE ANNOUNCED SHORTLY

Manufacturers Hesitating to Set Figure—Trade Demanding Good Quality Hats—
Quality Will be Featured This Season as Styles Will be Staple

THERE is little of definite information to give this month in the hat situation except that prices are continually climbing and the fur shortage becoming still more pronounced. As a feature of this the amount that is being used by the United States Government for hats for their millions of soldiers is worthy of consideration. It seems that there simply is not enough fur in the world to meet this extra demand along with the usual civilian requirements. This fur shortage is making the United States manufacturers wonder if some use cannot be made of the ubiquitous American bunny. There are millions of wild rabbits in America and at one time their fur was freely used in hat manufacture but it has proved to be hard to work well into the felting. Difficulty is experienced in the sizing and the felt is liable to come out grainy. Now, however, the shortage of the imported article is bringing the home grown variety into popularity and the price of the skins has advanced rapidly. The cotton-tail is the best variety for hat fur and next to this comes the jack-rabbit.

Fall Prices Not Yet Named

Wholesalers have not yet received samples for Fall and are unable in consequence to quote prices. Canadian manufacturers are apparently each reluctant to name a price and start the ball rolling but it is almost certain that something definite will be known in another couple of weeks. There is no doubt of one thing and that is that there will be a considerable increase. It is thought that the cheapest hat produced in Canada will likely be about \$25 although there are some who will put this figure at \$27. At any rate the retailer will find little stock that can be retailed for less than \$3.50 and possibly \$4 will be the popular low priced hat.

Trade Demands Good Hats

All retailers interviewed expressed their experience in the present demand for high grade hats and most of them

feel that \$6 lines will be the big sellers. Hatters thus feel assured that the coming season will be a good one in so far as volume of sales is concerned, as it is easier running up a big day on \$6 hats than it is on \$2 hats even if there is considerably less of them sold. The fact is the cheaper quality hats of to-day do not satisfy the well dressed man and he will buy quality all the more willingly when styles have become so stabilized as they have at present.

Little Change in Styles

This brings up the question of styles. There will be little change. The crease crown staple shape of the last season's dimensions will constitute 95 per cent. of the business done. The novelty features will be in the bands—such as two-tone effects and sash styles. New York reports that there will be a large demand for Fall in velours and rough effects generally.

Hard hats continue to be a merely staple seller with the limited clientele which will always continue to demand these. There is also little change in the style of these though possibly a little more roll will be seen in some of the brims.

Importance of Caps

With caps retailing around \$2.50 to \$3 these have become an important section of the hatters' business. It is noticeable that exclusive hatters are giving up considerable space to this line at present. "Time was," said a leading Toronto retailer, "when the only man who bought a cap was the one who could not afford a hat but this is entirely changed now. Young men buy caps for their stylish appearance and will often pay as much or more for one as they would for a hat."

Spring Deliveries Slow

Deliveries are still dragging on Spring lines. A Toronto jobber who specializes on British lines states that he is having troubles all his own these days answering the telephone and dictating letters

trying to soothe the impatience of his trade. "It is unusually hard to do this season," he said, "as we know no more than the customers themselves when we will get the goods as the first intimation we get is the bill of lading upon their arrival in Halifax. In the old days we always knew what boat they were coming on and so forth and could keep pretty good track of their whereabouts and have some definite information to give but this is all changed now."

As direct import orders are being handled first by the British manufacturers there is very little jobbing stock on hand.

An interesting feature of the hat trade is the attempt of a number of United States hatters to create a demand for men's hats among the young women and thus partially fill the gap in the trade caused by the enlistment of their young men customers. While Canadian girls are usually a little conservative along just such lines as this it will be interesting to note whether any success greets this attempt.

Altogether the prospect for the Spring hat trade is favorable from the retailer's viewpoint. Efforts should decidedly be made to sell quality hats that will give satisfaction. The opportunity is a splendid one to educate the trade away from the method of buying to a price.

MARKET FOR OLD HATS

ARE there any old hats on your shelves that you wish to dispose of and which it is difficult to sell in the regular way? A market has now become available for these.

For stiff hats is being offered up to \$4 per dozen, according to the condition of the hats and their size and quality. The measurements of brim and crown are taken into consideration. From \$6 to \$7 per dozen is being offered for soft felts both black and other shades.

The Dubrule Mfg. Co., 164 McGill Street, Montreal, is making this offer—how the old hats are to be used they do not state.



COLLARS & SHIRTS



COLLARS OF SAME MATERIAL AS SHIRTS POPULAR

These Will be Shown in Better Qualities For Spring Sorting—Advances For Spring, 1919, Will be Hardest Jolt Yet—Will This Mean Much Buying Ahead?

PERHAPS the feature of the shirt market is the tendency toward shirts with soft collars to match the shirt in material—separate collars, of course. Some think the move in this direction is partially due to the sale of the brightly colored silk soft collars. In any event, the new models for Spring will, many of them, be of this collar-of-the-same-material variety.

The move is a sensible one and seems sure to find favor with many of the men's wear stores' customers. Soft collars have been making a big hit—a bigger hit with each season. They seem here to stay, and for Summer wear the collars of the same material are suitable as well as comfortable. They give the novelty, moreover, which stimulates business. Of course, these collars of similar material to the shirt will be for informal wear, but one may well expect to see such shirts worn at all hours and in practically all places during the Summer months. There seems a likelihood, moreover, that they will be generally worn for business during the Fall and Winter.

What of Bright Silk Collars

A difference of opinion exists as regards the brightly colored silk soft collar. There are those who think this but a passing fad—one which will very shortly run its course. After sounding the trade thoroughly, however, MEN'S WEAR REVIEW is of the opinion that this collar—while undoubtedly a fad—will have an extensive run; at least a run through the coming Summer months. The collar is now getting generally known; to the young, the boys of from 16 to 20 especially, it exerts a strong appeal. It is surprising, moreover, that these flashes of color do not look half as loud as might be expected. Perhaps in these days it does us good to see such bright touches on the fine boys who are now filling a larger place in industry than in the happy pre-war days.

By the way, the shirts with soft collars to match seem likely to be purchased most largely in the better qualities, at, say, \$19.50, including the collar. The collars will be of different styles, with perhaps the long point being the most popular. Many such styles will be shown

for the Spring sorting business, but perhaps few will be taken out until the end of March or the early days of April. Each season is getting a little later now, and it will be nearer the 1st of April than the 1st of March before many travellers take the road.

Anxiety as to Prices

The question of prices is causing great anxiety. For Fall shirtings a considerable advance will generally be quoted, but there are strong indications that the prices which will have to be asked for Spring, 1919, lines will be much greater than any advance over the previous season which have yet been quoted.

Just what this will mean as regards the retailer's buying policy is hard to foretell. Some retailers intend to lay in goodly stocks of certain reasonably staple patterns to insure a stock of goods which they can put on sale at something like old prices in Spring, 1919. This, however, is not a policy which is regarded as altogether wise. One manufacturer, whose interests might seem to be to do all possible to stimulate sales of the Fall, 1918, line has this to say on the subject:

A Note of Caution

"I do not expect that the retailers will buy in advance to cover their requirements for Spring, 1919, as it would appear to me to be poor business methods to follow. I do not think that merchants generally should speculate in their purchasing, and it appears to me that many of the smaller dealers who may not be in financial position to make large purchases, and made their buying too extensive, will not be able to stand the pressure when bills become due. It is possible that many will be forced out of business for this reason.

"It is also well to keep in mind that the styles in demand for Spring, 1919, may be entirely different to those shown during 1918, and it will be the styles which will be in vogue during that season which will be in demand, and such new merchandise is of much better value to a merchant than styles which have passed out, but which may be somewhat better in actual value so far as materials are concerned.

"New effects are the business builders, not those which have passed out."

Grave Doubts Exist

Another manufacturer takes a somewhat dismal view as follows:

"In reference to Fall lines, as far as new patterns are concerned they will be limited. We ourselves have practically done no buying for Fall, anticipating some Fall business with our Spring range. Prices on materials for Spring 1919, and later Fall are about 50 per cent. over and above prices for Spring 1918, and it is a question in the writer's mind of getting prices that will have to be demanded for any new shirtings bought at the prices recently quoted. There is not doubt there are a large number of merchants throughout the country who have large stocks of shirts that were bought sometime ago. In some cases these shirts have not been all delivered."

Soft Collars Will be Big

Collar prices still remain at the old figures, but the general impression is that an advance, and a substantial advance, cannot be long delayed. Interlinings have advanced still further, more even than other materials, though they, too, have moved up quite sharply.

There is reason to think that such an advance on laundered collars would still further stimulate the business in soft collars, especially if the advance were made in the early Summer. Whether such an advance is made or not, however, soft collars are going to be a big factor this Summer.

MR. BARRY STEPS UP

T. W. Barry, for a number of years manager of the Grafton and Co. Hamilton store, has been promoted to take over the dual duties of manufacturing manager and superintendent of agents. Grafton and Co. is the only firm for which Mr. Barry ever worked. He has risen to his present position from cash boy.

Mr. James R. Watson, known to hundreds in the men's wear trade and to shoppers of Hamilton and district, is taking over the management of the splendid new Grafton store.



NECKWEAR



BIG DEMAND FOR SPRING NECKWEAR

Some Handsome Novelty Stuff Being Made up—Still Some 50c Lines Procurable—
Why Swiss Silks Are Impossible Just Now—New York Notices Canadian Demand For Neckwear Silk

NECKWEAR houses are loaded with business. Easter lines are to the fore, and universally one hears the report that business is good.

Considerable 50c stuff is still to be had, but retailers are falling over them-

tail at \$1 and 75c, and are being bought in large quantities by some of the specialty stores.

A King street store shows a window full of these, and the Japanese effect is heightened by the use of fancy vases, bric-a-brac and Japanese draperies.

The United States and Japan are the only sources of supply at present for neckwear silk with the first-named largely in the lead. Swiss silks are, as one manufacturer puts it: "Impossible, and not only impossible, but also unprocurable. They are impossible owing to the cost of laying down in this country. There is first of all the unfavorable rate of Swiss exchange which represents at the present time a cost of about 25 per cent. Then submarine insurance and other charges make the cost of laying down between 40 per cent. and 45 per cent. Added to this there is very little procurable at any price. What is being shown is of the high grade pure silk at very high prices. Cotton is at a premium in Switzerland, and artificial silk likewise and only the pure silk cloths can be made. Then the dye difficulties are very great in European countries at the present time, and putting everything together the Swiss silk situation is truly impossible."

A noticeable feature of the Spring trade is the demand that is developing for batwings. Once a man has learned to tie one of these ties satisfactorily he is usually a strong advocate of the bow tie. While at one time this demand was almost exclusively for Summer trade only, lately more and more well-dressed men have adopted the "batwing" for a year-around tie. Retailers may safely stock well of these for the coming season.

New York reports that handkerchief designs in coloring that "fairly shriek" will be good when the season opens up.

Canadian demands are reported to be having a noticeable effect upon supplies of New York silks. A New York trade journal warns its subscribers that this drain must not be too lightly considered.

FIRE LOSSES OF THE MONTH

G. B. Ryan and Co., Guelph, Ont., suffered \$225,000 loss by fire which broke



A tie of ombre Swiss silk from the range of the Niagara Neckwear Co.

elves to get hold of it, and manufacturers are not pushing same as they realize that the supply is limited and there is little prospect of continuing to secure suitable lines to sell at this figure.

Prints, prints, prints, and still more prints, and mighty handsome patterns they are, too. Printed satin crepes, failles, foulards and grenadines are all good.

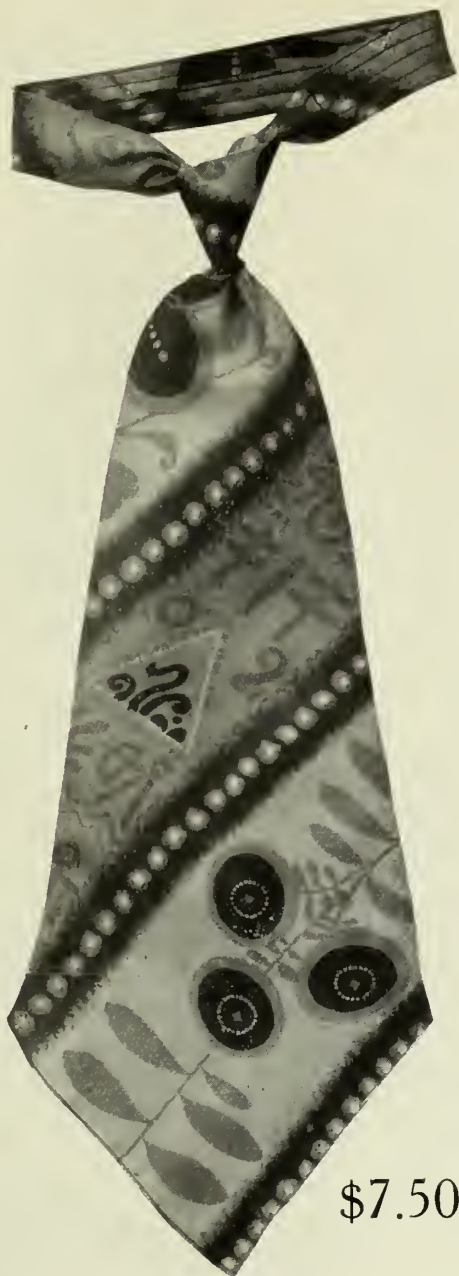
One range of handsome Japanese crepes in decided Japanese designs and coloring, largely in light grounds' is reported to be selling freely. These re-



An Oriental pattern in brocade silk. Shown by Tooke Bros.

out Jan. 27. The men's department, fortunately, which was separated from the dry goods department by a fire wall, was saved, but the stock was greatly damaged by smoke and water. The business is being carried on in a number of small stores. The building will be reconstructed.

Keleher and Hendley of Guelph suffered damage to stock by smoke and water as a result of the conflagration which destroyed the G. B. Ryan & Co. main store.



\$7.50 the dozen

The Season's Neckwear Punch "Pongee Nashiji"

Beautiful Japanese designs direct from the Orient, in color effects exceptional.

A positive hit with all who have seen them.

48 Combinations
\$7.50 the dozen

An attractive window card furnished with 5 dozen or more.



\$5.50 the dozen

"Yama" Novelty Prints

Striking Japanese patterns on all silk Pongee.

Most artistic and wonderfully colored—bordered ends.

90 Combinations
\$4.50 and \$5.50 the dozen
according to shape.

The above ideas afford great window displays with the use of Japanese Kimonos, Vases, etc.

DELIVERIES IN APRIL—HOW MANY?

A. T. Reid Co., Limited
Toronto



One of the shapes and patterns in the range of Wm. Milne.



A novelty Grenadine in high colored prints shown by King Neckwear Co.



One of the novelty Japanese crepe designs by A. T. Reid Co.

WINS MILITARY CROSS

Lieut. W. G. Humphries, Late of Bailey & Humphries, Vancouver, Gets Coveted Honor

“PASSCHENDAELE” meant “over the top” to Lieut. W. G. Humphries, of the 27th Battery, Canadian Field Artillery, and at the end, the much-coveted Military Cross. The news

Lieut. W. G. Humphries was a member of the firm of Bailey and Humphries, of Vancouver, and represented on the Pacific coast territory the John Forsythe Co., of Kitchener, and Wm. Milne, of Toronto.

Lieut. Humphries states that the fighting at Passchendaele was simply terrific, and that his men are a bunch to be proud of, following the traditions of their forbears and brother Canadians. He says that fighting is a business game and that when he gets back his regular line will be child's play in comparison.

of Ottawa, including stock, fixtures and building. The new firm will be known as the H. J. Daly Co., Limited, with H. J. Daly as president, W. P. Grant, store manager, J. Gulbranson, superintendent, G. L. Johnson, merchandise manager, and B. L. Cook, treasurer.

The store is being reorganized from the bottom up and some new and radical methods will be adopted. For instance the office of the store manager will be



LIEUT. W. G. HUMPHRIES.

DO OWN PRINTING

THOSE who have often admired the handsome display cards of the Eastern Hat and Cap Company, Truro, N.S., have given credit first of all to the firm for their enterprise in designing these attractive cards, and secondly to some firm, unknown, who did the work. A visit of a representative of MEN'S WEAR REVIEW to the Eastern Cap Printery showed that Manager Ogilvie, who supervises the making of the caps, is responsible for the printing too. This print shop is a matter of pride to Mr. Ogilvie, and rightly so, for there are turned out, often in four colors, those bright and artistic cards that find a ready place in window and ledge displays of hundred of men's wear stores all over Canada. This is a decided innovation in men's wear “manufacturing.”



J. H. DALY.

OTTAWA STORE REORGANIZES

H. J. Daly, who for some years has been managing director of the National Cash Register Co. of Canada, has purchased the assets of the A. E. Rea Co.

right at the front entrance, and will have no door on it. A sign will invite customers to enter with complaints or suggestions.

Mr. Daly is enthusiastic over the prospects of the new venture and the trade will watch with new interest the advanced methods that will be employed.

has just been passed through from the War Office and was handed direct to MEN'S WEAR REVIEW by J. H. Humphries, a brother, who has been overseas with a Vancouver battalion, and now resides in Montreal.



STILL TALKS

Foresight and careful buying has placed us in a very enviable position at the present time when stocks are daily becoming lower and prices higher.

We have in our warehouse all ready for the seasons of 1918 a large quantity of most desirable WOOLLENS in TWEEDS, SAXONIES, WORSTEDS and OVERCOATINGS, purchased from some of the leading manufacturers of England and the United States at prices which cannot be equalled to-day.

These are being rapidly converted into



from new models of our Expert Designer, which express the last word in style and taste for the fastidious dresser.

Every shrewd buyer of MEN'S CLOTHING who knows values is going to be impressed with the quality and price of this merchandise.

Those who want to know more of these values should send for samples or instruct us to have one of our representatives (now out) call and show the complete line.

For immediate shipment we have a choice selection of Suits and Overcoats, goods of unparalleled value, awaiting your command.

College Brand Clothes Co., Limited
 45 St. Alexander St., Montreal
 (READ BUILDING)

SAVING A QUARTER MILLION DOLLARS IN SAMPLES

Wool Shortage Calls Attention to Considerable Wastage of Woolen Goods in Large-sized Swatches for Special Order and Other Selling Business—Montreal Firm Effects Big Saving

FOLLOWING letter from a Montreal manufacturer of men's wear is of interest in view of the cloth-conserving movement afoot at present. It directs attention of the retail trade to an important field for economy on which, however, varied opinions exist.—Editor's Note.

To the Editor of MEN'S WEAR
REVIEW:—

Some time ago I wrote an article in our house paper, "The Semi-ready Special," on the advisability of saving yardage in samples, both for the stock travellers and for merchants who were devoting attention to special order tailoring.

We had been criticised for years by merchants in the fact that our swatch samples for special orders were smaller than those used by competing houses, and we had determined, in view of the wool shortage to further cut down the size of each sample.

Shortly after this article appeared a section of the Clothing Manufacturers' Association discussed the lavish waste of cloth in samples, but no action was taken, and as far as I can learn no concerted action is contemplated.

Since we explained the fact to our customers that any extravagance in the size of samples must mean an added cost to each suit, we have not had a single complaint.

I think I cannot do better than quote one of the articles referred to, which appeared in the "Semi-ready Special" early in the year 1916, or just two years ago, under the caption, "Which will you have."

"Small samples mounted on cards? or large samples bound together in swatches?"

"We would like an expression of opinion from our customers—a vote, if you will.

"It is well to tell why we favor the change to smaller samples in view of the fact that we figured a saving of nearly a dollar gross on each suit in the lesser size of samples as against the extravagant sized swatch.

"Extravagances in business methods are under a ban when it is our bounden duty to help ourselves and our country by studying every possible economy. Granted, it is easier to sell from a suit length than from a sample (some customers believe it easier to get business from even larger swatches), but when the suits cost a dollar more by reason of the lavish size of samples, then it is time for the buyers to stop and think. We prove it by figures.

"Some houses send out samples of such generous size that they get but 24 from a yard of cloth. If they sent out 500 sets of samples, as we do, this would mean the cutting up of 21 yards of cloth from each pattern.

"21 yards at an average cost of \$2 a yard would mean \$42 spent in sampling a single pattern. Enough cloth to make 6 suits of clothes.

"Multiply that amount by 350, for that is the average number of cloth patterns sent out and the total would be 7,350 yards of cloth at \$2 a yard, or \$14,700 worth of cloth, enough to make 2,000 suits of clothes.

"Charge 21 yards at \$2 a yard against three pieces of cloth of an average 60 yards, or 180 yards in all, and the 159 yards left would make 31 suits. Large samples cost \$42 net for this lot. Small sampling costs \$10."

To-day we cut our samples for travellers 9 x 12 inches, and use one-third of a yard from each pattern.

Special order samples are cut 2¾ x 4½ inches, and we use 3½ yards of each pattern, or about 1,225 yards as against 7,350 yards. In other words we save

\$11,750 worth of cloth, or enough yardage to clothe a regiment of 1,724 men.

There are at least 30 clothing manufacturers in Canada who could effect savings along this line, though I do not believe the average would be as large as that. But take the special order tailoring houses alone: say 12 of them, and if proper cohesion were observed there could be a saving in cloth alone of over \$125,000 a season, or quarter of a million a year.

Then again, if more care were observed in the sending out of sample outfits the saving could be double. Travellers report that many merchants have from two to four sets of samples, where one would suffice. Sometimes merchants send for sample outfits with the sole purpose of keeping them under the counter, and thus out of competition. Wherever this is done the abuse could be readily corrected, and enough yardage would be saved to clothe a few more regiments.

The acute shortage of wool, growing more serious each season, should compel the manufacturers to take concerted action both in the size and in the distribution of their samples.

One or two houses have adopted the commendable method of cutting their travellers' samples into trouser lengths. Nothing is wasted. We would do this were it not for the fact that our whole output is sold by four travellers, and the bulk of our selling is from the two sample outfits kept in the warehouse.

ALFRED WOODS.

TIES WORTH WHILE

Advertisement in a street car, Halifax, England:

"There are friendly ties and business ties and family ties of birth, But the shilling ties we advertise are the finest ties on earth."



Well balanced Spring hat trim.

KANTKRACK

Trade Mark

Registered



A good standard shape
12-18½

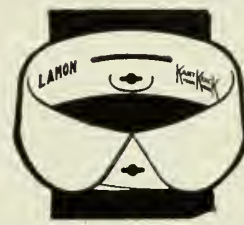


A popular style
13-17

Composition Collars are liked
by the men who wear them

And men in every walk of life wear **KANTKRACK** Collars. Not only the mechanic or the shop walker—to whom such a collar is a necessity—but the better dressed man, the office worker, the sportsman—to each and all the collar that looks like linen and needs no laundering has a big and lasting appeal.

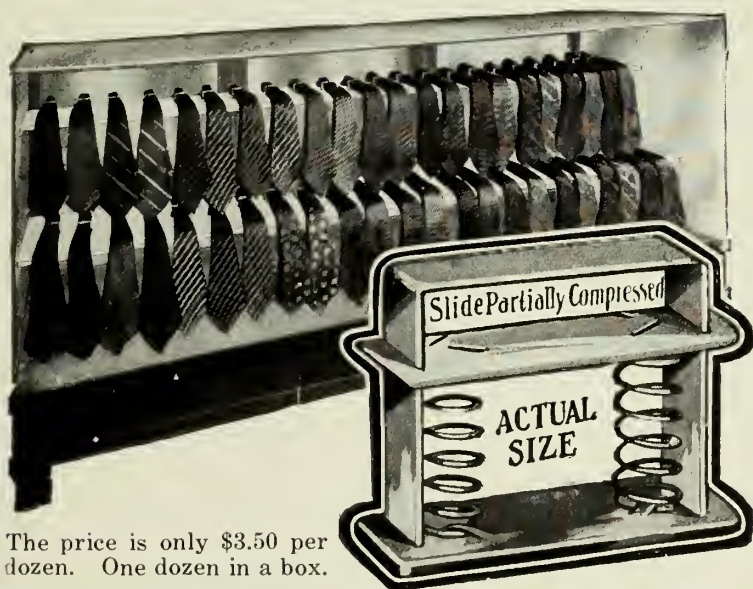
When next you're ordering a stock of water-proof collars remember the three K K K. You'll find them ready sellers and customer pleasers always.



Always saleable
14-19



A collar that sells and stays sold
12-19½



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

Sell Your Ties on an Onli-Wa Tie Holder

Have the full assortment always visible and always neatly arranged. The Onli-Wa makes this possible and allows one tie to be pulled out without disturbing the remainder.

An Onli-Wa Tie Holder will pay for itself many times over in increased sales and in the quicker service it makes possible.

Write us about this and the **KANTKRACK** proposition.

The Parsons & Parsons Canadian Co.

Makers of the famous **KANTKRACK** composition collars

HAMILTON, CANADA

Est. in U.S.A. 1879

Est. in Canada 1908



POPULAR
BRAND
TROUSERS

Made by the
Vineberg Pants Co.
Montreal, P.Q.

Announcement

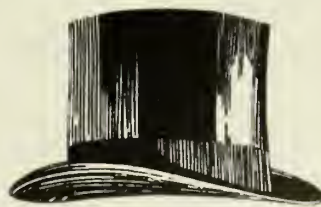
Because of increased business, and to insure the trade prompt and efficient service we have found it necessary to move to larger premises at

160 McGill Street

You will find our values for immediate and Fall very interesting.

Our travellers are now showing the range. See it! Or we will send samples upon request.

Vineberg Pants Company
MONTREAL



SILK HATS

*The Style Setters
for 1918*

Canada's largest and best equipped silk hat factory offers you a particularly fine assortment of Silk Hats for 1918 selling.

See these before you stock.

They're quick sellers.

GEO. PROVENCHER

166B ELIZABETH ST.

MONTREAL

Established 1894

BOB LONG

Isn't Satisfied

simply to get his Overalls, Shirts, and Gloves on your shelves. He wants to move them for you. Hence the tremendous advertising campaign for 1918 which will appear in the following papers—

PLACE.	PAPER.	PLACE.	PAPER.	PLACE.	PAPER.	PLACE.	PAPER.
Alexandria	News	Burlington	Gazette	Consort	Enterprise	Gore Bay	Recorder
Ailsa Craig	Banner	Bruce Mines	Spectator	Coronation	Review	Gananoque	Reporter
Alexandria	Times	Bowmanville	Statesman	Courtney	Review	Gorrie	Vidette
Alliston	Herald	Bradford	Witness	Craik	Weekly News	Glence	Transcript
Almonte	Times	Bobcaygeon	Independent	Creston	Review	Gravenhurst	Banner
Arthur	Enterprise-News	Baldur	Gazette	Crossfield	Chronicle	Grand Valley	Vidette and Star
Arnprior	Watchman	Banff	Crag and Canyon	Crystal City	Courier	Galahad	Mail
Atwood	Bee	Banff	Rocky Mountain Courier	Cupar	Herald	Gainsboro	Post
Ayr	News	Bassano	Mail	Cut Knife	Grinder	Gilbert Plains	Maple Leaf
Alviston	Free Press	Battleford	Press	Cypress River	Western Prairie	Gladstone	Age
Aberdeen	Times	Battleford	Herald	Danville	Times	Gleichen	Call
Aeme	Sentinel	Bawlf	Sun	Dunnville	Gazette	Glenboro	Gazette
Alameda	Dispatch	Bellevue	Times	Dresden	Times	Golden	Star
Alderson	News	Belmont	News	Dunnville	Reform Press	Grand View	Exponent
Alix	Free Press	Bengough	News	Durham	Review	Grande Prairie	Herald
Allan	Tribune	Biggar	Independent	Dauphin	Herald	Granum	News
Alliance	Times	Big Valley	News	Davidson	Leader	Gravelbourg	Enterprise
Alsask	News	Binscarth	Express	Daysland	Press	Greenwood	Ledge
Aneroid	Magnet	Birch Hills	Gazette	Delburne	Progress	Grenfell	Sun
Asquith	Empire	Blaine Lake	Advertiser	Delia	Echo	Griffin	Gazette
Avonlea	Advocate	Blairmore	Enterprise	Delisle	Advocate	Gull Lake	Advance
Belmont	Enterprise	Boissevain	Recorder	Deloraine	Times	Hamilton	Herald
Belleville	Intelligencer	Bow Island	Review	Didsbury	Pioneer	Hamilton	Spectator
Brantford	Expositor	Bredenburg	Sun	Dominion City	Echo	Halifax	Echo
Brighton	Ensign	Broadview	Express	Drumbeller	Review	Halifax	Herald
Brandon	Sun	Brock	News	Dryden	Observer and Star	Harriston	Review
Bowmanville	Review	Brooks	Bulletin	Dundurn	Enterprise	Huntsville	Forester
Bridgeburg	Review	Burdett	Times	Edmonton	Journal	Hepworth	Progress
Beaverton	Express	Cobalt	Nugget	Eganville	Enterprise	Hawkesbury	Echo
Bracebridge	Gazette	Calgary	Herald	Exeter	Advocate	Hagersville	News
Bancroft	Times	Calgary	Farm and Ranch Review	Englehart	Courier	Havelock	Standard
Buckingham	Post	Clinton	News-Record	Embro	Courier	Highgate	Monitor
Birtle	Eye Witness	Carp	Review	Exeter	Times	Haileybury	Haileyburian
Brussels	Post	Cannington	Echo	Elora	Express	Hamiota	Echo
Blenheim	News-Tribune	Campbellford	Herald	Erin	Advocate	Hanley	Herald
Bowmanville	News	Carman	Leader	Elmira	Signal	Hardisty	Mail
Burk's Falls	Arrow	Colborne	Express	Earl Grey	Coronet	Harris	Herald
Bothwell	Times	Collingwood	Enterprise	East End	Enterprise	Hartney	Star
Bracebridge	Herald	Coaticook	Observer	Elbow	Graphic	Hawarden	Pioneer
Brizden	Progress	Coppercliff	Express	Elkhorn	Mercury	Herbert	Herald
		Chesley	Enterprise	Elrose	Review	Holden	Herald
		Campbellford	News	Emerson	Journal	Houghenden	News
		Chatsworth	News	Empress	Express	Iroquois	News
		Coldwater	Planet	Erskine	Review	Imperial	Review
		Cookstown	Advocate	Esterhazy	Observer	Indian Head	News
		Cabri	Clarion	Estevan	Progress	Irma	Times
		Cadillac	Item	Eston	Press	Kingston	Bulletin
		Canora	Advertiser	Estuary	Review	Kingsville	Reporter
		Carberry	News-Express	Expanse	Advertiser	Kincardine	Review
		Cardston	Globe	Eyebrow	Herald	Kamsack	Times
		Carlyle	Herald	Fredericton	Gleaner	Keewatin	Enterprise
		Carmangay	Sun	Fort William	Times-Journal	Kenora	Examiner
		Carnduff	Gazette	Fenelon Falls	Gazette	Kerrobart	Citizen
		Carstairs	Journal	Fort Erie	Times	Killam	News
		Cartwright	Review	Florence	Quill	Kineaid	Star
		Castor	Advance	Flesherton	Advance	Kindersley	Clarion
		Central Butte	Bencen	Fordwich	Record	Kindersley	Expositor
		Chauvin	Chronicle	Fillmore	Press	Kinistino	Representative
		Chinook	Advance	Fleming	Review	Kisbey	Standard
		Clareholm	Review-Advertiser	Foam Lake	Chronicle	London	Advertiser
		Clairmont	Independent	Forestburg	Advance	London	Free Press
		Clive	News-Record	Fort Saskatchewan	Conservator	London	Farmers' Advocate
		Cochrane	Advocate	Foxwarren	News	Lethbridge	Herald
		Coleman	Bulletin	Galt	Reporter	Lucknow	Sentinel
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Lucan	Sun	New Liskeard	Herald	Rapid City	Reporter	Tofield	Advertiser
La Fleche	Advocate	New Liskeard	Speaker	Rivers	Gazette	Tompkins	Progress
Lake Saskatoon	Journal	New Hamburg	Independent	Riverhurst	Courier	Treherne	Times
Lampman	Enterprise	Nelson	News	Roblin	Review	Tribune	Advocate
Landis	Record	Norwood	Register	Robsart	Messenger	Trochu	Tribune
Langham	Weekly News	North Bay	Dispatch	Rocanville	Record	Turtleford	Record
Langruth	Herald	Nanton	News	Rocky Mountain House	Capital	Tugske	Globe
Lashburn	Comet	Ninette	News	Roland	News	Uxbridge	Times
Lawson	Post	Ninga	News	Rosetown	Eagel	Uxbridge	Journal
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Leduc	Representative	Ottawa	Journal	Rouleau	Enterprise	Vancouver	Province
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Liberty	Press	Orangeville	Dufferin Post	St. Catharines	Standard	Victoria Harbor	Era
Limerick	Leader	Orono	News	St. Thomas	Journal	Verdun	Echo
Lloydminster	Times	Orangeville	Sun	St. Thomas	Times	Vanderhoof	Herald
Loreburn	Herald	Oakville	Record	S. Ste. Marie	Star	Vanguard	News
Lougheed	Express	Owen Sound	Advertiser	Stratford	Herald	Vegreville	Observer
Loverna	Borderline Budget	Oakville	News	Sherbrooke	Record	Vermillion	Standard
Lumsden	News-Record	Oak Lake	News	St. John	Times-Star	Verwood	Gazette
Luseland	Despatch	Oak River	Post	Sussex	Maritime-Farmer	Viceroy	News
Moncton	Transcript	Oakville	Standard	Disney	Post	Viking	News
Medicine Hat	News	Olds	Gazette	Saskatoon	Star	Viscount	Sun
Moose Jaw	News	Outlook	Outlook	Seaforth	News	Winnipeg	Free Press
Montreal	Star	Oxbow	Herald	Staynor	Sun	Winnipeg	Grain Growers' Guide
Montreal	Star	Oyen	News	Shawville	Equity	Winnipeg	Nor'-West Farmer
Montreal	Witness and Canada	Peterboro	Examiner	Sheburne	Free Press	Winnipeg	Can. Thresherman
Merrickville	Post	Peterboro	Review	South Porcupine	Herald	Winnipeg	Western Home Monthly
Markdale	Standard	Peterboro	Farm and Dairy	Stirling	News-Argus	Winchester	Press
Milverton	Sun	Peterboro	Canadian Horticulturist	Smith's Falls	Record	Walkerton	Times
Mara	Monitor	Port Arthur	News-Chronicle	Stouffville	Tribune	Wheatley	Journal
Merlin	Standard	Port Burwell	Enterprise	Streetsville	Review	Windsor	Times
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Meaford	Express	Palmerston	Spectator	Scott	Herald	Wellesley	Maple Leaf
Melton	Reformer	Paisley	Advocate	Sedgewick	Sentinel	Woodville	Advocate
Magog	Enterprise	Parry Sound	North Star	Selkirk	Record	Warkworth	Journal
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Midland	Argus	Penetanguishene	Herald	Shaunavon	Standard	Westport	Mirror
Meaford	Mirror	Pickering	News	Shellbrook	Chronicle	West Lorne	Sun
Markham	Economist	Plattsville	Echo	Shoal Lake	Star	Wroxeter	News
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Midland	Fress Press	Port Hope	Times	Spirit River	Echo	Watrous	Signal
Macgregor	Herald	Fort McNicholi	News	Stavely	Advertiser	Wawanesa	Independent
MacKlin	Times	Peace River	Record	St. James	Leader	Welwyn	Herald
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Manville	Empire	Pilot Mound	Sentinel	Strome	Dispatch	Windthorst	Independent
Maple Creek	News	Ponka	Herald	Swan River	Star	Winnipeg	Mirror
Maryfield	News	Plumas	Standard	Toronto	Canadian Countryman	Wolsley	News
Mawer	Tribune	Provost	News	Toronto	Industrial Banner	Woodrow	Advance
Me'fort	Moon	Quebec	Telegraph	Toronto	Farmers' Magazine	Wynyard	Advance
Melfort	Journal	Quebec	Le Soleil	Thorold	Post	Yellow Grass	Herald
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Minto	Packet	Ridgetown	Dominion	Thedford	Tribune		
Monitor	News	Ridgetown	Plaindealer	Toronto	Record		
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College Brand Clothes Co., Ltd., Montreal.
The Alert Clothing Co., Montreal.
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Union Clothing Co., Ltd., Montreal.
Walter Blue & Co., Ltd., Sherbrooke, Que.
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 Monarch Knitting Co., Dunnville.

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 Alphonse Racine, Limited, Montreal.
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 The Jackson Mfg. Co., Ltd., Clinton, Ont.
 Acme Glove Works, Ltd., Montreal.
 The Kitchen Overall & Shirt Co., Brantford.
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 Long Shirt Co., Kitchener.
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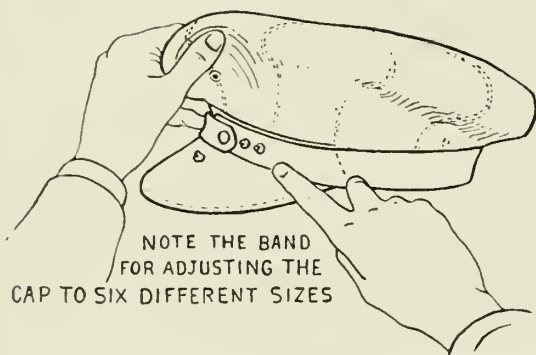
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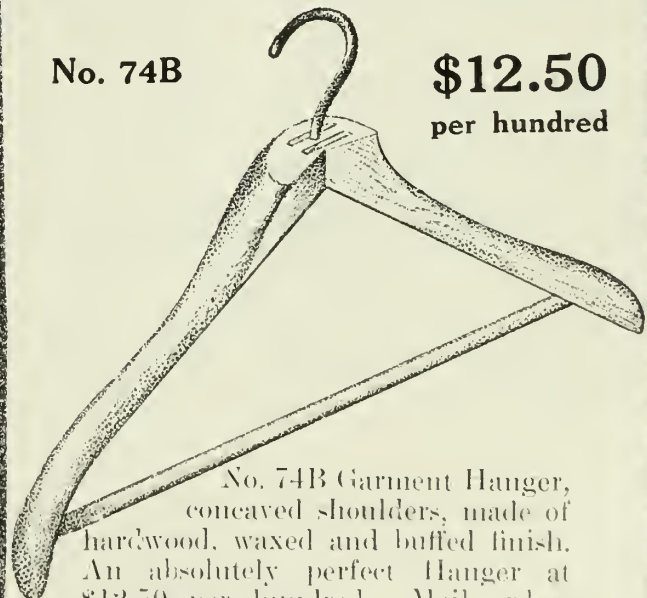
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Dominion Rubber System Pension Fund



*Details of Pension Plan adopted by
Canadian Consolidated Rubber Co.
Limited, for its employees.*

1. NAME The name of the plan is Canadian Consolidated Rubber Co. Limited Pension Plan.

2. OBJECT After careful consideration of the subject and an examination of existing pension systems, the Company has adopted the following plan as the most liberal for employees who, by long and faithful service, have earned an honourable retirement.

3. DEFINITIONS a. In these regulations the word "Company" shall mean the Canadian Consolidated Rubber Co. Limited, or its successors.

b. "President" and "Board of Directors" shall mean the President and Board of Directors of the Company.

c. The word "Committee" shall mean the persons appointed by the Board of Directors to administer the Pension Plan in accordance with approved regulations.

d. The word "employees" shall mean those persons who receive a regular and stated compensation from the Company, other than a pension or a retainer.

e. The expression "term of employment" shall mean period of continuous employment in the service of the Company, or any company or companies subsidiary thereto, allied with, or predecessors of the Company, and shall include such employment whether commenced prior to the adoption of this plan or not.

f. The expression "continuous employment" shall mean service with the Company continuously without a break of any kind, except as due to leave of absence, sickness, injury, or necessary temporary lay-off on account of reduction of force or for any other reason, all such cases to be subject to the discretion of the Company; but when such absence exceeds six months in any twelve consecutive months it shall be deducted in computing the length of service. In any other case than such mentioned, if a person is re-employed after such a break in the continuity of this service, for the purposes of this pension plan he shall be considered as a new employee.

4. PENSION COMMITTEE a. There shall be a committee of not less than five nor more than seven, appointed by the Board of Directors to serve during its pleasure, which shall be called the Pension Committee. This Committee shall be charged with the administration of this plan.

b. The Committee shall have the specific powers elsewhere herein granted to it, or that may be granted to it from time to time by the Board of Directors. Exceptions to or deviations from the regulations so laid down shall in all cases be subject to the approval of the Executive Committee of the Board of Directors of the Company.

c. It shall determine conclusively for all parties all questions arising in the administration of this plan.

d. It shall adopt such by-laws and rules of procedure as it may find necessary, subject to the approval of the Board of Directors.

e. It shall be empowered to employ a secretary and such other assistants as may be required in the administration of the plan.

5. PENSION FUND The Company shall appropriate such sums of money from time to time as may be necessary in administering this plan, and no contributions will be required, or received from any employees of the Company.

6. ELIGIBILITY a. All employees of the Company engaged in any capacity whatsoever, and wherever located, are eligible to a pension as hereinafter stated.

b. All male employees who have reached the age of sixty-five years and whose term of employment has been twenty years or more, and all female employees who have reached the age of sixty and whose term of employment has been twenty years or more, may with the approval of the Pension Committee retire from active service, if they so desire and become eligible for pensions.

c. All male employees who have reached the age of sixty years and whose term of employment has been twenty years or more, and all female employees who have reached the age of fifty-five and whose term of employment has been twenty years or more, may at the discretion of the Pension Committee be retired from active service, and become eligible for pensions.

7. DISABILITY PENSIONS At the discretion of the Committee and with the approval of the Board of Directors, any employee who has become totally disabled as a result of sickness or injury, compensation for which may not otherwise have been provided, and whose term of employment has been fifteen years or more, may be retired from active service and granted a pension. If a pension is granted it shall be for such period as the Committee may determine, and if at any time during such period the employee recovers sufficiently to resume active service, the pension may be discontinued by action of the Committee. If the employee re-enters the service of the Company at the time such pension is discontinued he shall be eligible to a pension under these regulations, and the period of absence on disability pension shall be considered as a leave of absence and not a break in the continuity of the employee's service.

8. AMOUNT OF PENSIONS a. The annual amount of such pensions shall equal one per cent. of the average yearly wage for the ten years prior to retirement, multiplied by the number of years employed, but such pensions shall not be more than \$5,000.00 per year, nor less than \$210.00 per year.

For example, if an employee's average annual wage for ten years is \$1,000.00 and he has been in the service for thirty years, he would receive 1% of \$1,000.00 or \$10.00 multiplied by thirty, or \$300.00 per year or \$25.00 per month.

b. In case of special difficulty in determining with practical accuracy the average yearly wage for the ten years prior to retirement, the Committee may at its discretion take some smaller consecutive number of years for the purpose of determining a fair average yearly wage.

9. PAYMENT Pensions shall be paid to the pensioner personally on the first of each month from the date of retirement until the death of the employee, unless suspended for such reasons as are described in this

plan, and in case a male pensioned employee at the time of death is survived by a widow, or if either male or female pensioned employee is survived by minor children, the pensions shall be continued for three months after death, payable to the widow in the first instance and to the administrator or other legal representative of the minor children in the second case, to be applied as in the case of other property of the deceased, in the interest of the minor children.

10. GENERAL PROVISIONS a. Neither the action of the Board of Directors in establishing this Pension Plan or any action hereafter taken by the Board of Directors or the Pension Committee shall be construed as giving any officer or employee or agent of the Company the right of service, or any right to a pension; and the Company expressly reserves its right and privilege to discharge at any time any officer, employee or agent when the interests of the Company, in its judgment, may so require, without liability for any claim for a pension or other allowance other than salary or wages due and unpaid.

b. The Board of Directors may annul, alter, add to or amend in any way any and all of the provisions contained in this plan, or hereafter adopted by the Board of Directors in respect of this plan, and may at any time set aside any action taken by the Pension Committee.

c. The Company guarantees that, once a pension has accrued to a particular employee, it will continue such pension for the life of the particular employee and as specified with reference to widows and minor children; subject, however, to the provisions and conditions of the regulations laid down by the Board of Directors or the Pension Committee. It is understood that Section 10b given above shall not affect such guaranty.

d. Assignment of pensions under this plan will not be permitted or recognized.

e. Pensions may be suspended or terminated in the discretion of the Committee in cases of gross misconduct or of any conduct prejudicial to the interests of the Company.

f. Any retired employee may, by first obtaining the approval of the Committee, engage in any occupation or work which is not prejudicial to the interests of the Company. If any retired employee shall engage in any thing which in the judgment of the Committee is prejudicial to the interests of the Company, the payment of a pension to such retired employee may be suspended or discontinued.

g. Regular employment with this Company shall suspend the right of a retired employee to pension payment during the period he continues in such employment.

h. In case any pension shall be payable under the laws now in force, or hereafter enacted, of the Dominion of Canada or any Province thereof or any State or Country, to any employee of the Company under such laws, the excess only, if any, of the amount prescribed in this plan above the amount of such pension prescribed by law, shall be the pension payable under this plan.

11. TIME TO TAKE EFFECT This plan shall take effect January 1st, 1918.

Canadian Consolidated Rubber Co. Limited

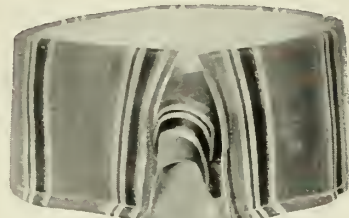
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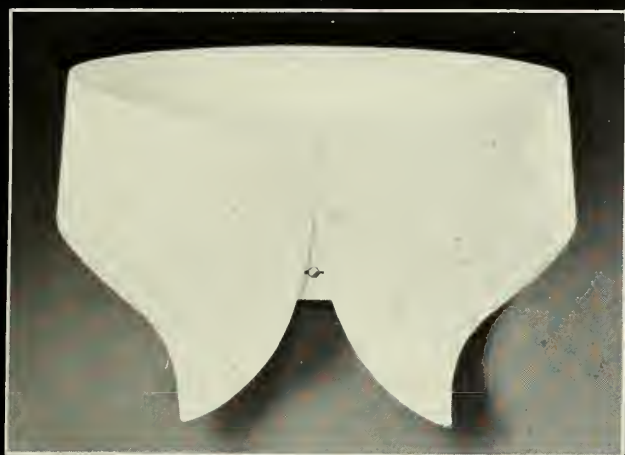
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, APRIL, 1918

No. 4

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For the Young Fellow

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