



## For men who are extra particular

You need just such a service as "C.N.R."  
Made-to-Measure Tailoring provides.

In quality of materials, variety of fabrics,  
excellence of workmanship and snappy  
styles you will find this Made-to-Meas-  
ure proposition hard to equal and im-  
possible to excel.

And the prices are graded low enough to make rapid  
selling assured. These prices are really remarkably  
low when the quality of the fabrics and the excellence  
of the workmanship are taken into consideration.

In addition to all this we guarantee a quick, courteous  
service and the assurance that our dealers are seldom  
handicapped by early cancellations.

Our Travellers are now out with our splendid range of  
boys' and men's models. Inspect these carefully and place  
orders at once to make sure of delivery.

**Coppley, Noyes & Randall, Limited**  
Hamilton, Ont.

# Wait for the Christys' Man

See the stylish customer-winning models in Christys' Soft Hats and "Stiffs" that our travellers are carrying to you this month.

We do not need to enlarge upon the merits of the Christys' line.

You know them. Your trade knows them. They are known wherever hats are worn.



*"If it's new we have it"*



Send post-card for an appointment, also ask for quotations on *Military* headwear. We maintain our factory on the premises.

SOLE AGENTS FOR  
CHRISTYS' & CO., SCOTT & CO.  
HILLGATE & CO., PEEL & CO.

**Ansley-Dineen Co., Ltd.**  
52 Wellington St. W. - Toronto

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



# Milne's Neckwear News for April



## The Trade Demands Loud Patterns

As usual we have just what is wanted.

Herewith we illustrate one of our newest patterns on Crepe Faille.

**WILLIAM MILNE**  
50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING.  
ALWAYS INSPECT THE MILNE OFFERINGS.

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



DOUBLING THE PRODUCTION OF  
**“RAILROAD  
 SIGNAL”**  
 SHIRTS AND OVERALLS



*THE PRESIDENT'S MESSAGE.*

*“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, and believe the future success of this business to be entirely dependent on honesty and sincerity in our dealings.”*

*S. G. KITCHEN,  
 President.*

We show above a cut of our new building where “Railroad Signal” Shirts and Overalls will, in future, be produced under ideal manufacturing conditions. As well as being thoroughly equipped with most modern manufacturing appliances, our new premises provide comforts and conveniences for the staff, such as reading, dining and rest rooms. The whole scheme making for complete efficiency and contentedness.

THE  
**KITCHEN OVERALL  
 & SHIRT CO., Ltd.**

BRANTFORD, ONTARIO

Factory: Brantford  
 Show Rooms and Stock Rooms: TORONTO, 279 College St.

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





In the New Home of  
**“RAILROAD SIGNAL”**  
 SHIRTS AND OVERALLS

Views of Offices and Factory, showing, in upper left-hand corner, Mr. C. E. Kitchen, Manager; upper right-hand corner, Mr. J. F. Kitchen, Secretary-Treasurer; centre, view of General Office, and below, views of Overall Department and Cutting Room.

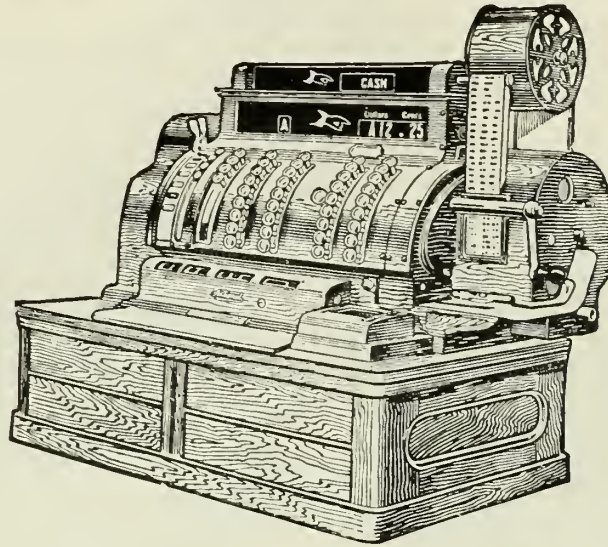
THE  
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 BRANTFORD, ONTARIO

Factory Brantford.

Show Rooms and Stock Rooms: TORONTO, 279 College St.

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





# Rising Costs Attack Profits

*More than Ever Before Merchants  
Must Guard Every Cent of Profit*

**M**ERCHANTS today are face to face with several difficult problems, the most important of which is the rising cost of merchandise.

In many instances these rising costs are hard to pass on to the customer.

Consequently the merchant's margin of profit is lessened.

Merchants find the use of a National Cash Register helps greatly in solving this serious problem.

It safeguards every cent of profit that they can make.

It conserves their profit by preventing losses, by eliminating mistakes in change, by recording all charge transactions.

It reduces overhead by making clerks more efficient, speeding up store service, reducing the number of clerks required and the deliveries to be made.

It relieves the merchant of details and worry, giving him more time to consider his purchasing and market problems.

The National Cash Register Co., of Canada, Ltd.  
Toronto, Ont.

Please send me full particulars of your latest model cash register and tell me how it will help me in my business.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

**The National Cash  
Register Co. of  
Canada, Limited, Toronto**



## We know that the Values are there

And by Values we mean all that the word implies—Design, Style, Finish, Money's Worth—everything that careful buyers will look for when they come into your store for that new season's suit or overcoat.

These are the values that the new WEARBEST lines offer you. And perhaps the thing that will strike you most upon examining them is the remarkable merit of the fabrics and the liberal profits assured by the sales-creating WEARBEST prices.

Because we know what the verdict of your own good judgment will be, we invite you to compare the new WEARBEST assortments with any others on the market. Compare them stitch for stitch and line for line and say which it will pay you best to sell.



### Wearbest Clothing for the High School Boy

Here's a timely line chock full of big sales possibilities. Boys of 15 to 20 are a class worth catering to now more than ever. Their earning powers are increasing and their buying power as well. Our Snappy Young Men's creations will win you a big share of the trade.



## The Wearbest Clothing Mfg. Company

*Makers of Stylish Clothes for Men and Young Men*

149 NOTRE DAME STREET WEST, MONTREAL



*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 10-day or 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*

Made  
in  
Canada



For  
Canadians

FOR THE MILLION

## Real Trouser 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



## THE SERVICE YOU WANT

In our larger premises at 160 McGill St., we possess every facility for giving our customers prompt and efficient service and our VALUES are as usual absolutely unexcelled.

Our travellers are showing a complete range for immediate and Fall. Should they not reach you we will be glad to submit samples upon request.

**Vineberg Pants Company**  
MONTREAL

## STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

ANOTHER NEW BOOK  
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete  
\$1.00 POSTPAID



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

### THIRTEEN CHAPTERS

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

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.10. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.  
TORONTO

272 Pages  
Bound in Cloth



# Why Take Chances?

Stocking largely high-priced  
Clothing is hazardous, and  
ties up a large amount of  
capital.

Develop your Special  
Measure Department.

*Do this by selling*

**ART CLOTHES**  
COOK BROS. & ALLEN LIMITED  
TRADE MARK

*They insure Satisfied Customers*

Push this line NOW. It  
means profit without risk and  
without tying up capital.

**COOK BROS. & ALLEN**  
*Limited*  
**WHOLESALE TAILORS**  
TORONTO.



# There's an honest Glove!



*Made  
extra strong  
where the  
wear is  
extra hard*



**H**ONEST Skins and Honest Stitches. Honest Construction and an Honest Guarantee—the sort of work glove the man in overalls likes to wear—the sort of glove it pays to sell him.

## CARHARTT WORK GLOVES

embody those construction principles which guarantee comfort and long service. Wherever work gloves are worn Carhartt's always lead in service and satisfaction.

**T**HIS year's demand will be extra big. Get ready now to meet it with Carhartt Work Gloves and

## CARHARTT OVERALLS and KHAKI WORK PANTS

Every Carhartt Garment carries a guarantee and the guarantee is always lived up to.

Order your supplies now and avoid risk of higher prices due to growing scarcity of materials. We are ready to fill your orders promptly.

# Hamilton Carhartt Cotton Mills, Ltd.

TORONTO UNIT

TORONTO

VANCOUVER

LIVERPOOL

MONTREAL

WINNIPEG

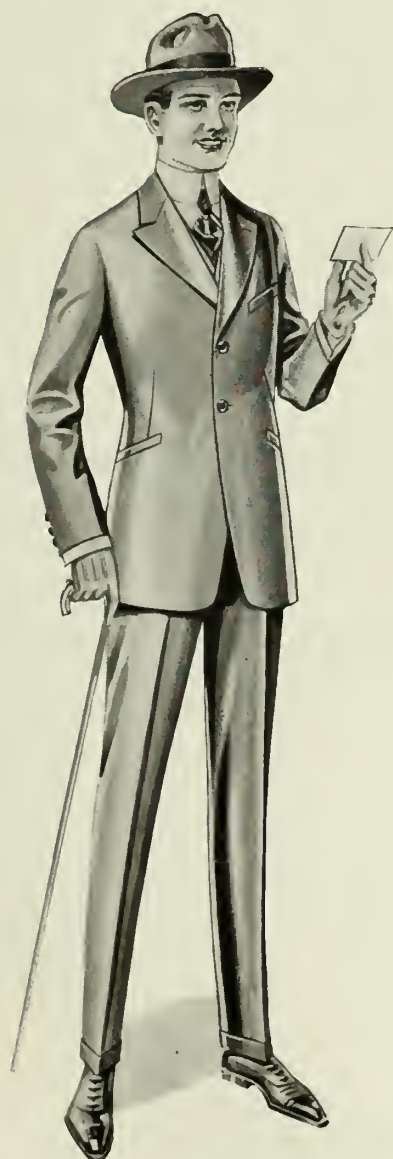
*If interested, tear out this page and keep with letters to be answered.*



# "The Daddy of Them All"



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



Fit-Reform Spring Model 321

Ask yourself the question, when men desire to obtain high-class, tailor-made garments, is it not Fit-Reform that first appeals to their mind?

Why?

Because they know full well that they can obtain tailoring of the highest order of merit, together with styles which are exclusive and refined.

There is an air about Fit-Reform clothes which suggests the highest priced tailored effects, yet these garments are produced at a minimum of cost to the wearer.

A customer introduced to Fit-Reform becomes a life-long friend.

If Fit-Reform is not represented in your town write us for particulars.

# Fit-Reform

E. A. SMALL COMPANY, Limited

112 BEAVER HALL HILL

--

--

MONTREAL

*DO YOU WANT*  
**A COAT MAKER—A VEST MAKER**  
**—OR A TROUSERS MAKER**

that you can always depend upon?

**DO YOU WANT** to reduce your tailoring costs—without sacrificing your prestige and reputation as a high-class tailor?

**DO YOU WANT** relief from the trouble, worry and care of running your own shop?

**OUR SPLENDIDLY EQUIPPED FACTORY OFFERS YOU ALL OF THIS—AND MORE.**

**IF YOU WANT** a first-class service of this kind—**WRITE US.**

**The Campbell Manufacturing Company, Limited**  
**MONTREAL**

**DEACON**  
**SHIRTS**

**G**OOD-LOOKING, long-wearing working shirts with a price ticket attached that's certain to keep them moving.

...

**D**EACON Shirt values cannot be excelled anywhere. A supply in your shirt department will mean better selling and better profits as well.

...

**D**ON'T put off ordering. Our stocks are now complete and we guarantee quick delivery.

**Deacon Shirt Co.**  
 BELLEVILLE, ONTARIO

*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*





# Avenue Brand Clothes

*Smart, saleable, up-to-the-minute models for all sizes and ages of BOYS*

The quality of Avenue Brand Boys' Clothes always measures up to the demands of the most critical youngster or the most hard-to-please parent.

This season's showing is no exception. The fabrics are bright and attractive, the styles are snappy and right up-to-date and the prices are cut just as low as quality will permit. Judicious buying, before prices soared, enable us now to offer our patrons values that are entirely unmatched.

Years of specializing in the making of boys' clothes that sell and satisfy have produced in "Avenue Brand" the standard of style and value in clothes for little men.

Prove this to your own satisfaction. Examine Avenue Brand at your convenience. Our travellers are now on the road booking orders for Fall delivery. Wait for the one covering your town. Drop us a card for special appointment.

The  
W. J. Keens Company, Limited

*Successors to C. M. Gilchrist & Co.*

WHOLESALE CLOTHIERS

185 Spadina Ave., Toronto



## Let “Atlantic” quality dominate your Underwear Sales

Quality, Comfort, Value — everything that a man likes in underwear and nothing that he dislikes—this is what you give him when you hand him a suit of the popular Atlantic Underwear.

Made from well-seasoned Maritime wool, every Atlantic garment is remarkably free from the shrinkage features so common to other brands. And the workmanship is just as excellent as experienced operators and the latest equipment can produce.

You have everything to gain by looking over the Atlantic Underwear offerings before making your new selections.

Let us place our values before you.

Atlantic Underwear, Limited  
MONCTON, N. B.



# Peck's



## JUVENILE CLOTHING



is to the boy what PECK'S Men's Clothing is to the man, and many men have worn no other make since childhood.

You will find it *stylish, neat-fitting, good-wearing* and *real value*.

This interesting range for Fall, together with our men's lines of High Class and Popular-Priced Clothing is now being shown by our salesmen.

## John W. Peck & Co., Limited

MONTREAL      WINNIPEG      VANCOUVER

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



*The label that denotes advanced style and quality.*

Salesmen now on the road displaying complete line for immediate Spring, Summer, Early Fall and Winter.

# WOLFE'S CAPS

## *Will Bring Distinction To Your Store*

Your patronage grows in proportion to the reputation and prestige you build.

You need WOLFE'S CAPS if you want to do a larger business and a *better* business.

This line has the style quality, the obvious distinction of genuine worth which enables you to meet the highest class of competition with the advantage on your side.

To neglect investigating what this line can do for you is to fail to make the most of your local sales opportunity.

Wolfe's caps are all of one standard—the highest in style, quality and workmanship.

Why not act on "that impulse" right this minute and ask to see this line consisting of the Newest and Highest Grade Woolens, Plushes, Velours and Velvets offered by the British, French and American Markets.

---

## A. HARRY WOLFE

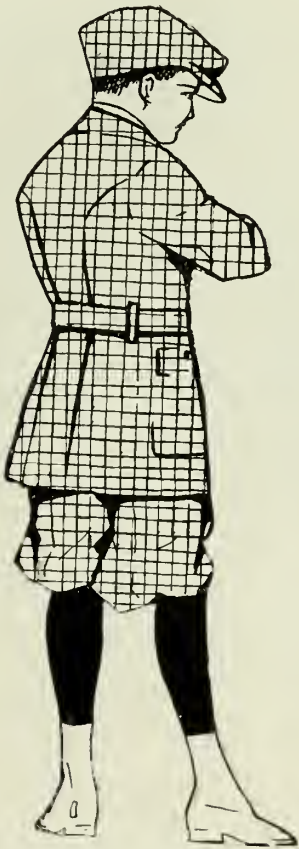
8-10 West 19th Street, NEW YORK CITY  
 800-810 Unity Building, MONTREAL, P.Q.  
 311 Hastings Street West, Vancouver, B.C.





## New Era "Quality" Clothing

Fall and Winter Season, 1918-19



ONE OF OUR MANY  
BOYS' MODELS

3 *Big, Complete Departments*

Juveniles' and Boys'  
Young Men's *and*  
Staple Conservative

If our representative does not call upon you we would like you to advise us, as we feel that an inspection of our range of Popular-Priced, Satisfaction-Giving, Stylish Clothes for Men, Young Men and Children would be of mutual benefit.

*'Tis the Quality behind the name.*

# The Freedman Company

SOMMER BUILDING, MONTREAL

*THE*  
*Lang*  
*SHIRT*

## The Reliable Line

OUR men are now on their way to you, and they have with them Shirtings which can be delivered at prices really a season old—shirtings of a quality of merchandise which can hardly be expected in the future.

WE have done our best to protect ourselves against the trying cloth conditions, and have stocks on hand which enable us to guarantee deliveries.

EXAMINE carefully the *Lang* line of Boys Blouses as well as the Shirts. Both are winners.

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



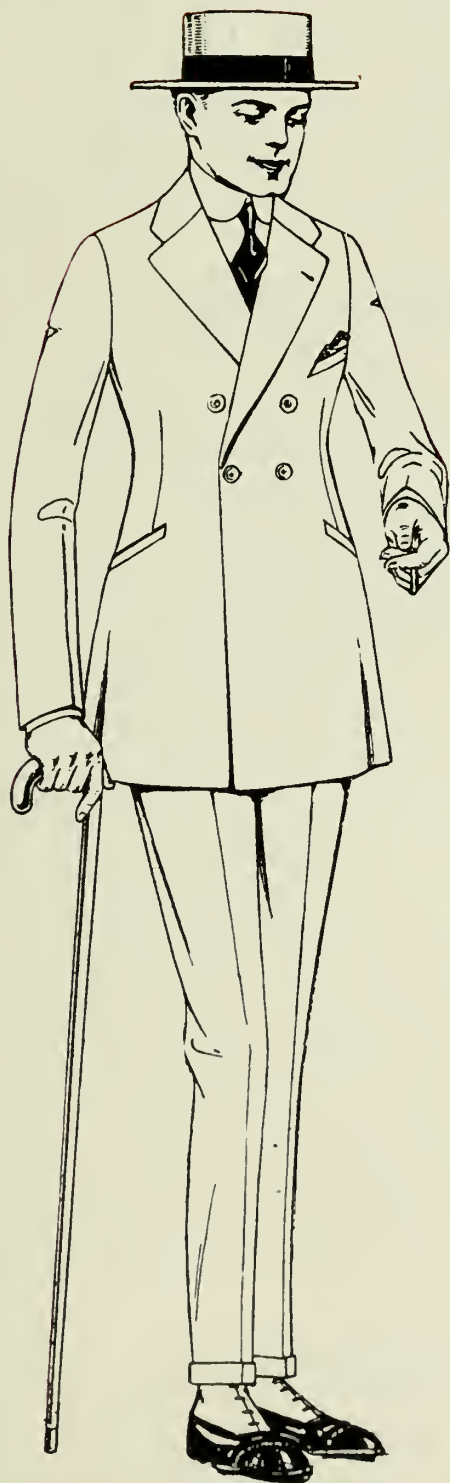
# Broadway

BRAND

CLOTHES  
for exacting men

UNUSUAL VALUES

APRIL, 1918



You can do it more easily  
with Broadway Clothes

Notwithstanding the difficulties under which the trade is laboring at present you can sustain your reputation for enterprise and good clothing by handling the line of style, quality and all round excellence—Broadway Clothes.

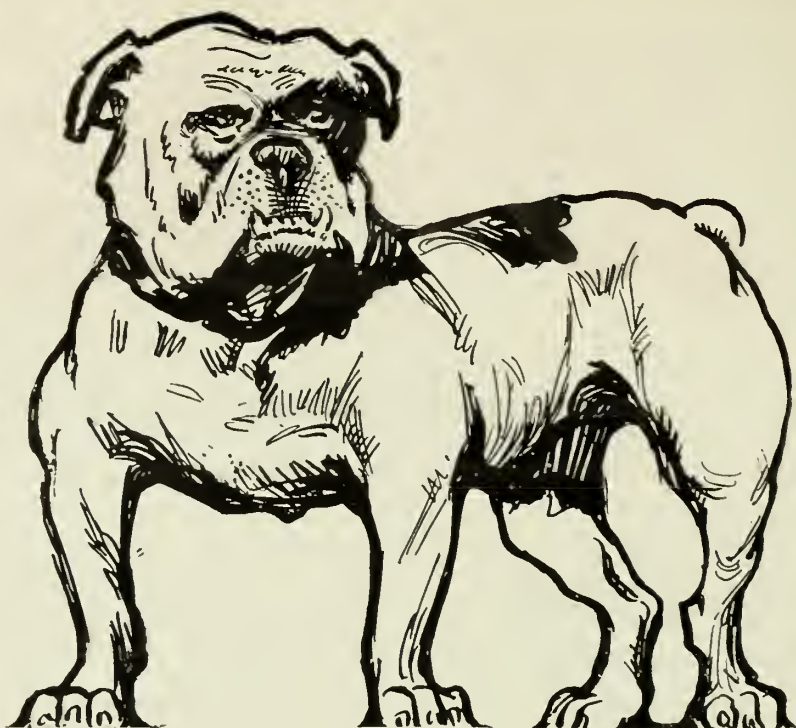
Arrange now to see our Fall, 1918, showings. The big values therein will point you on the royal road to better business.

A good showing of the Broadway Spring offerings will insure you lively selling and a big increase in profit and prestige.

*Let us show you. Write, wire or 'phone.*

RANDALL *and* JOHNSTON  
LIMITED

TORONTO



## True-Fit Waterproof Coats are dependable as the British Bulldog

True-Fit, Dependable, Double-Texture Waterproof Coats are guaranteed to stand the wear and tear. They are made to satisfy the wearer and they do satisfy. They are the kind of Waterproofs that it pays to sell because they give the dealer a large immediate profit and win for him the increased confidence of his trade.

Moreover, we guarantee prompt deliveries, which is quite an item in itself in these days of delayed shipments and disappointing service.

### Fall and Winter Overcoats

Our travellers are now out with a full line of True-Fit Fall and Winter Overcoats.

Send us your Spring requirements now. Our big English Supply House and Montreal Factory enable us to fill your needs immediately.

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 im-  
port or immediate  
delivery from stock.

## Samuel Wener and Co., Limited

SOMMER BUILDING

..

..

MONTREAL





## The majority of folk

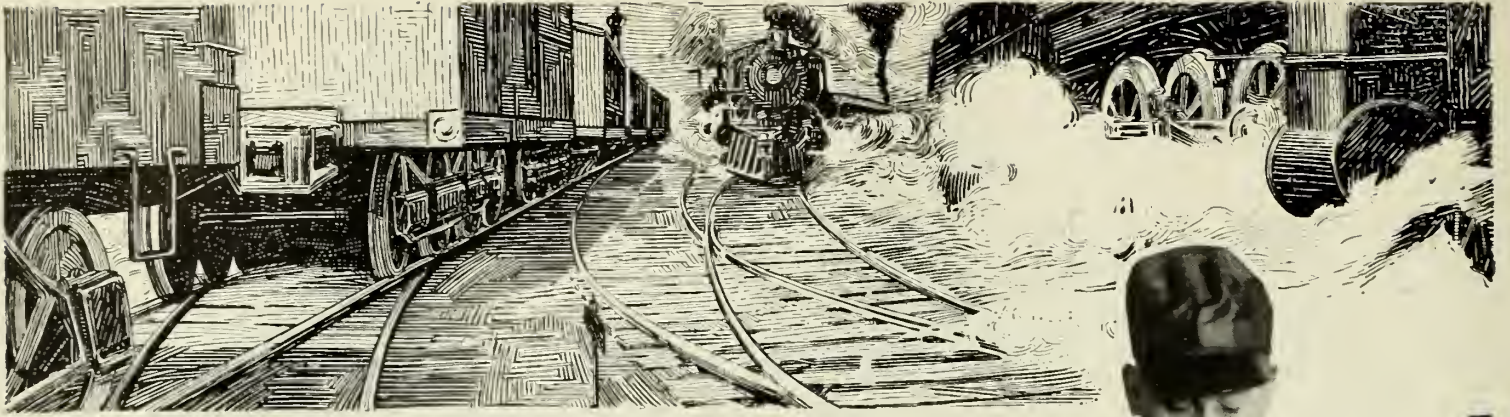
are thinking more of quality this year than usual. Better value means *real economy*, particularly when it's a question of clothes.

The big values represented in "K & S" SUITS AND OVERCOATS recommend them to men to whom economy has a big appeal. And besides being attractive from the value point of view they represent a degree of style correctness to please the most particular.

Careful retailers will make a point of seeing these offerings before closing their Fall orders.

**Kaplan, Samuelsohn & Company**  
1620 CLARK STREET, MONTREAL





You know  
**Stifel's Indigo Cloth**

*standard for over 75 years*

which since the first railroads  
 has been the "best seller" for

**OVERALLS, JUMPERS AND UNIFORMS**



*Miss  
 Stifel  
 Indigo*

Now meet  
**Miss Stifel Indigo**

*the new kid glove finish cloth for*

**WOMEN'S OVERALLS AND  
 WORK CLOTHES**

Miss Stifel Indigo has the same  
 business-getting profit-making  
 qualities in her makeup that made  
 her "big brother" the big factor  
 he is today in the overall world.

Today, women are flocking into the  
 industrial fields. Today, women need  
 strong sturdy work clothes. Miss  
 Stifel Indigo is the garment fabric that will get you the "lion's share"  
 of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT  
 trade mark on the back of the cloth when buying  
 —it's your guarantee and your customers' guar-  
 antee of the genuine fast color vegetable dyed Stifel's Indigo  
 Cloth.



**J. L. STIFEL & SONS**

*Indigo Dyers and Printers*

**WHEELING, W. VA.**

New York 260-262 Church St.  
 Philadelphia 1033 Chestnut St.  
 Boston 41 Bedford St.  
 Chicago 223 W. Jackson Blvd.  
 Baltimore Coca Cola Bldg.

San Francisco  
 Postal Telegraph Bldg.  
 Joseph, Mo.  
 Saxton Bank Bldg.  
 St. Louis 928 Victoria Bldg.

St. Paul 238 Indico Bldg.  
 Toronto 14 Manchester Bldg.  
 Winnipeg 400 Hammond Bldg.  
 Montreal Room 508 Read Bldg.  
 Vancouver 506 Mercantile Bldg.

Copyright, 1917 J. L. Stifel & Sons

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





# *Wearbetter*

## SUITS FOR BOYS

*Just the line to win you  
the boys' trade and  
hold it too*

And the boys' trade is worth winning—more so now than ever before. Boys have the money to spend—increased earning power means increased spending power, and boys generally are good spenders particularly in the matter of clothes.

Wearbetter Suits will get you the boy's clothing trade and his good-will, too. Because every Wearbetter Suit is made to look well and to wear well—to give the boy the very maximum in style and money value. Let us prove this to you. Let us send you a full line of samples and all particulars of the snappiest boys' clothes on the market.



*“The Suit with the Guarantee”*

Designed and manufactured by

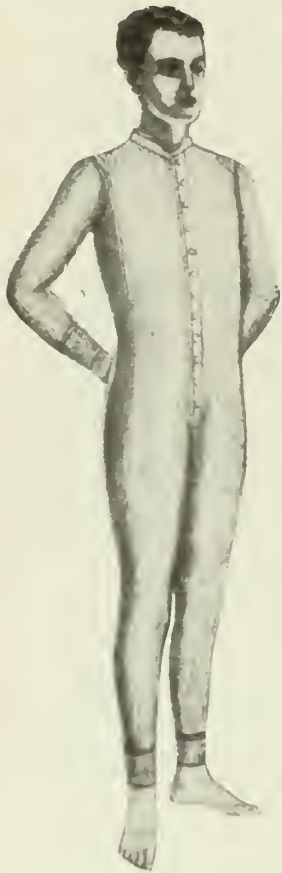
**WALTER BLUE & CO., Limited**

SHERBROOKE

QUEBEC



Here's a brand that guarantees good underwear



You can confidently recommend **Maple Leaf Brand** and **Dr. Neff's Sanitary Underwear**. Customer's satisfac-



tion in every suit. Try out "Maple Leaf" and "Dr. Neff's" and see for yourself what excellent, easy sellers they are.

*Ask your wholesale houses for these particular brands sold only to the jobbing trade.*

**Thos. Waterhouse & Co., Ltd.**  
INGERSOLL, ONTARIO

## Smart Shirts for Fall

### "HERO"

(FINE)

For Popular Selling.

### "STRAND"

(Chemise de luxe)

For the Fastidious Trade.

### Buying Advantages

Larger quantities, earlier deliveries, better prices, through buying in conjunction with our Staple Dept. (the best in Canada).

### Manufacturing Advantages

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

### Selling Advantages

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

## "Hero Shirts are Better"

The evidence is in the Sample Rooms of our travellers.

## ALPHONSE RACINE LIMITED

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

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

FACTORIES: Beaubien St., Montreal; St. Denis, St. Hyacinthe.



# FASHION-CRAFT

for 1918

Better than ever



Fall and Winter Models  
now ready for inspection.

MANY PATTERNS AND STYLES SHOWN IN A LARGE  
RANGE OF RELIABLE CLOTHS.

OPENING FOR AGENTS AT POINTS NOT ALREADY  
REPRESENTED. - - IF INTERESTED WRITE.

**Fashion-Craft Mfrs. Limited**  
Montreal, Que.



# The Modern Idea in Underwear

As the coat-shirt has superseded the old-fashioned closed front, so will the One-Button Combinations take the place of the 10 button designs.

## HATCH ONE-BUTTON COMBINATION



TRADE MARK

Now one of the largest sellers across the border and the demand in Canada is increasing daily.

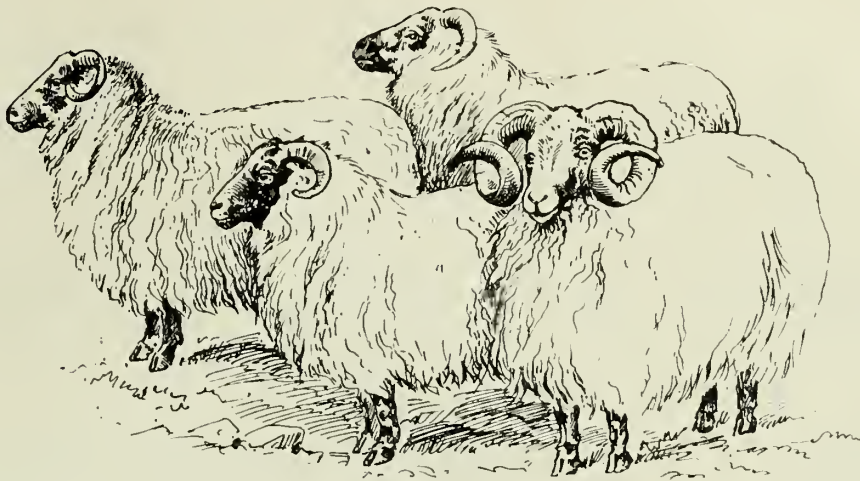
We control the Hatch One-Button design for Canada in all fabrics made by us. The quality of material and workmanship is of the same standard as in other Zimmerknit lines, i.e., the best the market affords.

Ask your jobber to show you samples of the Hatch One-Button Union Suit.

---

Zimmerman Manufacturing Company, Limited  
Hamilton, Canada





## A RARE COMMODITY

EVERY MERCHANT knows what A RARE COMMODITY PURE WOOL is to-day, and the almost impossibility of obtaining it.

And as bad as conditions are to-day, it is nothing to what they will be the coming Fall and Winter—anybody will tell you that.

We count Ourselves and Our Patrons indeed fortunate that we have on hand a large stock of most desirable WOOLENS in TWEEDS, SAXONIES, WORSTEDS and OVERCOATINGS purchased before present-day prices.

While these goods last, we are in a position to offer —



at prices far below the present market value.

*IT'S UP TO YOU NOW* to look at our line which is replete with the most favored models—full of style and pep, yet without any frills or fussiness. Clothes that will appeal to the Young Fellows and Good Dressers and enable you to sell honest tailored garments, well trimmed, at popular prices, with a good profit.

OUR TRAVELLERS are out now with a full range for Fall and Winter and also immediate goods. If you can't get in touch with any of our men, drop us a line and we will soon have you with the other successful merchants WHO SELL COLLEGE BRAND CLOTHES.

# The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(READ BUILDING)

# Elk Brand Values will increase your sales of Men's and Boys' Clothing



Clothes that are well made in every particular—nifty, stylish and moderately priced. Clothes that will catch the attention and create sales by virtue of the incomparable values they represent—this, Mr. Dealer, is what the new assortment of Elk Brand

*Men's and Boys' Suits  
Boys' Bloomers and  
Men's Pants*

offer you.

We invite you to see the complete range of samples now being shown by our travellers. You'll find them even more than we claim—just what you need for good, quick selling.



## J. Elkin & Co., Ltd.

*Makers of Elk Brand Clothes*

Head Office and Sample Rooms

MONTREAL, QUE.

JOLIETTE, QUE.



# The best in Men's Fashions

Well-made clothes that are up-to-the-minute in style and finish without being the least bit freakish or fantastic looking—clothes that embody the very best in fashion for men and young men.

## “GOOD CLOTHES”

offer the newest and most distinctive designs in suitings and overcoatings assembled for your approval.

The “Nobby,” as illustrated, a double-breasted style having the high waistline favoured by young men.



## B. Gardner and Company

*Makers of "Good Clothes"*

85 St. Catherine St., Montreal

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



# Bob Long

Union Made

## Overalls

*Shirts and Gloves*

Known from Coast to Coast

THE TEST  
68 lbs. to the  
square inch under  
Hydraulic pressure  
is the test that  
"Bob Long"  
Overalls have  
been put to.

Their strength is  
in the tightly  
woven fabric.

*My  
Dad  
wears  
'em*

Bob Long says:—

"My overalls and shirts are the best because—they stand the test of the wash-tub—no starch filler or cheap dyes to wash out."

This advertisement is now appearing in all the papers from coast to coast to assist you selling the best garment made—the "Bob Long" Brand. Check up your stock and order at to-day's prices.

*Known from Coast to Coast*

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



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 8

TORONTO, APRIL, 1918

No. 4

## EDITORIAL CONTENTS

Will Government Insist on Issuing Hand-Me-Downs? .....	33
Great War Veterans Opposed .....	34
Department Learns Merchants' Viewpoint .....	35
Merchants Make Caustic Comments .....	35
Success Won by Satisfying Customers .....	36
Window Lights Allowed For Saturdays ..	39
EDITORIALS — Clothing Returned Men — Daylight Saving This Year — The Income Tax .....	40
Income Forms Must be Filled in at Once .....	41
Selling Hats Where Space is Limited .....	43
Proprietor Should Pay Himself a Salary .....	44
The Evolution of the Modern Store Front .....	47
Khaki Uniforms for S.O.S. ....	50
Fall Hat Prices Announced .....	51
Collars Advanced in Price .....	53
Market Reports .....	54
New Style Suits Require More Care .....	59
United Clothing Trade Fighting Soldiers' Outfits .....	66

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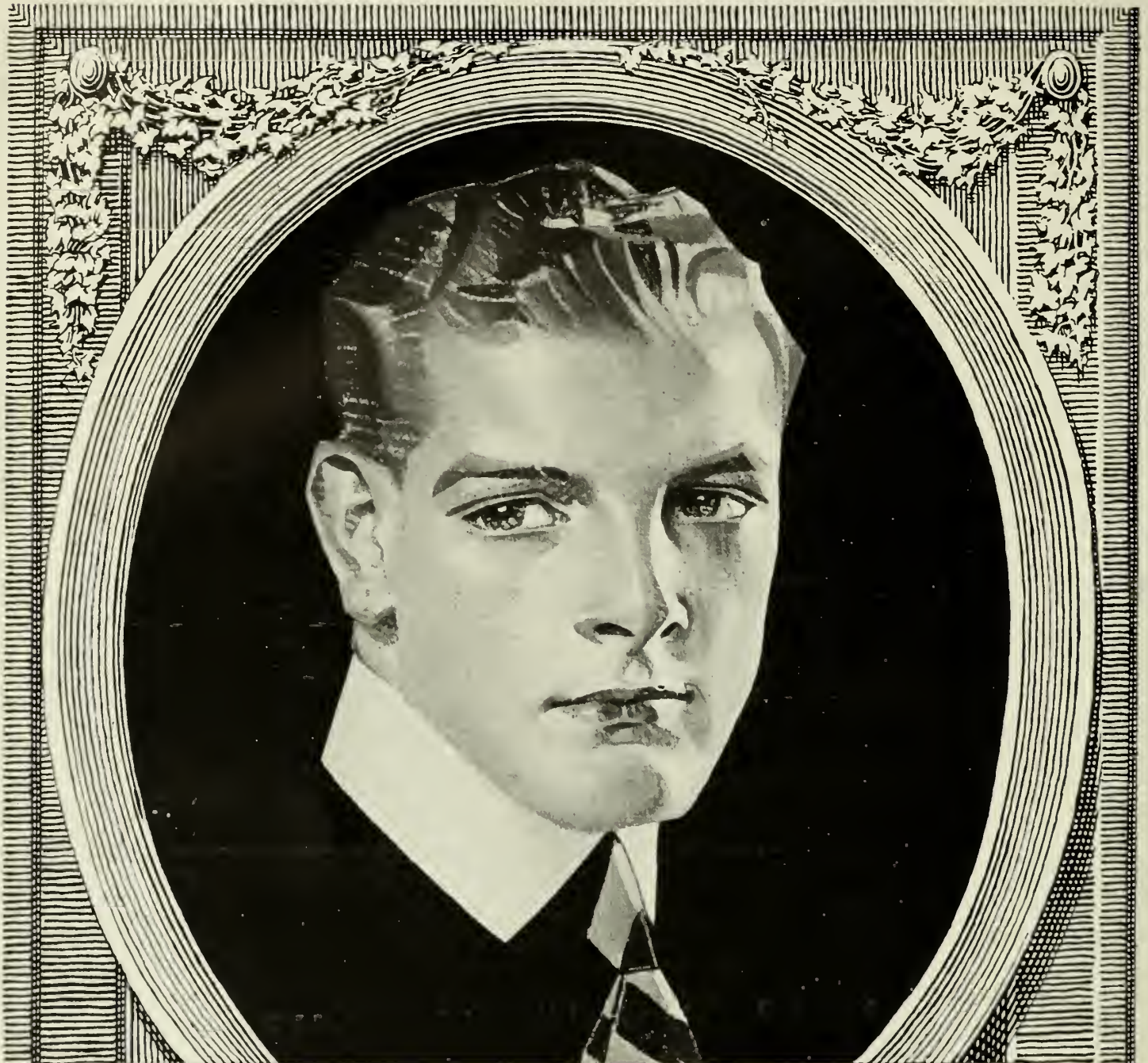
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628





# Men's Wear Review

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

VOL. VIII.

TORONTO, APRIL, 1918

NO. 4

## WILL GOVERNMENT PERSIST IN ISSUING "HAND-ME-DOWNS" TO RETURNED MEN?

SINCE MEN'S WEAR REVIEW, in the March issue, outlined the proposal of the Department of Militia to issue civilian outfits of clothing to discharged men a veritable storm of indignation has arisen. At this writing, though, it is impossible to state what the Government will do.

MEN'S WEAR REVIEW, when, through one of its editors, taking up the matter with the Department of Militia and Defence was treated rather cavalierly.

### A BLUNT STATEMENT

"We don't particularly care what the men's wear trade thinks of this matter," stated the Department.

"No," replied MEN'S WEAR REVIEW, "but after all it is the people's money which it is proposed to spend, and we are in a position to bring evidence to show that the movement is considered, by those best qualified to speak, to be distinctly against the interests not only of the retail men's wear trade, but against the interests of Canada as a whole, against the interests of the great majority of clothing manufacturers, most of all against the interests of the returned soldiers who deserve so much.

"We are in position to state that the returned soldiers do not want this issue of civilian clothing—regard the proposed issue rather as an insult.

"We are in position to state the men of long experience in the clothing business believe such an issue of clothing would mean not only a waste of money but of wool."

### AND THE AUTHORITIES SAID—NOTHING

To this presentation there was no reply, and to the protest sent by MEN'S WEAR REVIEW on behalf of the men's wear trade the Department of Militia and Defence has as yet made no reply.

But, while the Government has said nothing which may be taken to show that the proposed issue will be abandoned, there is reason to believe that the Government can not fail to recognize the presentations made against the proposal.

### WHAT HAS BEEN DONE

Briefly stated action has been taken as follows:

The Retail Merchants' Association has interviewed the authorities, urging the injustice of such an issue of civilian clothing.

Many men's wear merchants have taken up the matter with their local members of Parliament.

The Dominion Secretary-treasurer of the Great War Veterans' Association has been in conference with the Minister of Militia—has opposed the issue, and has given his opinion—as related fully elsewhere in this issue—that the Government's proposal will not be carried through.

### ALTERNATIVE PROPOSAL

In the interests of all an alternative proposition has been put before the Government, which, put in a few words, is that instead of a suit of clothes, an overcoat and a cap the Government give each man the sum of money which such an outfit would cost—that the returned man be given this money to spend on his civilian outfit in any way, and in any place he wishes.

### ANOTHER PROPOSAL

A variation of this proposal—advanced by the border cities branch of the Retail Merchants' Association—is that the Government give each returned man an order for clothing to be honored by any merchant in the district from which the soldier enlisted.

### WHO WOULD GET CONTRACTS

There is, of course, a good deal of rumor as to who would get the contract for these civilian outfits should the Government go ahead with the project in face of such strong opposition. Two names

are generally mentioned—one of an Easterner, the other of a large store. There is no proof that these firms are after the contracts—which would of course be valuable. There is, however, a general feeling among manufacturers that no matter how the contracts were given—even if they were split up among a large number of manufacturers—great harm would be done to the clothing industry as a whole. Manufacturers realize that their prosperity is bound up with the success of the retailer, and consequently, for hard headed business reasons, resent any action which will harm the retailer.

Moreover, no one realizes better than the clothing manufacturers the brave fight which the retail clothing man has made—so uncomplainingly—during these trying years.

#### FORTY OR FIFTY DOLLAR OUTFITS

The Government's idea, as more information regarding it has come to hand, is somewhat larger than was at first thought. The issue would not be of such terribly cheap suits and overcoats as was at first thought. From MEN'S WEAR REVIEW's Ottawa correspondent the word is received that the idea is to give outfits which would retail at from \$40.00 to \$50.00; that, moreover, they would not be of one material, but that the discharged man would have a certain choice.

#### TROUBLE NOT OVERCOME

Yet this does not do away with the probability of injustice to the soldier, and of financial loss. It is hard enough, sometimes, to fit a man from a well assorted stock, when the fitting is in the hands of experts—how could a Government issue result in satisfaction? Men of the same chest measurement do not take the same suit—a man may be a 38 and be six feet tall, or he may be five foot six.

Moreover, Bill Smith, who left the forge to fight so gallantly for democracy will want one kind of civilian suit, and Tom Jones, the young law student, who fought equally gallantly side by side with Smith, will want an entirely different outfit. The uniform of the trenches suited both men, a uniform for civilian life will not.

#### WHAT WILL HAPPEN?

So, if the Department of Militia and Defence goes ahead with its plan what will happen? Well probably exactly what did happen when the Government was formerly issuing what the returned men scoffingly call "hand-me-downs." Some will actually throw these suits away—others will sell them to second-hand dealers for what they will bring. That such things would result will doubtless be told to the Government—as it was told MEN'S WEAR REVIEW—if the Government gets the veterans' opinion. Indeed this has probably already been brought out.

#### NEED FOR PRESSURE

The alternative proposed to the Government is so sane that it would seem it must be adopted. Yet for ways that are deep the heathen Chinese is not alone peculiar. It behooves clothiers generally to take no chances, but to do everything possible to bring pressure on the Government, through local members of Parliament, through the R.M.A., through personal letter.

Everyone appreciates what the returned men deserve. To get back into civilian life is going to be hard enough for them—the habits of civilian life broken, nerves often unfortunately broken, too. The returned man deserves the squarest kind of a square deal, and as regards his civilian outfit he'll get it if given the money for an outfit, or an order which is the equivalent of money. It would then be for each soldier to decide if the money is sufficient to enable his securing what he needs—if not he has the right to supplement the dressing allowance as his taste and financial resources allow.

## GREAT WAR VETERANS OPPOSED: DON'T WANT GOVERNMENT CLOTHING "HAND OUT"

Dominion Secretary-Treasurer Gives the Veteran's Point of View — He Doesn't Pretend to Know Clothing Values, but Feels Minister of Militia and Staff Share This Ignorance With Him

**T**HE Great War Veteran's Association is in accord with the position taken by MEN'S WEAR REVIEW, in so far as the government proposal to supply civilian outfits to returned men is concerned. Nothing in the nature of a "hand-out," as the soldiers call it, is wanted. What is wanted evidently is just a square deal. But the exact viewpoint is set forth in a letter just received from the Dominion Secretary-Treasurer of the Great War Veterans' Association:

The Editor, Men's Wear Review,  
143-153 University Ave.,  
Toronto, Ont.

Dear Sir:—

Our Toronto branch has forwarded to me a copy of your publication containing a protest against the Militia Department issuing civilian clothing to discharged soldiers.

Let me say that this matter has already had the attention of this office in the interest of the returned soldiers

themselves. I can assure you that the military authorities will find us opposed to any such proposal. I had a rather lengthy conference with the Minister of Militia along this line just recently, and as a result I feel very certain that no such course will be adopted. The soldier has no desire for charity, and has just as much right to choose for himself the clothing that he wears as any other civilian who stays at home. This idea of "hand-outs" may be very convenient, and is one to which the Government usu-



ally lends itself. I may say that I have seen the suit that it was proposed to issue. I do not know much about cloth; but I am persuaded that neither does the Minister of Militia or his staff. At any rate, I don't think that the retail clothing merchants need worry any further, but I was right glad to note your observation on the matter.

In clothing, let me draw your attention to the practice of some clothing merchants. Let me assure you that the returned soldier desires nothing for which he will not return service. However, when one first comes home, after a long absence, it is hard to get a foothold again. Those of us who have experienced it know just what it means. A returned soldier cannot go out and look for work without a proper front. I don't know just what the profit on clothing is, but there are merchants who offer cloth-

ing to returned soldiers at ten per cent. reduction. The difficulty is that duplicity has often been practised, and the returned soldier who supposes that he is getting something at a more reasonable rate really has a cheap shoddy article in the end. I do not think it is fair for merchants to take advantage of returned soldiers. There is no doubt about it that they, in common with others, owe the returned soldier more than they can repay, and it would not hurt them very much to give the man a little boost on his way by affording him the opportunity to secure clothing at a price which he can afford to pay.

I beg to remain,  
Yours truly,  
N. F. R. Knight  
Dominion Secretary Treasurer.

## DEPARTMENT LEARNS MERCHANTS' VIEWPOINT

Letter From "Men's Wear Review" Puts Position of the Trade  
Before the Ottawa Authorities—No Answer Received

February 27, 1918

Department of Militia and Defence,  
Ottawa, Ont.

Gentlemen:

In reply to your letter of February 22, in which you state "It is expected that in the near future we will be in a position to issue to them—the returned soldiers—a complete outfit of first-class clothing, including an overcoat and a cap," we would like to urge that such action would not be in the interest of the returned men, of the country, and that it would be a severe blow upon the men's wear trade of Canada which of course has already suffered very materially by reason of so many men going to the war.

Our information is that when the Department of Militia and Defence was handing to each discharged man an outfit of clothes that in many cases these outfits were promptly sold to some secondhand clothing dealer. Why these sales would take place is obvious. It would be almost impossible to supply a suit of clothes for each man which would fit—certainly quite impossible to supply a suit of clothes which would suit his taste in style and fabric. Civilian clothing in this regard of course is different from the military uniform.

If the civilian suits which would be issued by the Government would again be treated as they were there would of course be a great waste of money through the purchase of these suits—there would, moreover, be a great waste in woollens which would perhaps be even a more serious thing at the present time.

Would not much the better course be to give to each discharged soldier the amount of money which this civilian outfit you have in contemplation would cost? With this money the returned man would be able to secure what actually suited

him, supplementing the amount if he so desired from other funds which he would have.

Under this arrangement the purchases of clothing by the returned men would be largely made from merchants whom they knew from whom they were accustomed to getting satisfaction in the past. We know that many of these merchants are giving a large discount to returned men so that these would certainly get the utmost in value—the merchants moreover would get what we feel they are entitled to, an opportunity to serve the returned men so that they will have their business through the years which are to come.

MEN'S WEAR REVIEW has gone into this matter to some extent already and feels certain that the merchants of the country will feel any action to supply the returned men with outfits of civilian clothing would be wasteful and discriminatory. We believe the Retail Merchants' Association are taking this matter up. We feel that any representations which may come from these sources should receive the most careful consideration. We feel that such a step as your letter indicates is contemplated would work considerable hardships and great waste. We feel the plan might well be given up. We have amassed information on the subject—including opinions from many returned men, opinions which we believe are going to be crystallized by some resolution from the Great War Veterans' Association, and we would be glad to submit any evidence to you if it would be of value.

Would appreciate being kept advised of what is being done in regard to this matter.

Yours very truly,  
MEN'S WEAR REVIEW

### BRITISH UNIFORMS

It is reported that a million dollars' worth of British-made uniforms have arrived in Paris and have been distributed to the United States forces over there. The men of one New York regiment and other American soldiers at the front have been wearing these uniforms which are suitable for the cold, wet climate.

The officers are many of them wearing short, warm overcoats of British make and are glad to get them. They also wear the French style caps.

Thousands of bales of cloth consigned from New York for the Russian army have been intercepted on the other side of the Atlantic and will be made up in Britain for the American troops.

This information, which arrives from a fairly authentic source, would seem to bear out the report that the United States forces will be clothed from British sources once they are on the other side of the water.

This, of course, will mean a still further drain on the British woolen industry and still further increase the already serious cloth situation.

### SNAP SHOTS BY FRANK FAR- RINGTON

IT is not salesmanship to inject gossip and comedy into the selling talk with the customer. Save the jokes until the sale is made, or get them out of the way before you begin.

What is going to bring in new customers to take the place of those who die, move away, get dissatisfied, unless you get them by advertising?

You may agree with a customer in a very plain spoken fashion, but when it comes to disagreeing, dip deep into courtesy.

Advertising, good advertising, is telling people of a thing you sell and telling them in such a way that they will want to buy it.

The way to make your advertising effective is to write it and rewrite it and make each sentence say just exactly what you want it to say in just the best words available.

If you are in business to stay, begin now to please the people who are going to be your customers ten years from now, the children of the community.

Be careful about the use of the superlative in describing your goods. Everything cannot be the best, the greatest value, the most satisfactory, the grandest and the finest. People don't care so much about the best as long as it is good enough.

Get acquainted with your business neighbors even if they are in the same line of business as yourself.

Make your own personal figure prominent in your business. The trade you get through your personality is trade that sticks by you.

Don't waste time telling people stories about how much goods you sell. That isn't what they want to know about your stock.



# SUCCESS WON BY SATISFYING CUSTOMERS

New Store of Stiles and Humphries, of Winnipeg, One of the Finest Men's Wear Stores in Canada—Several Novel Features Introduced—Much Attention Given to Display, Both Window and Interior

**A**FTER fourteen years' successful business on Portage Avenue, Winnipeg, Stiles & Humphries, men's wear dealers, have extended their business by occupying the large store at the corner of Portage and Notre Dame Avenues. This building having a frontage of 140 feet, with depth of from 40 to 50 feet has been fitted with the latest furnishings and appointments and ranks as one of the most modern men's wear stores in the country.

The old store further up Portage Avenue will be maintained and the idea is to devote same to exclusive high class business while the new store will aim to catch the great bulk of the men's wear trade of the cosmopolitan city of Winnipeg.

## Spacious Window Display

The great frontage, being as already mentioned 140 feet, gives splendid scope for window display, there being altogether nine windows. An original idea used in each of these is an imitation of the old style street lamp post bearing on the sign board, the names of "Quality Ave." and "Stile Street."

As the value of a location such as this depends largely upon the effectiveness of the window display neither time nor reasonable expense is spared upon these. The principal window is the angle window at the corner of Notre Dame and Portage. This is devoted almost exclusively to clothing as this line constitutes a large proportion of the sales. The fact that the clothing sales have been greatly increased is considered by Stiles and Humphries to be largely due to the effectiveness of this window. All windows are regularly dressed twice every week so that the habitual passer-by always has something fresh to catch his eye.

## Appointments Complete in Detail

There are two entrances to the store, one from either avenue, and the first impression upon passing through either of them is the spaciousness of the interior. As details become more apparent the richness and completeness of the appointments impress themselves upon the onlooker.

## Interior Octagonal in Shape

The store inside is somewhat roughly in the shape of a circle or perhaps it would be more correct to say an octagon. One side of this octagon is devoted to shirts, another to hats, another to collars and several to clothing.

This latter line, which as mentioned before is strongly featured by this firm, is kept in special wardrobes, the main features of which are the two station-

ary racks in the rear and the four swinging arms in front of each, two on each side, one above the other, each arm being about five feet in length. This arrangement permits of a splendid display of the goods because these arms can be swung out into the store, permitting of easy access to the rear racks, and the customer is so placed that practically all suits in the cabinet are in easy view.

In connection with this department, the firm maintains a special staff of tailors who make all necessary alterations to clothes. Stiles and Humphries insist that no suit may go out until an exact fit for the customer is secured as they are desirous of giving absolute satisfaction that will build up a permanent, satisfied, clientele.

## A Unique Collar Case

One of the many new features of the store is the collar case, which was designed by Stiles and Humphries themselves and is a marked departure from the standard case seen in nearly every store. It is, **MEN'S WEAR REVIEW** believes, the only one of its style in Canada, up to the present time.

The chief characteristic of this collar case is its accessibility. Lying low, with a slant of about 30 degrees, it is a temptation to look into it and select the collar wanted. There is no stretching or craning of the neck, no bending of the

body necessary. Fairly before the customers' eyes all the different styles can be inspected with ease. Stiles and Humphries claim that this case has vastly increased their collar sales.

## Cut Flowers Freely Used

This collar case forms one side of an enclosure in the centre of which there is a display case featuring shirts and neckwear. In this fixture the larger part of the collar stock is also accommodated. On the top of the case is a basket which is kept filled with fresh cut flowers. This is rather a novel idea for a men's wear store and is carried out throughout all the departments.

## High Grade Neckwear Featured

Another line that is given special attention is neckwear. Numerous tie racks are scattered around the store carrying splendid assortments with prices clearly displayed. Stiles and Humphries have developed a trade for high class neckwear, made from good silks, in extra large shapes and their range includes numbers retailing as high as \$3 each.

## This Firm Believes in Display

Throughout the store it is noticeable that attention is given to the display of all articles that are for sale. Tables scattered through the store contain in-

(Continued on page 38.)



One view of the interior of Stiles & Humphries newly opened store on Portage Avenue, Winnipeg. The arrow marks the unique collar case designed by the members of this firm. Note also spaciousness of interior and use of cut flowers for display. Neckwear is fully displayed in every convenient situation.





### Emphasizing Some Novel Features

*In this view the octagonal shape of the store is quite noticeable. Other noteworthy features are the use of cut flowers, novel lighting methods, number of display cases placed wherever room is available, prominent place given to neckwear in which a high-class trade is done, and the general dressed-up appearance given by the quality of fixtures used.*



**SUCCESS WON BY SATISFYING CUSTOMERS**

(Continued from page 36.)

dividual displays, it may be of sweaters, it may be of underwear or any other of the many men's wear lines. The whole plan of the store fairly shouts the well known adage "Goods well displayed are more than half sold."

**Trade Built from Satisfied Customers**

When asked to express an opinion as to the principles back of their evident success, Stiles and Humphries stated that it was due only to the fact that they first of all study their customers' requirements, and if they have not the goods the customer wants in stock, rather than make a dissatisfied customer by filling his order with something not particularly suited to his purpose they prefer not to sell at all. Every effort of course is made to prevent such a contingency arising as it is aimed to have the stock complete in every detail. "Give your customers *quality, fit and style*, accompanied by service and careful buying and you cannot help but make a success of a men's furnishing store." This sentence from the mouth of one of the members of this firm clearly demonstrates the foundations upon which their business is built.

S. H. Yanover, men's furnishings, Belleville, Ont., suffered fire loss.



*This view gives some idea of the imposing appearance of the new store of Stiles & Humphries as it appears from the street. Inside the windows can be seen the old fashioned lamp posts referred to in the article.*

**BUY XMAS HANDKERCHIEFS NOW**

Shortage in all Lines of Handkerchiefs—Linens Practically off the Market—Prices Continually Advancing—Renewed Demand For Silks

**N**EXT to neckties and scarfs what is one of the biggest lines in the men's wear store during the Christmas week? Why, handkerchiefs, of course, cotton, linen or silk; in fancy boxes and by the dozen. It would be, therefore, a serious matter if there were no handkerchiefs to sell when the selling season arrived.

**Shortage in Sight**

While possibly there may always be a few handkerchiefs of some kind or other obtainable, a very serious shortage is developing in these and is becoming more pronounced every day. As an evidence of this it is only necessary to remind the retailer as to how few of the jobbers are looking for Christmas handkerchief business. Under normal conditions, during the early days of January, every men's wear jobber, every dry goods jobber, and every specialty house dealing in this line, was scouring the country, placing business for the still far-distant Christmas season. This year the number that have gone out seeking business has been confined to one or two specialty houses. These report a tremendous demand on the part of the retailer and are already fairly well booked up and will soon be withdrawing all or most of their lines.

Others, again, will accept no handker-

chief orders for later than May delivery, and still others are selling from hand to mouth.

**Why a Hankderchief Shortage?**

Well, we are getting used to reported shortages, but why a handkerchief shortage? It commenced, first of all, in the shortage of linen lawns for linen handkerchiefs. It is not necessary to dilate here on the linen situation. That is too well known. Suffice it to say that the most serious feature of the acute linen shortage is in fine handkerchief lawns. Looms that have been working upon this class of material have been particularly easy to adapt to work on aeroplane cloth. In consequence they were commandeered by the British Government even before the machines working upon damasks and similar goods. In addition to this shortage in linen goods it must be remembered that our fine cotton handkerchiefs were largely of British importation. Government requirements and shipping difficulties have also had their influence here and the supply has been greatly diminished.

**Prices Continually Advancing**

And thus it is that wholesalers have found stocks very hard to accumulate, and have also found that they were compelled to pay continually higher prices.

With the strong position of raw cotton, selling as it is around the 34c figure for middlings, with the finer grades suitable for handkerchief lawns away above this mark, it is evident that still higher prices are in sight.

**Buy Christmas Supplies Now**

It would seem advisable therefore for retailers to look around now and pick up their Christmas requirements wherever they can get hold of suitable lines. There is great danger that there will be a serious shortage and in addition there is nothing to expect in so far as prices are concerned but still higher figures.

**Revival in Silk Handkerchiefs**

Silk handkerchiefs are reported to be having a second lease of life and to be selling freely in practically all parts of the country. The shortage of fine linens probably has much to do with this revival. Fancy bordered lines are among the sellers and combinations of ties, collar and handkerchief to match are meeting with a good reception.

**ADVICE TO SALESPEOPLE**

"Do not try to sell an article unless you are firmly convinced that the customer ought to have it and that it will serve his purpose better than anything else you have in stock. When the sale is completed, say 'What next may I show you?' instead of 'Is that all?' The latter form of expression, in most instances, precludes the possibility of showing other goods. Or, without asking permission, to show something that will 'go well' with what has been purchased."



# WINDOW LIGHTS ALLOWED FOR SATURDAYS

Power Commissioner Grants That Much Relief to Retail Trade—Pressure Being Applied For Further Changes—Evident That Force of Window Display in Modern Retailing Not Understood by Promulgators of Edict

AS announced in last month's issue of MEN'S WEAR REVIEW considerable pressure has been brought to bear upon Sir Henry Drayton, Commissioner of Power, to modify to some degree at any rate the recent order eliminating all lights from show windows. While all classes of merchants have undoubtedly suffered more or less, it is probable that men's wear retailers have been the biggest sufferers, as it is no secret that men are better window shoppers than women are, and many stores in larger centres depend very largely on the drawing powers of their windows for their business.

To such the edict forbidding the illumination of all windows has been a serious matter and has seriously cut into possible business, particularly when it has been found impossible to install gas or other outside illumination.

One of the most noticeable results reported to MEN'S WEAR REVIEW was the effect on Saturday night to business and in this regard it is encouraging to note that the representations of the Retail Merchants' Association have been successful in having the order rescinded in so far as this one evening a week is concerned. While this is a move in the right direction it is not felt to be enough, and further efforts will be made to have the order revoked entirely unless it can be clearly shown that the move is necessary to speed up production of any essentials.

MEN'S WEAR REVIEW called on a number of Toronto retailers and talked the matter over with them. It is noticeable that stores which are so located as to depend for a large part of their business on the passing crowd feel this measure more than the stores that have, so to speak, a neighborhood trade, but all are feeling it more or less.

Frank Stollery, corner of Bloor and Yonge, states that the elimination of window lights has undoubtedly hurt his evening business to quite a considerable extent. This was more particularly noticeable on Saturday evenings than at any other time, and in consequence he is pleased that the restriction has been withdrawn for this one evening. He, however, feels that there are other ways that power could be conserved if same is really necessary, and mentions that in so far as he is concerned he would prefer to cut down his interior lighting 50 per cent. and retain his window lights. He believes that his business would have been still further restricted only that he was lucky enough to install six large gas lamps on the outside of his building just a short time before the order came into effect. In consequence his windows have not been in darkness but they have not had the drawing power that they would have if the proper window lights had been in use.

N. L. Birrell, Bloor west, is another who has had gas as well as electric light

and in consequence has not felt the edict to the extent that he otherwise would have done. He, however, feels that it is essential to the welfare of any men's wear business to have window displays properly lighted, and that any who are so fixed that the carrying out of the order means total darkness in the show windows must be suffering a real hardship.

James Easson and W. H. Patterson, both of Bloor west, claim that they have not noticed so much ill effect as might have been expected. They are, however, glad to see the lights back for Saturday nights, and feel that they have undoubtedly lost some business from poorly lighted windows. Both of these dealers, however, have a fairly steady neighborhood trade that will come to them for their wants regardless of the windows, and are not consequently as dependent on catch trade as stores nearer the big arteries of the city who pay big rents because they are so placed, and who pay these big rents simply because they are able to display their wares by means of their windows before a great concourse of people.

## Harmful Effects to All

Altogether it is evident that this restriction has worked some harm to every men's wear dealer, in varying degrees according to the locality and other conditions, and if it is not necessary or if the results achieved could be secured in some way that would not work an injury upon the great class of the retailers of the country, immediate and continual pressure should be used until the restrictions are withdrawn for the other five nights of the week.

## Willing to Suffer if Necessary

As MEN'S WEAR REVIEW stated last month men's wear dealers are one with the Government in their desire to do everything that will assist in any way to win the war, and if this move will advance the cause to the extent of one man or one day's time they are perfectly willing to suffer any loss that may materialize, but what the most of them cannot understand is why some other method of saving power could not be schemed out that would not have the same ill effects. It is evident by the very wording of the edict that the parties responsible for same did not realize the importance of display in modern merchandising methods. To these men it seemed that the light so used was light so wasted, and if this was their belief it is easy to understand that a feeling should arise that the waste should be stopped.

Proper representations are being made to Sir Henry Drayton and his associates so that the matter may be shown in its true light, and it is hoped that the order will be withdrawn entirely in the very near future.

Apart from the loss of business, Mr. Stollery, the men's wear dealer already referred to, states that he believes that any measure that will have the effect of increasing the natural gloom and despondency of so many people at the present time should be avoided, and darkened, gloomy streets can not fail to have this effect upon the average individual.

As stated in last month's issue of MEN'S WEAR REVIEW the Retail Merchants' Association still have this matter in hand. The lines upon which they are working are reduction of interior lighting, if same is necessary, with the permission to use one 60-watt lamp in each window. There would seem to be no reason why such moderate requests should not be granted.

## CANADA ATTRACTS SOLDIERS Many Veterans of the European Conflict Will Cross the Seas to Share in Development of the Dominion After the War

"There will be many time-expired men from my regiment who will want to come to Canada when the war is over" writes Major D. Hector Pearson of The MacLean Publishing Company's staff, who is now a prisoner of war in Turkey. Major Pearson's words bear out the belief which gains strength from many similar indications from every camp and fighting front that after the war the hardy men who have held the lines against the Hun will still want to be in the forefront of the economic battle called 'after-war trade.' Canada's place in that fight, as in this, is over the top every time, and the attractions of the Dominion for the soldier-spirit are immense. Immigration will certainly result.

## SELLING BY AUCTION

The Colonial Shirt Co. of Kitchener are discontinuing business. Their stock is being disposed of by auction. Difficulties in securing materials are responsible for the decision to shut down, it is claimed.

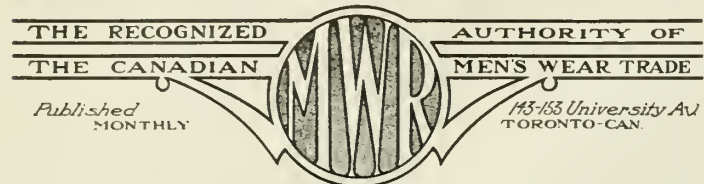
Empty shelves offer no attractions to a shopper, and more than that they make a store look as if business is poor.

If you have not made any improvements in your store or in your methods during the past year, there is something wrong with your ambition.

The man who gets the raise in salary is the man who is always on time, and he gets the raise not so much for being on time as for being the kind of a clerk the fellow always is who makes it his business to be on time.



# MEN'S WEAR REVIEW



VOL. 8.

APRIL, 1918

No. 4

## CLOTHING RETURNED MEN

THE announcement from Ottawa that 20,000 men will be returned from England and France during the early Spring months who are unfit for further military duties will be welcome news to the men's wear dealers of this country as it will mean that the number of men that have so far been called up by the Military Service Act will be very nearly replaced by these men returning to civilian life. It also goes to bear out what MEN'S WEAR REVIEW has maintained all along that from now on the number of returning men will equal the number going out of the country and in consequence the trade has already passed through its worst period in so far as it will be affected from the workings of conscription.

It also emphasizes the necessity of stamping out NOW the attempt to have the outfitting of these men taken from the regular channels and put into the hands of some contractor. The men's wear dealers of Canada are staunchly behind the government of their country to help in every possible way to win the war but why they should be deprived of their fair share of the possible business that will arise from this source, when of all trades they have been the biggest sufferers since war was declared, they cannot understand, particularly when the returned men themselves go on record as being opposed to any action of the government towards issuing standard clothing that will in all likelihood but be thrown away as undesirable by the man to whom it is issued as soon as he can get himself an outfit that he has picked to suit his own individual taste.

## DAYLIGHT SAVING THIS YEAR

AT the time of going to press a Daylight Saving Bill is in the act of passing the legislative bodies at Washington and a similar bill is to be introduced in the Canadian House at once. We have sounded out a number of men's wear retailers on this matter and find an unusual unanimity in favor of giving same a country-wide try-out. While some doubt is expressed whether the change will effect any noticeable increase in production it is certain that it is bound to add many hours of daylight for healthful outdoor recreation. Possibly no man needs this more than the retailer stuck behind the counter for

long hours in stores, often but poorly lighted and ventilated.

One thing, however, should be insisted upon: Proper notice should be given of this legislation and time should be given to have the general public thoroughly posted and educated before the change becomes effective. This applies particularly to country districts where the people coming in from the farm after a hard day's work will not be pleased to find the stores shut an hour earlier than they had figured on. Business is often lost in this way that will never be regained, as was noticeable in the case of the heatless days of a month or more ago. If the powers that be could only get a proper grasp of the necessity of educating the public to the change before springing same upon them in order that the move may be favorably received, but little trouble should be anticipated.

## THE INCOME TAX

BY the time this issue of MEN'S WEAR REVIEW reaches the hands of many of our readers the time allowed for sending in statements regarding taxable income will be nearly, if not quite, up. If same has not been attended to no time should be lost as the penalty for neglecting this duty is a heavy fine. All whose incomes are taxable, and this means all single men with incomes over \$1,500 and married men whose incomes go above \$3,000, must comply with this regulation. Different forms are provided for individuals and for limited companies. There are also papers for you who are employers if there is anyone in your employ whose salary is sufficiently large to come under the working of this act.

When figuring incomes, business men should remember that living expenses have to be considered as part of the income and those who have not in the past kept track of these will have to estimate same to the best of their ability.

WILL it be in the interests of true economy or tend towards the preservation of the world's wool supply to have outfits given to discharged men not of their own choosing and which will be merely thrown away as soon as new clothes are procurable?

\* \* \*

MEN who have been in uniform for months or even years wish to choose their own clothing when they are once more free agents. The right to buy what they please, as they please, when they please and where they please should be included with the withdrawal of military discipline.

\* \* \*

AND now the government proposes to bring in one thousand Ford tractors, duty free. The farmers, apparently, are to have two chances to run a flivver.



# INCOME FORMS MUST BE FILLED AT ONCE

Government Requires all to be in by March 31 — How Same Will Affect the Men's Wear Dealer—Right to Make Proper Allowance for Depreciation — Necessity of Knowing Personal Withdrawals

"On January 31, 1918, our stock at invoice price was \$20,000. Realizing that actual value of same was considerably more owing to the increase in price over when it was bought, we estimated the increased value at 20 per cent., or \$4,000, debiting merchandise and crediting suspense account with this amount. This \$4,000 did not go into our profit and loss account but will be carried forward throughout the year in the suspense account. Can the government collect income tax on this amount from the individual partners of this business?"

**T**HIS extract from a letter received during the week raises the whole question of the income tax and its application to the members of the men's wear trade. Upon what basis should the income tax be made to apply to retailers, and particularly to retailers of men's wearing apparel?

Taking up our correspondent's letter, first of all we cannot quite see the advantage of the suspense account that he refers to. The only apparent advantage is from the viewpoint of insurance. An idea to properly estimate replacement value of his stock and so have same covered with sufficient insurance so that total loss would not be ruinous is good business, and if that was in the writer's mind when opening this suspense account it can be thoroughly commended. The danger, however, back of this is that of the merchant deceiving himself as to his year's profits. Even though, as he states this amount was not entered to the credit of profit and loss yet there is no doubt that in the minds of the partners of the business this was reckoned as a profit earned. As a matter of fact was it? **MEN'S WEAR REVIEW** has touched upon this matter in previous issues but will briefly refer to same here. It might be added that the ideas expressed are not merely the personal ideas of the editor but the opinions of the majority of the best retail experts in this country and the United States.

## Profits Should be Reckoned in Cash

Should this \$4,000 be really reckoned as profit? In the opinions of all the men spoken to regarding same it should not be. Profits, in plain English, represent dollars and cents that can be withdrawn from the business or that will remain to the owner after the disposal of the assets of the business in the form of dollars and cents. Anything less than this is after all not a profit.

The stock of this dealer was undoubtedly worth the extra money. An increase of 20 per cent. upon a stock bought a year ago if the same was well bought and well assorted would not more than represent, if indeed it would fully represent, the cost of the stock if same had to be bought at present figures.

This business is thus in an excellent position to make money this year, but the extra profit of \$4,000 will only be earned after the goods have been sold, and the accounts, if any, collected. Then again, does this dealer intend to take full advantage of this increased price when selling his goods? Will he add the extra 20 per cent. on to his selling price? If he does not he will not be earning this extra \$4,000 no matter how much more valuable his stock may be. He would thus be reckoning at the beginning of a year on a profit that he would not realize.

The idea back of these remarks is simply this. A stock is worth only what

you can realize from same. If for instance some unforeseen reason values should take a sudden drop, would this extra \$4,000 be realizable? If the proprietor decided to dispose of his business would this amount be secured at the sale? It is nice indeed to look at a good paper profit and feel that there is a nice surplus in the business but, after all, let no man deceive himself; let the basis of figuring profits be along the lines of possible realization value.

And now with reference to the application of this to filling in required forms regarding incomes. As the majority will no doubt have noticed it is being announced in the daily press that all these

DESCRIPTION OF INCOME.	
GROSS INCOME DERIVED FROM—	
1. Salaries and wages .....	\$1,500
2. Professions and vocations .....	None
3. Commissions .....	None
4. Business, trade, commerce or sales or dealings in property, whether real or personal .....	4,000
5. Farming (Horticulture, dairying or other branches).....	None
6. Rents .....	None
7. Dividends (A) <i>Canadian Corporations—</i> <i>Standard Transportation Company, Ltd.</i> .....	25
8. Interest on notes, mortgages, bank deposits and securities other than reported in item 7— <i>Interest on Mortgages</i> .....	72
<i>Bank interest</i> .....	21
9. Fiduciaries, (Income received from guardians, trustees, executors, administrators, agents, receivers or persons acting in a fiduciary capacity .....	None
10. Royalties from mines, oil and gas wells, patents, franchises and other legalized privileges .....	None
11. Interest from Dominion of Canada bonds, issued exempt from Income Tax, \$3,000.....	150
12. Other sources not enumerated above.....	.....
13. Total income .....	\$5,768
EXEMPTIONS AND DEDUCTIONS.	
AMOUNT CLAIMED FOR—	
14. Depreciation..... <i>On Merchandise</i> .....	750
<i>On Equipment and Store Fixtures</i> .....	200
15. Bad debts, actually charged off within the year.....	40
16. Allowance for exhaustion of mines and wells.....	None
17. Contributions actually paid to the Patriotic and Canadian Red Cross Funds and other approved war funds..... <i>Patriotic and Canadian Red Cross</i> .....	250
18. Interest paid on moneys borrowed and used in the business....	None
19. Federal, Provincial and Municipal taxes on property used in the business— <i>General Municipal Taxes</i> .....	180
20. Interest from Dominion of Canada Bonds, issued exempt from Income Tax .....	150
21. Other claims for deductions must be specified in detail—	.....
22. Total exemptions and deductions .....	\$1,570
23. Amount paid under Business Profits War Tax Act, 1916, which accrued in the 1917 accounting period.... <i>Year ending December 31, 1917—None.</i>	.....

I hereby certify that the foregoing return contains a true and complete statement of all income received by me during the year for which the return is made.

Date.....15th March, 1918.

Signature.....*John Brown.*

*This will be a guide to the way form should be filled in. In this instance net profits of the business are given. If desired gross profits could be shown and amount set against it on other page for total operating expenses. It will also be noticed that \$1,500 is set down as proprietor's salary. Where correct records are not available the amount should be reckoned as nearly as possible and the word approximate entered in brackets.*



forms must be secured from the nearest postoffice and filled out not later than March 31. Those who have not attended to this should thus give the matter their immediate attention.

While it has not been possible to get a definite ruling from Ottawa in regard to several points of this act it is worthy of notice here that MEN'S WEAR REVIEW was informed a year ago when the matter of the excess profits act was under consideration that the basis of profits should be actual cost of goods and that enhanced values need not be taken into consideration. This would seem to answer our correspondent's question as it is only reasonable to suppose that the same ruling will apply to the new act.

#### Definition of "Income"

There are, however, a few things about this act which distinguish it sharply from the War Profits' Act of a year ago. The most noteworthy difference is the definition of the word income. In the wording of the Act, a copy of which will probably be included with forms referred to or which may be obtained from Deputy Minister of Finance, income is defined as follows: "It is the actual net profit or gain or gratuity, whether ascertained and capable of being computed as wages, salary, or other fixed amount or being unascertained as being fees or emoluments, or as being profits from a trade, or a commercial, financial or other business or calling, directly or indirectly received by a person from any office or employment or from any profession or calling or from any trade, manufacture or business as the case may be and shall include the dividend, interest, or profit directly or indirectly received from any money at interest, upon security or without security, and whether such gains or profits are divided or distributed or not."

From this definition it is evident that profits, whether left in the business or withdrawn in the form of living expenses, salary or dividends are taxable.

In other words a man in business, whether by himself or in partnership with someone else has to reckon his total expenses on this basis (1) Amount withdrawn for living expenses whether paid out in salary form or otherwise; (2) Profits withdrawn from the business, whether in the form of dividends or other withdrawals; (3) Share of profits remaining in the business and not divided among partners; (4) Any other income derived from any other source than that of the business such as dividends, stocks, interest on money in banks or out at investment and so forth.

Men's wear dealers are mostly concerned with the first three sections of this interpretation. Unfortunately many retailers do not keep an accurate account of their withdrawals for living expenses. When money is wanted for any purpose too often the till is opened and the required amount withdrawn without any charge or accounting of the amount.

This matter is more fully dealt with in another article in this issue. Here it is only necessary to deal with it in its application to the income tax. As living

expenses will have to be included in the estimate of the year's income how can a man give a certified statement of what these were when he has kept no track of same and really has no accurate knowledge. This is merely another reason why a merchant should pay himself a salary the same as he does to any of his clerks and include in that salary not only cash withdrawals but also any articles taken out of stock for personal use. The result may be surprising. It may have been thought that it was costing about a thousand dollars a year to live, only to find that over twice this amount has been spent.

The other part of the income that is worthy of attention here is the undivided profits of the business. MEN'S WEAR REVIEW does not wish in any way to say anything contrary to the spirit of the act. Retailers of men's apparel are entitled to pay their share of the war's cost and are willing to do so, but it is only fair that certain allowances shall be made for depreciation on merchandise, on accounts, and on fixtures and furniture.

On the forms that each man, who comes under the provisions of this act, must fill out and send in by March 31, there is a space provided on page three for just such deductions. The men's wear dealer is entitled to make these sufficiently comprehensive so as to put his profits on a cash basis. By this we

mean that the profits of a retail business which are left in the business in the form of increased stock or fixtures should not be considered in the same light as profits withdrawn from the business in the form of cash or as the income of the large salaried man who draws his salary every week or month as the case may be. Profits of a business should be reckoned as nearly as possible upon the realizable value of the assets of the business, and the retailer is entitled to make allowance to put himself in this position. Of course, this depreciation allowance will have to be clearly shown on the form sent in to Ottawa, but large amounts are being laid aside as a reserve by all large businesses and corporations at the present time, and the retailer is entitled to do the same.

MEN'S WEAR REVIEW would add this word of caution that it will hardly be necessary to urge upon the majority of men's wear dealers. The allowance for depreciation, if not carried too far, is perfectly justifiable. It is evident from the forms that are being issued that every business man is expected to make such an allowance, but there should be no attempt at "camouflage." The actual amount deducted for this purpose should be clearly shown on the statement, and there is no doubt if same conforms to the reasonable limits advised herewith that it will be accepted in this spirit by those who may pass upon the statement.

## FIRE INSURANCE BASED ON SEASONS

Ottawa Store Regulates its Policies That Many Lapse Before the Periods of Light Stocks—New Policies Taken Out Before Heavy Seasons

**B**EFORE his new Spring stock begins to arrive the merchant should consider seriously the problem of insurance. There are many who have been content to let their insurance go along as it was before war drove prices up, and to-day when their stocks are \$60,000 where before for a larger quantity of goods the valuation was not more than \$40,000, a large number are carrying the same amount of insurance. This means a severe loss in case of fire, and not only for the extra amount due to the increased value of the goods, but the insurance companies, if the policies are on the 80 per cent. co-insurance plan, will enforce the penalty for failure to keep the insurance up to the value of the stock. This subject should be discussed by the merchant with his insurance companies before his present stocks are increased by the addition of the new Spring goods.

#### Insurance Up and Down

An Ottawa store furnishes a suggestion that is worth looking into also, a method for reducing or increasing the insurance to correspond with the amount of stock on hand at the different seasons of the year. This store has a normal

stock that exceeds \$200,000, but at some times there is \$50,000 more on hand than at the slack periods. In such a case the store would have to be over-insured at certain periods, or by holding the insurance to the low or minimum level there would be times when a fire would entail a serious loss if the destruction were anything like a complete one.

The method as described to the MEN'S WEAR REVIEW was as follows: The store has a number of policies that expire at different periods. As a rule it is heaviest for the Christmas period, and by the end of December falls from around \$230,000 or \$240,000 to about \$200,000. The insurance policies are so arranged that several expire at the first of January, and these are allowed to lapse, with the result that automatically the insurance for January is \$20,000 or \$30,000 less than it was for December. Later on when the stocks fill up again new policies are taken out for \$20,000 or \$35,000, the amount of increase, so that the addition is covered. In a similar manner different policies are taken out at various periods so as to balance up according to the heavy or light stock periods.



# SELLING HATS WHERE SPACE IS LIMITED

Men's Wear Dealer Describes His Stock-keeping Methods — Samples of Each Line Kept in Hat Case—Card in Each Gives Full Particulars of Stock—Claims Sales Are Facilitated by This Means

“**W**HAT method can you suggest to keep a hat stock when only limited display space is available?” **MEN'S WEAR REVIEW** has spent considerable time trying to get the right solution for this problem. Leading hat stores in Toronto were visited and their methods of stock-keeping discussed. Invariably it was found that the methods used, while admirably adapted for the stores in question were not such as to satisfy the average men's wear dealer with only limited space for the disposal of his hat stock. The method adopted in practically all large specialty hat shops is to keep forward a full range of all lines and all sizes in each line. The amount of wall-case space is sufficient to allow of this being done. Reserve stocks are kept in stock rooms either upstairs, in the basement, or at the rear. As sizes in a line become depleted they are filled up each morning from the reserve.

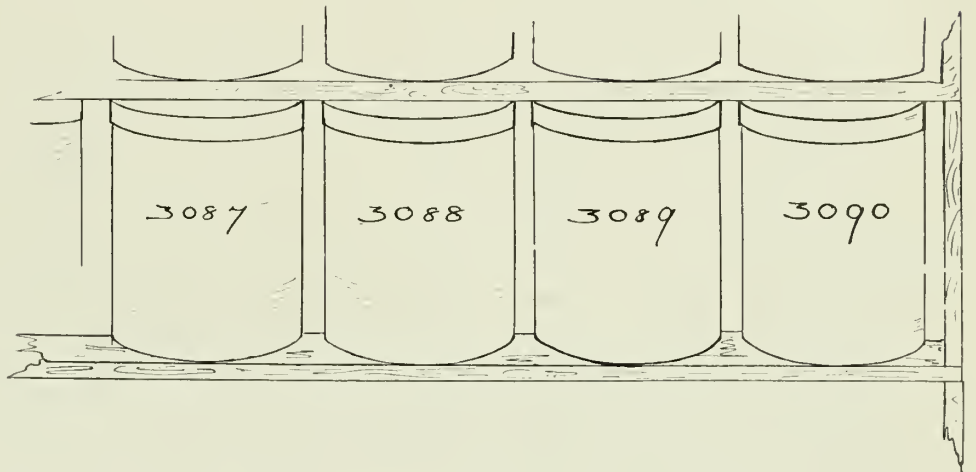
As will easily be seen the amount of display space would have to be large to allow of this being done, far larger than the average men's wear dealer can arrange to give to his hat stock.

## Method of Ontario Retailer

One Ontario retailer, who modestly desires his name withheld has, however, evolved a method of solving the difficulty

<b>Stock Number</b> <u>3086</u>				
<b>Other Colorings this Style</b> <u>3087 Brown</u> <u>3088 Blue</u> <u>3089 Cuckoo</u>				
6½	6¾	6¾	6¾	7
I	III	IIII	IIII	IIII
7½	7¾	7¾	7½	7¾
IIII	III	II	I	

Sample of stock ticket that is placed inside sweat band of each sample hat.



This gives idea how this retailer's stock appears on shelves of stock room. The large numbers make it easy to pick out line wanted.

that appealed to **MEN'S WEAR REVIEW** as essentially simple and practicable. Not that it is perfect. Perfection in anything is rare indeed. The plan, however, is bound to give some suggestions even to those who believe that they can modify or improve it to suit their own needs.

## Small Store, Good Business

The store where this system was discovered was a small one, where there was only eight feet of wall space available for the hat stock. In this has been placed the usual standard type of hat case. While the space is limited this dealer does a nice turnover in hats and carries a stock large enough and varied enough to suit the most fastidious customer. It would not be possible for him to get one-twentieth of his entire stock in the case mentioned.

## Uses Samples for Display

His solution of the problem is the use of samples on display with the balance of stock kept in regular cartons on shelving in reserve stock room, immediately behind the store proper. One hat from each number (this includes one of each color of each line) is placed in the case. Inside the sweat band of each of these "sample" hats is placed a stock card such as shown in accompanying illustration.

In this instance these were run off one thousand at a time at a job printer's at trifling cost, but if so desired they could be cut out of cardboard and the whole matter written upon them, thus saving even the trifling expense of the printing. This card contains the following information:

(1) The number of the line. This may be the number used on original invoice

or one of a series of stock numbers originated by the dealer himself. Each color of each style is given a separate number and treated in fact as a distinct line. (2) Other numbers in this style. This space is used when, as is commonly done, four or five colors are bought in one shape and style. The customer may like the shape of a certain hat he sees but desires another coloring. A glance at the card will show whether there are any other colors available, what they are and the correct stock number of each; (3) Number of each size now in stock. When each line is passed into stock there are so many 6½, so many 6¾, and so forth. The quantity of each size is marked in the designated space, each stroke denoting a hat. As a sale is made a stroke is drawn through one of the lines in the size affected. By the use of this card the clerk can tell at once whether the customer's size is in stock or not; if it is sold out on any particular style there is no use introducing that particular one to the customer's notice.

As sales are bound to be occasionally made when the clerk will forget or neglect to mark off the size on the card, it is arranged that every Friday a.m. the stock is checked against the cards and every omission of this nature is rectified. Friday morning is chosen so that the records will be absolutely correct for Saturday, the day of the week when this particular dealer estimates 75 per cent. of his hat sales are made.

This brings out an interesting fact here. While business generally is much better on Saturday than on any other day of the week it is particularly so in so far as hats are concerned. While estimating the average Saturday hat sales

(Continued on page 66)



# PROPRIETOR SHOULD PAY HIMSELF A SALARY

Few Retailers Pay Themselves an Adequate Salary—The Clumsy, Loose and Dangerous Methods of Many Retailers—The Matter of Partnerships—The Right Salary the Retailer Should Collect.

By John C. Kirkwood

**N**OT long ago I addressed a body of fifty retailers on the question of the cost of doing business. I asked for a show of hands from those who kept a record of their business costs, and about half a dozen indicated that they knew what it cost them to run their business. Then I asked for a similar indication by those who paid themselves a salary, and the same men held up their hands. Then I asked, "How many of you who pay yourselves a salary limit your living expense to the amount of this salary?" And not a single hand went up!

One could preach a forceful sermon on this theme of the retailer's neglect to pay himself an adequate salary and to limit his living expense to this salary, but this is not the time for delivering this sermon. I must content myself here and now with urging every earnest retailer to put himself, in regard to his own business, in the position of a salaried employee, and to pay himself each week or month a set sum—probably twice the amount he pays his highest salaried employee—and to live on this salary. Any other plan of remuneration is unsafe and unsound, and upsets all calculations. It takes real backbone to pay oneself a salary, and to live within its limits.

## Thieving From One's Own Business

Right here is where 90 per cent. of the men balk; more probably 97 per cent. of them: they won't do the thing they admit is right and business-like. And why, forsooth? Just because it is uncomfortable, and involves sacrifices.

The average retailer in business is a thief: he robs his own business. He takes goods and does not pay for them. Many retailers do not even make a debit entry of the goods they and their families take from their own store; and it is the rarest thing to find a retailer settling his account with cash in the same way that he requires the other employees of his business to settle for their purchases.

Also, many retailers run contra accounts with local firms, and never charge up against themselves the amounts of these contra accounts, and very rarely settle with cash charges of this nature against their own accounts.

## A Retailer Must Be Courageous

All retailers know that they should pay for such accounts, and that their own and family's living expense should be limited to the amount of salary drawn. But where will you find a retailer with the courage to run his business, as it affects his own income, in this way? He simply won't do it, just because to do so will put uncomfortable handcuffs on his wrists and shackles on his ankles, and he does not like fetters.

The average retailer very much prefers to take out of his own store what he wants from it for himself and family, and to take what cash he requires for himself and family, and let things go hang! And he does things this way because he lacks courage to run his business the right and better way. Which means that the average retailer has a yellow streak in him: his grit fails him in this particular matter. He prefers to shut his eyes just at this point, and to go it blind, hoping that he'll come out all right, by the help of God or of the Devil. But to stand up to the matter of paying himself a definite, fair and sufficient salary, and of paying in cash for his own and his family's purchases from his own store and from other stores, and to keep down the living expense of himself and family to the limits of his salary;—to stand up, I say, to this matter, and look it squarely in the face, well, where is the retailer willing to do this?

## The Retailer Can Do The Right Thing

Yet this same man, if his business were formed into a limited liability company, or if it were formed into a partnership, or if it became one in a system of chain stores with him as general manager, would have to live on a stated salary; would have to receive this salary at regular times; would have to charge against himself all purchases, and settle for them in cash. All of which means that this man, under outer compulsion, can and will do things which he will not do when the compulsion is self-imposed. It means that most of us have rather flabby wills, unequal to the performance of the commands of our conscience and convictions. It means that when right conduct is left solely to ourselves, when we can do the sneak act, we'll funk duty and become thieves.

## Letters Wanted, Please!

Where is the retailer who will write me, saying: "Consarn ye, Kirkwood, you're a sanguinary liar when you tell me I haven't the grit to pay myself a salary and live on it; that I am a sneak thief, afraid to charge the goods I take from my own store for myself and family; that I haven't the courage to pay for any purchases with cold cash; that I am afraid to pay cash for purchases made on contra accounts; that I make my employees do what I won't do myself. You're a brute and a liar, and I am going to prove it to you, to myself and to all the world"?

If any retailer is prepared to say this thing to me, I'll apologise to him publicly, if he will send me his name and address, with the message—"Kirkwood, you're a liar, and I am ready to prove it to you twelve months from date."

## Profit a Thing Apart

The salary a man should pay himself should not be confused with the net profits which every retailer should aim to obtain over and above the costs of doing business. The proprietor's salary should be regarded in the same way as the salaries or wages of employees—a charge on the business.

The amount of the salary which the proprietor should draw ought at least to be equal to his own legitimate personal requirements and those of his family, and living expenses ought to be limited to the amount of the salary. But beyond this sum collected from the business weekly or monthly—actually withdrawn from it—the retailer should aim to make a net profit—a profit over and above all expenses. The amount of this profit will have relation to turnover—and may be a percentage of the turnover or of the capital invested; or it may be put down arbitrarily—\$1,000, \$2,000, \$5,000—whatever is a reasonable sum.

## What Constitutes The Cost of Doing Business

Here again one must be careful to distinguish between net profit and interest on capital invested. Perhaps it will be made clearer if we put down, in a group way, the several classes of items which aggregated go to make up the cost of doing business.

These are:

1. Interest on capital invested (say 6 per cent. to 8 per cent.)
2. Rent (if you own the premises you occupy, charge as rent the sum another would pay if he occupied your premises instead of you).
3. Freight on incoming goods (including packing, drayage, duty).
4. Salaries (including an adequate one for yourself).
5. Fixed expense (insurance, light, fuel, taxes, water rates, telephone, etc.).
6. Interest (on borrowed money).
7. Incidentals (stationery, postage, cleaning and all miscellaneous items).
8. Delivery (including horse, wagon, stable, motor car, garage, repairs, supplies, twine, paper, etc.).
9. Advertising (including all forms of publicity endeavor).
10. Losses (including bad debts, shrinkage, spoilage, leakage, donations and subscriptions, thefts, etc.)
11. Depreciation (on furniture, fixtures, horse, car, premises, stock, etc.).

These several classes of expenditure, when added, constitute the cost of doing business; but unless all items are charged the cost records are faulty.

From the foregoing it will be seen that no provision has been made for a profit over all expenses. This desired profit



can and should be made a distinct charge, and will become a 12th item in the afore-named groups of cost items, in which case the list of cost groups becomes:

1. Interest on capital.
2. Rent.
3. Freight on incoming goods.
4. Salaries.
5. Fixed expense.
6. Interest on borrowed money.
7. Incidentals.
8. Delivery.
9. Advertising.
10. Losses.
11. Depreciation.
12. Desired year's profit.

These 12 groups of cost items may total \$5,000 or \$6,000, or \$10,000 or any larger sum; it all depends on the magnitude of one's business; but whatever the total may be, it represents the cost of doing business, with a desired trading profit for the year (\$1,000, \$2,000, \$5,000, etc.) figured on. Knowing these costs of doing business enables one to calculate the percentage cost of doing business, and informs the retailer how much goods he must sell in the year to recover all costs, plus the desired trading profit.

#### A Salary For The Proprietor

But if a retailer omits from his items of expense of doing business a proper salary for himself he throws out of true his calculations, and the error made may be serious. The correct calculation calls for the inclusion of an adequate salary for the proprietor which he will draw out in cash each week or month, and which he will use to pay his own store account, and all contra accounts; and these accounts will represent goods charged at regular retail prices.

The common way on the part of many who are really trying to do business honestly is to charge all goods used by self or family, and all personal or family contra accounts, into one's personal account, and to charge also all cash taken from the business for personal and family needs, and many good men, and particularly the older men engaged in business, handle their merchandise and cash accounts this way; and some will contend that this is a perfectly proper procedure. And some will say—"It's as broad as it's long. I own this business. What's the use, therefore, of all that nonsensical method of paying cash for goods." I do not propose to argue with these older men, or with the man who insists on doing his business in his own way, defiant of right methods. My message is addressed to that growing class of merchants who really want to know the right way of doing business, and who are ready to do business the right way. Now the right way, in respect of the item of his own affairs, is to pay oneself a sufficient salary—adequate for one's own and one's family needs, and to regard oneself as a salaried employee who must pay cash for all goods purchased, and who must confine his living expenses to the limits of the salary received.

Let the retailer, therefore, withdraw in cold cash, as his own salary \$30, \$40, \$50,

\$60, \$75, \$100 a week—whatever sum is right and sufficient for his own and his family's requirements—and let him limit his living expense to this sum, and pay cash for goods purchased from his own store the same as any other customer does. If the retailer will do this he will be a happier man, a better business man, and probably will learn to make a profit on his year's trading—something which 9 men out of 10 in Canada and the United States are not doing.

It is both wrong and fallacious to charge into one's personal account what goods one buys and what cash one withdraws, and to let this account stand unsettled, a charge against one's profit interest; for thus one's cost of living is not fixed or regulated. If you ask 100 retailers, taking them as they come,—“What is it going to cost you this year to maintain yourself and family?” 99 of them will probably say—“I can't answer that question until the year's up.” But if these 100 retailers were doing business according to the right method, every one of them would say instantly, “I am limiting my family's living expense to —” (namely the sum), which sum will be withdrawn, in cold cash, weekly from the business.

#### A Separate Personal Bank Account.

When I say cold cash, I mean it. The sum may be taken out of the cash drawer on Saturday in the same way as are the wages of Smith, Brown and Jones, employees; or the proprietor may draw a cheque against his trading account, payable to himself, and deposit this cheque to the credit of a private or personal account, absolutely distinct from his business account; and all money used by him or his family will come from this private account; and if there's a balance left at the end of the year, good and well.

#### Finding Out The Profit or Loss

The point I am making is that by the method outlined one can tell absolutely at the end of the year's trading whether or not a profit has been made and how much; and this calculation will not be cluttered up with the confusing items of an unbalanced personal account. One will take his inventory and his total annual sales. The difference will represent the year's trading gain over the invoice cost of goods. Then one can place along side this trading gain the year's cost of doing business (including the desired net profit over all costs). Instantly one will be able to see whether or not these costs have been fully recovered; and the revelation will satisfy or accuse, as the case may be. For example:—

Your costs of doing business (including your own salary and a desired year's profit over all costs) total, let us say, \$6,872. Sales are, let us say, \$36,856. Invoice cost of goods sold is, let us say, \$29,414. Then the record is:—

Invoice cost of goods.	\$29,414
Gross sales	36,856
	—
Gain over costs	7,442
Costs of doing business.	6,872
	—
Excess profit made.	\$570

By excess profit is meant a profit in addition to the sum figured into the cost of doing business (as set forth in the summary of 12 group items above). We'll suppose that you have figured into your costs of doing business the sum of \$1,800—\$150 a month. In the illustration above, this desired year's profit of \$1,800 has been exceeded by \$570, giving you a net trading profit of \$2,370—or almost \$200 a month. And you have the satisfaction of knowing that this is clear profit over and above your own salary, and is not subject to reduction by unsettled personal and family accounts.

#### What Is a Right Salary?

The question arises—“What is a right salary to pay oneself?” This is a difficult question to answer definitely, for so many factors have to be taken into account. Some have said—“I will take double the sum I pay my highest paid employee.” This is arbitrary, and may not be a safe guide.

Again, if one is a single man, without a family to maintain, what should he pay himself? And if the proprietor has a large family, should he draw out more than he would require if his family were smaller? Also the question becomes more complex when the business is owned by partners, each of whom is actively engaged in the business, and one of whom may be a single man, and the other a married man with a family.

In a general way, it may be said that the proprietor should pay himself a salary at least equal to his worth as a manager—the salary he is able to command in the open market, or the salary he would have to pay another to perform equal service; and this applies to the case of partners.

And yet the salary so determined is scarcely sufficient. The principal or proprietor should draw more as salary than an employee should draw, the extra sum taken representing payment for greater initiative and greater responsibility.

It is probably this view of the question that has led some to say that the proprietor should draw twice as much, in the way of salary, as his highest paid employee. This may or may not be excessive. Certainly one should not draw less than he can earn as an employee with another firm, or than he would require to pay an equally capable man to take his place to perform equal work.

These general suggestions may help the man who asks the question, “What salary should I pay myself?” to get a good working answer.

#### Turning Salary Back Into The Business

It is the habit of some men in business, especially when capital is very limited, and where every cent is required to finance the operations of business, to pay themselves a salary very much less than their open market value. This practice is scarcely just, for it gives an artificially lowered cost of doing business—one unfairly low. If a man (or partner) is ready to deny himself, to allow a larger sum to remain in the business, as working capital, he can accomplish his objectives by this simple method: (1) Pay himself a salary equal to his open-market



worth; and (2) re-loan to his business the sum in excess of his personal requirements, thus making himself a creditor of his own business. This is the better procedure—one which will prevent the error of an artificially lowered cost of doing business; and which will commend itself to one's banker. Also, it shows on the books just how much the business is indebted to its proprietor for money loaned it. So may a retailer give his business the assistance it may require; and so may his self-denial be treated in a business-like way.

#### A Partners' Problem

Recently there came a letter to me from a firm made up of two partners asking what should be the weekly salary withdrawal of each. One had a two-thirds interest in the business; the other one third. One took to the business an experience five times longer than that of his partner. One's personal sales for the past two years were 50 per cent greater than that of the other. With such slender and deficient data, I was asked to say what sum each should draw out as wages. With the data provided it was quite impossible to provide any helpful or definite answer. I mention the case to show how very real is the problem of the right salary one should pay himself.

## WORSTED PROSPECTS BETTER

Exports of Tops to Canada Will be Increased—Importance of Combing Industry—No Action as Yet Regarding Canadian Wool Clip

**T**HE work of the British Wool Commission in allotting the 1918 clip of Australasian wool has been largely completed and each mill now knows pretty well what it can expect in the way of supplies for the coming year. There seems now no possibility but what there will be plenty of wool for the woolen trade where woolen yarns are needed. Where, however, worsted yarns are required, as they are in many lines of knitted goods, the situation is not quite so satisfactory. For worsted yarns, carded wools will not do as it is necessary to have "tops" or the longer fibres of the wool after same has gone through the combing process.

#### Serious Shortage of Tops

For some months now this shortage of tops has been a serious one in this country. From the commencement of the knitting industry in Canada these have been all imported from the Old Country, but the embargo restrictions, coupled with the shipping situation, has very largely shut off this supply during the last year.

One of the duties of the Wool Commission during the last few months has been "robbing Peter to pay Paul," or in other words, taking from the mill which had more than was required for immediate use, and giving to the mill which was in danger of closing down owing to shortage of yarns.

Two men I know have a business in which they share equally—have an equal capital interest and draw out weekly equal sums, and share equally in the profits and losses of their enterprise. But one man is ten times as valuable to the business as the other who is unimaginative, without initiative, and a dull salesman. Dissatisfaction and eventual dissolution are the sure consequence of such a partnership.

#### A Day of Better Retailers

This is the day of better business methods, and, I should like to think, of better business men. Retailers everywhere are enquiring into the problems of how to do business better. Two major problems are: (1) How to increase sales and customers, and (2) how to know and recover the costs of doing business which should include an adequate salary to the proprietor and a desired net profit from the year's effort and risk of capital. A minor but most important problem is the question under consideration, the proprietor's own salary—how it should be collected, and its amount. I trust that the answers to the questions contained in this contribution to CANADIAN GROCER are clear, and will help some retailers to deal with a perplexing problem in a way satisfactory and advantageous to themselves.

Then the combing industry has had no protection in Canada, and in consequence it has been cheaper in every way, apart from the better results obtainable, to bring tops from England. As stated, the war, the military demands, the resultant export restrictions, have resulted in a partial stoppage, at one time, almost a total stoppage of this supply.

#### Difficulties of Installing Combing Plant

Canadian mills, faced with this fact, have in one or two instances decided to install their own combing plants only to find that the machinery was not available. Added to this there was the difficulty in getting skilled operators. Mention has already been made of the combers who specialize on different varieties of wool. As an example of what this means a shipment of 400 bales of Cape wools was recently split in half and 200 bales sent to a Bradford combing plant that has specialized for years on wools of this kind. The other 200 bales were shipped in fleece form to a United States mill that had recently installed its own combing plant. The result clearly brought out the fact that experience counts, in combing wool as well as in many other things in life. The British comb got fully 10 per cent. more tops out of his portion than the American manufacturers.

Then, too, there is no doubt that when war conditions are a thing of the past, as some time they must be, it will undoubtedly be once more advantageous to import British tops. This is another reason why Canadian mills are reluctant to invest money in combing machinery and that it will not pay them to operate once normal conditions are restored.

It is thus of considerable interest to the trade to know that there is hope of considerably increasing the supply of British tops for this country and thus stave off what appeared to be a complete famine of worsted yarns.

Up to date there has been no decision on the part of the Government as to whether the Canadian wool clip will be commandeered on the basis of the offer of the Wool Growers' Association. There is a general feeling in the country that it would be wise to keep the Canadian clip in this country in the face of the general wool shortage. On the other hand there is a good deal of logic in the argument that the breeders use when they state that they should not be compelled to sell their product at the prices for which the Australasian wool is being delivered into the country, when they can secure considerably better prices from across the line. It is also pointed out that, owing to the rigor of the Canadian climate, it is not possible to breed sheep for the same expense as it is in the more moderate countries of Australia, New Zealand and South Africa. As the Canadian Government is doing all in its power to build up the sheep raising industry in this country it would seem to be a shortsighted policy to do anything that would make the breeders feel that the game was not worth the candle.

Mr. Hodgson, the Toronto representative of the commission, believes, however, that there is an improvement in the situation and that this shortage is about to be definitely relieved as arrangements have been made to have increased supplies of tops come to this country from Great Britain.

There has been considerable misunderstanding on the part of the lay mind as to why the Canadian mills did not install their own combing plants and comb their own wool, thus making them independent of British supplies. It appears there are several reasons for this. The main ones can be briefly outlined here.

#### Importance of Combing Industry

The combing industry for practically the world has been located from time immemorial at Bradford, England. Immense combing plants have been erected there, handled by experts that have given their life to this one study. In consequence one plant will specialize on Australian wools, one on New Zealand wools, one on Cape wools and so forth. Each of these experts can get the best results out of the wool to which they are most accustomed. These combing plants do work on the commission basis and the great English worsted plants have, with one or two exceptions, scrapped their own combing machinery and turned this work over to these specialists. It has been found that it has paid them to do so in the results that have been secured.





A sample of the modern store front, so necessary now-a-days to the conduct of a high-class men's wear business.

## THE EVOLUTION OF THE MODERN STORE FRONT

Window Display Closely Allied With Modern Merchandising — To Achieve Success Merchants Must Display Their Wares—Necessary That Store Front Should Present Attractive Appearance

At a time when the men's wear retailers are fighting for the right to keep the windows well lighted the following address recently delivered by J. D. Moser, of the Haylor Mfg. Co., Hamilton, before the "Kimanis" Club, the Ambitious City, will be particularly interesting.

If the Power Commissioner had listened to the words of Mr. Moser it is doubtful if the regulations restricting window lighting would ever have been considered.

Mr. Moser's interesting address which is given in part herewith, describes the evolution of the modern store window and how the history of same is identical with the history of modern merchandising methods. To quote his own words:

"The modern store front of to-day is so closely allied with merchandising that it is necessary to go back and explain a few of the older merchandising methods, in order to bring out the actual need and great necessity for the modern store front, and in bringing out these few points it is not necessary to go back beyond the time most of us can remember.

"In those days, each merchant had his own customers; they bought their needs in family group, usually, on long time, that is, all the family were outfitted at one time, usually once a year, and in the larger centres oftener.

### Display Windows Not Required

"Then, there was no more need of the modern store front than there is need to-day for a bank to display the figures of money. It is not necessary for a bank to display ten and twenty-dollar bills in their window to secure you as a borrower. Each of us have our own bank, and as long as the relations are agreeable to both parties,

money displayed in another bank window would not get our patronage.

"But times began to change. The younger members of the family began to have ideas of their own. They began to have ideas of style, and mother was prevailed upon to allow them a little extra here and there to make their own selections. So the family stock buying was reduced to staple household necessities, and in a few years the buying was taken entirely out of the hands of the heads of the family.

### Result of Modern Methods

"As this new system of buying took place, articles were bought when they were needed, each member of the family buying when the occasion demanded, so looking to find the article to suit the occasion became a habit, and the old system of merchandising was out of date.

The merchants began to have calls for articles of a more novel class. This change in buying to a more novel line entailed more risk in selling, so it became necessary to inform the public of purchases and stock, and the store window began to play an important part in the merchant's success, but here also the merchant's troubles began to grow.

### Why So Few Business Men Succeed

"To give an idea how fast conditions changed and how necessary it is for the retail merchant to keep up with the demands of the buying public, I will give you the results of a systematic investigation, recently made by *System*. After investigating about five thousand stores, belonging to the ten different lines of retail business, they give the average life of a merchant as seven years, and that he had only five chances out of ten to last ten

years. MacLean Publishing Company, of Toronto, in February's MEN'S WEAR REVIEW, say that seventy-five per cent. of the reasons of failures are personal, therefore correctable, and that ninety per cent. of those engaged in business get no profit from their personal effort.

"These figures do not mean that business may not outlive fifteen years, many do. There are many live twenty-five years, and we all know concerns that have survived much longer than that. The figures do mean, however, that so many firms of all kinds disappear, and disappear so rapidly, that when an average is struck off, the chances of the individual concern for a long and continually successful career seem very small. If the faults of unsuccessful concerns are personal and correctable, there are remedies. For the concern that is not earning profit as it should, it is very important to analyze carefully to find the cause, and then apply the remedy.

### Get Outside-in-View

"That remedy may involve a complete change of policy; again, it may involve only an outside view to find the cause, that is, a look at the business from the outside-in-view, instead of an inside-out-view. The store front may be out of date as to service and appearance. The object of a modern store front is correct display of the different lines of merchandise handled by the individual, and the reflection of the personal character of the merchant. This means each different line of business should have its individual design of window to obtain the best results.

### Two Sides to Every Window

There are two distinct sides to each and every show window. The inside and the

Continued on page 50.



# SOMETHING NEW FOR THE CARDWRITER

A Series That Will Give Ideas and Instruction for the Cardwriter Who Has Already Mastered the Rudiments of the Work

**T**O get away from the usual run of our show card lessons we are going to give in the next few lessons the ideas as worked out by other Toronto show card writers as well as our own. The actual work we will do but the layout and form of lettering will be gleaned from the work of Toronto's best cardwriters—men whose cards appear in the best stores.

If you are familiar with Toronto and have noticed the style of show card which has been prevalent up to a year ago and compare it with those which are being displayed at the present time, you will notice an almost complete change of layout, design and lettering. Never in the existence of this city has there been such a remarkable revolution of style as the last year brought forth. Apparently the reason for this is that new blood has come into the city and has brought with it fresh ideas—ideas which appealed to the local cardwriters for their originality and artistry. Not only did they appeal to the cardwriters, but to the many firms who buy show cards for their own use. The ideas of the local card writing world were diverted into a new channel, and no wonder, for this new style commended itself to both public and cardwriters—to

the former on account of its artistic appearance, to the latter for its simplicity.

One of its most noticeable features is the absence of air brush work. Previous to this most cardwriters seemed to think the sign of the air brush had to appear on all cards of a fancy nature but this new style now prevalent has proven that with a good knowledge of handling colors one can get very satisfactory results without it.

Undoubtedly it is a good thing for the card writing profession that this has occurred as the public were becoming satiated with the sight of cards plastered with elaborate air brush designs. The idea, like many another, was overdone. Now it will be used sparingly by the best cardwriters and will therefore have a tendency to uplift the value of both air-brushed and hand-worked show cards.

At first glance this show card lesson may seem familiar to the student who has followed this series carefully but on a closer inspection the difference will at once become apparent.

In the first place there are fancy letters to be used in making up words which are to feature on the show card. These words must be used sparingly—say not more than two or three words to each card. The rest of the reading mat-

ter should be put on in a less conspicuous form. This will tend to make the entire card more readable and attractive than would be the case were all the words on it made of fancy colored type. Above all things don't overdo your work. Always leave a wide background on the cardboard as it is this which makes the letters stand out.

The main feature of this lesson is, of course, the lettering so we will turn our attention to studying its formation and color combination.

First let us look at the chart. Here we have an upper and lower case alphabet. This letter formation is a free and easy style and one that is not hard to learn. Practice is the main thing. The ends of the letters, as you will observe, are all finished round and are therefore easy to do. The letters are not of brush-stroke formation, as in many previous lessons, but can be made by either outlining the work with a small brush and filling in the centre or can be made with a wider brush which will make the width of any of the letters with two strokes and therefore avoid filling in. You can try both ways, the result will be the same.

You will notice that, while the alphabets are all the same formation each line





has been treated with different forms of shadings. This will give you some idea of where the shades are applied.

There is one thing which should be explained before going further and that is that the best results are obtained by using tinted or pastel shaded cardboard such as creams, pale gray, light browns, in fact all light shades of cardboard can be worked into attractive show cards providing the proper colors are used for the letter formation. The reason that the tinted board can be used with better effect is that white can be used as a letter or a "high light" thus giving you more scope for variety.

The first line of the alphabet shows a white letter with a black shade and a narrow brush-stroke of orange over the top of the letter. Other color combinations can be used. If your card is dark blue use a black shade with a pale blue letter and a medium shade of blue for the over stripe. Dark cardboard is best for a white letter.

The second line shows the shading used in a different manner to the first. The body of the letter is dark red with a narrow white line on the high light side and a narrow black line on the shadow side of the letter. Here also can be used many different colors. You can make this an entire combination of blues. A royal blue letter with a pale blue high light and a dark blue shadow line on a cream colored surface makes an excellent card.

The third line is a solid black letter with a French gray shade. This is just to show what a solid black letter looks like. The kind of shade used to make any letter stand out entirely depends upon the color of the surface you are working on. For instance, don't use a gray shade over a cream cardboard. The pale shading colors must harmonize with the surface color of the card.

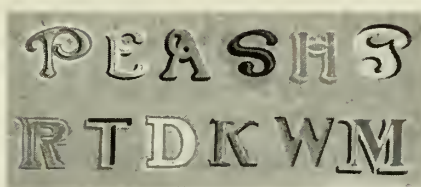


FIG. 1.

The last line of the chart shows a pale blue letter with a darker blue on the upper and right hand side and a black shadow. This will work up splendidly on a misty gray or cream colored card.

Do not use any but opaque colors for this work and those must be thoroughly mixed and inclined to be thick rather than otherwise. Transparent colors are absolutely worthless.

As stated before this is only one form of letter treated in this manner. Many other new forms will be gone into later.

Fig. No. 1 shows a dozen other varieties of letters from which whole alphabets can be worked up. These are just given to show what a variety of fancy letters can be made.

"P" shows a brown round-end letter with a darker brown outline, outside of which is an outline of white. Black and white shadow and high-light lines are on the face of the letter.

The E shows a white letter with a black shadow with a light green brush stroke line on the face of the letter. This letter can be worked out with different shades of blue.

"A" shows an excellent letter formation for this work. It is a light brown letter with a black shadow and a white high-light line.

"S" is a good letter to be used on a white card. Black for the letter with a high-light of cream. Use a pale cream shade.

"H" shows a very dainty form of lettering and one that can be used on a high class card with good effect. Many color schemes can be contrived with this letter. Try a green tone. Use a pale green letter shaded with a darker green. The letter is outlined in white.

"G" is a letter to match the "S" in formation. Various colors can be used here.

"R" shows another form of letter which is good for this work.

"T" is a thick and thin without any spurs.

"D" is a heavy spurred white letter with a dark outline and a pale blue brush line shade.

"K" makes another nice form. This is a heavy spurred letter of dark blue with black shade and a white line on the letter.

"W" shows another form of letter which has all the shading on the face of the letter.

"M" is of a fancy Roman formation.

The completed cards shown here are only a few of the many designs that can be made by following the method just explained. They are made by using the same letter formation as illustrated in the chart. You will notice that the large expanse of background which is shown and which has the effect of giving greater prominence to the lettering.

NEW CAP DEVISE

"FUT-U" is the name of a new feature cap being turned out by the Tip Top Cap Company. This enables the one cap to be so adjusted as to give, not one size, but six. The great feature from the retailers' standpoint being that even from a small stock it is possible to satisfy all customers.





# KHAKI UNIFORMS FOR S.O.S.

Where Will Retailer Obtain His Supply?—Will All Retailers, Desiring to do so, Have Privilege of Stocking Outfits?—Manufacturing Contracts Let Without Tenders

**M**EN'S wear merchants will be interested in an announcement that appeared in the daily press of March 20. This had to do with the supplying of a khaki uniform to the Soldiers of the Soil, better known as the S. O. S.

This uniform will consist of a shirt and a pair of khaki-colored pants. The pants are to be made of seven-ounce duck and the shirt of six-ounce duck. Brass buttons will be used with the letters "S.O.S." stamped thereon. There will also be a broad-rimmed straw hat to complete the outfit, and this will have a one-inch band of red, white and blue ribbon. The hat brim will be turned up and pinned at one side. The whole outfit as thus completed will be similar to a like uniform adopted and used in New Zealand.

## Methods of Distribution

MEN'S WEAR REVIEW was at once interested as to the methods that were to be adopted to market these goods.

Taylor Statten, who has been appointed National Superintendent of the Soldiers of the Soil, was interviewed, and it was learned that the uniforms were to be supplied through the regular men's wear and dry goods retailers.

The original price was to have been \$3.50 per suit with a 20 per cent. discount to the retailer. This was later reduced to \$3 with the wholesale cost fixed at \$2.60, allowing the retailer 40c for his profit on the transaction.

## Retailers' Rights Recognized

So far, so good; the absolute right of the retailer to handle this business has been partially recognized, and while the profit of 40c, after freight charges and overhead costs are deducted, will hardly prove to be a profit at all, there will be little opposition on that score as the movement is in a good cause.

The business of manufacturing these suits has been placed with one Montreal factory. Mr. Statten stated that this factory had been selected on the recommendation of one of the officials of the T. Eaton Co.

The Montreal office of MEN'S WEAR REVIEW ascertained that there was considered to be no time for tenders and the getting of the uniforms at the closest possible figure was entrusted to Mr. Stewart of Cluett-Peabody's, Montreal. This gentleman decided to place the business with the factory referred to as they seemed to have the facilities for handling the business in a hurry and it was thought the price asked was reasonable.

## No Tenders Asked For

Toronto overall factories, upon being questioned, stated that no tenders had been asked for but would not commit themselves as to whether they could beat

this price or not. It was stated that much depended on the workmanship, skimpiness of cut and other details.

It is also announced that work will be begun at once and suits will be ready for distribution between April 15 and May 1.

## Some Pointed Questions

There are a few questions that men's wear retailers would like answered in regard to this uniform.

From whom will the retailer secure his supply; from the Food Control Board or the factory which is making the uniforms? Will every retailer be given his allotment or will the larger retail concerns get the lion's share? Will he have to pay for these goods before he receives same? In the event of some fault in the garment making it unsalable, will the retailer have to swallow the loss or will he have recourse to the manufacturer as he would in the ordinary course of business?

In an interview with one of the representatives of the Food Board it was learned: "The outlet for these suits has already been arranged through representative clothing merchants from coast to coast." Does this mean that only certain favored retailers shall have the privilege of selling this uniform?

## No Discrimination Should Be Allowed

In so far as the actual profit on the transaction itself is concerned there is nothing to be gained from handling these outfits, but as retailers well know one sale begets another. Where the lad goes for his S. O. S. uniform he will also, nine times out of ten, go for his other wants. In the face of this fact there should be no discrimination against any single men's wear retailer who desires to handle this uniform.

## Deal With Manufacturer

Then, too, the retailer should deal direct with the manufacturer and not through an irresponsible business agent such as the Food Control Board is bound to be in matters of this kind. The manufacturer, not the retailer, should be the party responsible for faults in workmanship or flaws in material.

Henry D. Thomson, chairman of the Food Control Board, has been written for further information along these lines, but at the time of going to press no reply has been received and so the answers are still in doubt.

## THE EVOLUTION OF THE MODERN STORE

Continued from page 47.

outside. The inside should be so arranged that the merchandise is the main object in view. In order to obtain this object, the different articles to be displayed should be kept constantly in mind, as the window designed and built for one line

of business would completely fall down in results for another line. The inside construction of the modern show window takes into consideration the background, floor, ceiling, side-walls, lighting, vestibule, ventilation, drainage, forming a setting for the particular line of merchandise for which it was designed without obstructing the light from the interior of the store.

"As the inside and outside of the window are divided by transparent plate glass, the outside is often overlooked, and the window is looked through, instead of looked at, by the merchant. As the old saying goes, "the first impression is the most lasting," it is very important that the outside of the retail store should be bright, clean and attractive, as it is on dress parade, day and night, sunshine and rain, Winter and Summer, the outside reflecting the merchant's personality and methods of doing business, inside displaying his merchandise. In order not to be constantly called upon to pay painting and repair bills, a material should be installed which does not deteriorate, that needs no attention.

## The Importance of Retail Trade

As the retail merchants are the arteries through which flow the life of the commercial system, as these commercial arteries become clogged all other commercial activities are retarded. Nearly all raw material and manufactured articles pass through the retail system, reaching their final consumers and destruction. So our business life to-day depends on the retail merchant. He is depended upon to keep the world's latest product constantly before the buying public's eyes, and to keep the wheels of commerce turning, so the better store front he has the better he can display, with the result, no doubt, of more sales, and the better we will all be, for money only rotates, it is not consumed. So display is no longer the secret of success, but an open and accepted fact and foundation on which all successful business is built.

"Can any merchant afford to be in business with an out-of-date store front?"

## NO REVIVAL IN MILITARY SUITS

WILL the sale of military suits for boys, now assuming large proportions in every state in the Union to the south of us, revive the demand in this country? MEN'S WEAR REVIEW asked this question of a number of retailers and manufacturers. Everywhere he met with the opinion that it would not, that the idea had worn itself out in this country, and that the very fact that the military authorities had frowned upon the practice had probably had as much to do with its sudden exit as anything else.





# HATS *and* CAPS



## FALL HAT PRICES ARE ANNOUNCED

Advances on Last Season Will Average 30%—Hats to Retail at \$4 to \$5 Will Have the Sale—Spring Deliveries Pretty Well Cleared Up—Fur Situation Still Very Serious

**W**ITHIN the next few weeks retailers will have had the pleasure of welcoming the hat salesmen with their Fall lines. Prices have now been made and all houses are out looking for business. As was expected there are big advances. While these are bound to be somewhat irregular, roughly speaking, 30 per cent. covers the increase over Spring prices.

To be more explicit the cheapest fur hat, Canadian-made, that is being offered to the retail trade is one at \$24 per dozen. Very few of these, however, are selling. The buying public continues to demand quality, and will pay the price to get same. In consequence the hats that jobbers find the best sellers run from \$30 to \$36 per dozen. These will retail in most stores at \$4 and \$5 respectively.

Some very fine lines are being produced with satin linings and best trimmings, for which \$40 is being asked, and these are also reported to be selling freely.

British samples are also to hand this week, and lines are being priced for Fall. The range in fur felts in these imported lines runs from \$33 to \$45. One well-



*A popular shape in all leading shades from the Fall range of Ansley, Dincen Hat Co.*

known line of British hats will have \$36 as cheapest range.

### Good Quality Hats Will Sell

These prices are a fair indication of what the retailer will have to face for this Fall's business. One thing seems certain, the average man will demand quality, regardless of price, and the hat dealer who decides to set a price standard and reduce quality in order to keep

inside that standard is going to get in wrong. Even the cheapest hat procurable will have to sell at a fairly high price, and the wearer upon buying a hat

*One prominent hat manufacturer recently invested \$120,000 for a three months' supply of hatters' fur. He could have turned this fur over immediately without even handling same at a profit of \$20,000, but turned this opportunity down as he needed the fur to supply his trade and keep his factory running. He does not, however, expect to make \$20,000 on the manufactured product. This gives some idea of the situation from the manufacturers' viewpoint.*

that goes out of shape or fades after a few days' use is going to remember that fact, and not that he bought the cheapest hat he saw.

### Shapes Will be Staple

As announced already in these columns, shapes will be staple, but even here there is some difference of opinion. One jobber reported that he found a demand for large shapes. One style that he said had been selling well had 3-inch brim and 6 1/8-inch crown. This makes a large full shape of rather different lines to the wide hat that sold early last Spring.

On the other hand, other houses report an increasing tendency to get back to the narrow rim. Widths of 2 1/2 inch or 2 3/4 at the very outside will be the sellers they claim. But little is seen in the way of novelties. One rather new idea that is meeting with some approval is a cord crease running over the crown from front to back and extending even into the rim. The effect gained is quite effective, and this hat should find favor with the young men.

### Tweed Hats May Prove Sellers

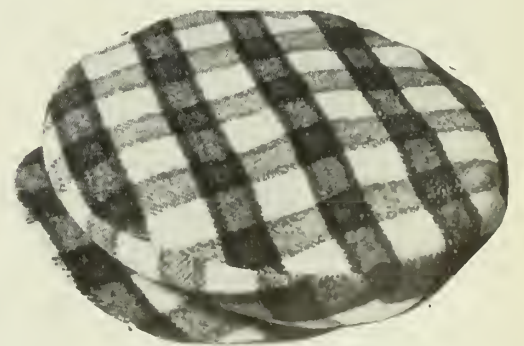
Most jobbers believe that high prices will develop a big demand for tweed hats of Canadian and United States makes. These can still be retailed at \$2 to \$2.50, and it is thought the man who cannot afford the felt hat at present prices will fall back upon these.

### Green Effects Still Good

While all colors are having a share in the demand, greens and green effects are undoubtedly having the biggest run in so far as colored hats. This color has, in fact, held its popularity pretty steadily during the past few years. Undoubtedly one reason for this lies in its suitability for almost any suit of clothes. Browns, on the other hand, clash, very consciously indeed, with many colored suits, and, in fact, do not really go well with anything but clothes that are also brown. Next to greens, grays of all shades will predominate.

Spring deliveries are pretty well finished, and any balances that yet remain will be cleared up in the next few weeks, as jobbers report all stocks at hand or now on the way. Thus, though the season was later than usual, most retail stocks will be complete when the real selling season opens at Easter.

And as to the future—will there be still higher prices? Manufacturers will not commit themselves, but all report the situation as bad. The fur shortage is still acute. It is also reported that the United States Government is about to



*Early Fall model in a new velours tweed. Shown by the Boston Cap Co.*

absolutely prohibit all exports of hatters' fur from that country. As the military forces over there all wear hats, the Government demand is in itself an enormous item. Canadian manufacturers do not appear to think that any relief can be looked for from the use of North American rabbit fur, as the felt so procured is of very unsatisfactory quality and of



too coarse a fibre to make high-grade hats.

Fur supply houses are attempting to supply all old accounts, but anyone breaking into the hat manufacturing game at the present time would certainly have difficulty in getting raw materials.

Boston wool dealers report a demand for fine noils from hatters. As the United States Government specifications

for campaign hats calls for fur, and as the demand is extensive and the supply more or less limited, the hatters are turning from fur to noils for some civilian lines. But little, however, is seen in the Canadian market in the way of wool hats. Some few British lines that have come to hand show an increase of 50 per cent. over a year ago, and jobbers find that at these prices there is very little sale for same.

In caps the demand continues for the one-piece crown, with fairly large peak. A decided novelty is a cap with a six-piece crown. This is made up with the back half in four pieces and the front half in two. When the patterns are properly matched the effect gained is somewhat of a horseshoe shape, and this serves to emphasize the long effect that seems so much desired.

MWR COLLARS & SHIRTS MWR

SOME FALL SHIRT SAMPLES NEXT MONTH

Tendency to Sell From Immediate Stock—Few Novelties For Fall in Evidence—Cloths Continue to Advance at Tremendous Rate—Manufacturers Fear Definite Shortage

INTERVIEWS with a number of shirt manufacturers left two prominent thoughts in the mind of the MEN'S WEAR REVIEW representative. First, these men thoroughly believe that a period of definite shortage in shirting materials is at hand, and second, that different methods of marketing their product will have to be established.

To deal with the latter thought first:

As It Used To Be

When a manufacturer could go out into the market and buy his full season's supply, know, for a reasonable certainty that they would be delivered at such and such a time, know the price he would have to pay, and the probable conditions that he would run up against, it was the logical thing to sample the complete line and send travellers out

to book business on the expected numbers. Each season, however, that the war continues this has become increasingly difficult. Clothes are bought and delivered when possible; prices jump overnight, and conditions are generally so unsettled that it is practically impossible for a manufacturer to make up a complete range of Fall samples in April and go out and book up to the extent of his season's production on these numbers.

Selling from Stock

In consequence the tendency is towards selling from stock on hand, making trips oftener, persuading retailers to buy not twice a year only, but whenever their stock will need a little brightening up in the way of fresh patterns.

Prices on shirtings are apparently

jumping overnight. As is well known goods which have to pass through the customs must not only be invoiced at sale price but the value at market rates of the day of shipment must also be indicated. Thus it is very easy to gauge the extent of an advance by a glance at the figures thus given. One manufacturer had some interesting figures to give. Cloth bought a year ago at 11c had recently arrived. The estimated market value was 21c. On January 17, 1918, a line of 64 x 60 percale was bought for 16½c. Market values as indicated by invoice received on March 7 were 21c, an increase of 4½c or over 25 per cent. in two months. Incidentally this same cloth before the war could be bought at 7¼c. Still other figures could be quoted. A well known cloth, known as 80 square percale, is valued to-day at 42c—a prohibitive price.

Duty on Increased Prices

This brings out another little matter that eats part of the manufacturer's profits. When the goods are shipped nine months or more after order has been placed, the duty must be figured on market value, not on invoice price. With this duty running at 42½ per cent. it is easy to see that this is quite an item when the cloth has nearly doubled in value.

Could Not Deliver

To further emphasize the cloth shortage one manufacturer showed a letter from a cotton mill in which an acknowledgment was made that there was still a portion of the order undelivered but requesting at the same time a cancellation of same as it was absolutely im-



Three shirts from the range of Williams, Greene & Rome, with collar to match.



possible to get this cloth through.

All agree that there will be comparatively little new stuff for Fall. Patterns will follow along Spring lines and samples shown will be largely from cloths now on hand. The general opinion seems to be that the shirt manufacturing trade has, take all on an average, about enough cloth on hand to carry them until October. After that they will be at the mercy of supplies coming to hand. These will, of course, be at much higher prices.

#### Some English Shirtings

One manufacturer who was a little more optimistic than his neighbors, stated that he believed there were more shirting goods in the English market than was generally accepted. In confirmation of this he showed a line of English zephyrs that he had recently picked up and was promised delivery of by August of this year. These will constitute part of his Spring range for 1919. One American cloth manufacturer offered to take over his purchase at an advance of ten cents per yard.

#### Retailers Buying Ahead

A number of the larger buyers are apparently well aware of the situation. Representatives of four western firms recently visited Kitchener and bought \$10,000 worth of shirts for delivery in July. These will be held for Spring, 1919. Hudson Bay Co.'s buyers have also been trying to place business ahead but no orders are being accepted for later than December delivery. One shirt house recently turned down an order from the T. Eaton Co. for January 25, 1919, delivery.

The retailer who can afford to do so would appear well advised to stock ahead on shirts. Shirts bought at present figures that can be held until Spring, 1919, should realize a handsome profit.

#### Reducing Quantity Sales

It is evident that prevailing prices are cutting down quantity turnover. One firm whose year begins July 1 has shown to date an increase of \$20,000 in sales. They have, however, in actual count sold 2,000 dozen less shirts than in the previous year. Their payroll, in spite of increased sales, is \$7,000 less than for the same period the year before.

MEN'S WEAR REVIEW was inclined to believe this should show handsome returns for this company, but was met by the statement that there were so many other adverse conditions to contend with that the money saved in this way was more than eaten up. There is for instance, the item of exchange. This represents a tax of 2 per cent. at the present time. Then the payment of duty on increased values when goods have been sold according to purchase price is another way in which profits are depleted.

#### Staple Styles in U. S.

New York reports staple styles as the sellers for Spring. The lines include the usual madras combinations, lawn

textures and domestic fabrics with a preponderance of tub silks and mercerized poplins for popular priced selling.

A number of lines carrying attached collars are shown and are said to be selling. One novelty idea consists of supplying two collars to the shirt, one of the material to match and the other of soft white silk.

## COLLARS ADVANCED IN PRICE

Expected Advance Materialized March 15 — Retailers Will Make About Same Margin of Profit—Waterproof Collars Soon?

AS predicted in February issue of MEN'S WEAR REVIEW, collars have been advanced in price, same taking effect on March 15. A few days previously prices had also been advanced in the United States.

#### Profit About Same

The new price in Canada will be \$1.60 per dozen with the retail price fixed at 20c straight. This gives about the same percentage of profit to the retailer as the former price of \$1.35, when the retail price was \$2 per dozen.

While this increase was expected and seems well justified by prevailing costs of raw materials, it will doubtless cut down sales considerably. With collars retailing at 20c or 3 for 50c, the usual sale was for three collars. There was good argument possible to induce a man to increase his purchase. Now it will be a usual thing for the customer to buy one collar at a time instead of the three. Such being the case the retail trade feels that it would have been as well to still further increase the figures and make the retail price straight 25c. By this means it would have assured a stability in the collar situation that could reasonably have been considered safe building upon for a year at any rate. As it now stands manufacturers claim that further advance will be in order in the very near future. This means that three or four months from now there will be rumors going around that an advance in prices is in order and after three or four months of uncertainty the advance will materialize. All this tends to upset conditions generally and if further advances are necessary the retail trade would have been better pleased to have had them at once. The objection to this has been that a straight 25c collar would restrict sales. As against this, however, a price could have been made of say \$1.80 per dozen, the retail price to be 25c or \$1.40 for half a dozen. This would still allow the retailer a good margin of profit and there would be some inducement to the customer to buy half a dozen at a time. As it now stands the margin of profit will not allow any such inducement to be given.

#### Treating Retailers Fairly

The collar manufacturers are, however, giving the retailer a better deal than their

Military lines are quite in evidence. Many of these are shirts of khaki-colored fabrics in a variety of textures. These are expected to be popular for sport purposes. Manufacturers in the U. S. claim that the question of cloth supply is becoming more and more serious and in a number of cases mills have been compelled to request their customers to curtail their orders.

confreres in the United States. There the price has been placed at \$1.40 to the trade, with the retail price still \$2 per dozen.

MEN'S WEAR REVIEW claims that less than 33 1-3 per cent. on selling price does not give the retailer a working margin particularly upon such lines as collars where sales are small and yet require considerable time and trouble to make. Then the shrinkage in soiled goods and discarded lines is considerable and has to be taken into consideration.

MEN'S WEAR REVIEW has continually urged upon the collar manufacturers the necessity for giving the retailers a fair show when making the contemplated advance in order to get their co-operation. Apparently this advice has been heeded and there should be a good working margin at the new figures.

Those retailers who took the advice of MEN'S WEAR REVIEW a couple of months ago will now have a chance to reap some reward for their foresight.

#### Waterproof Collars Next

Another advance that would seem to be imminent is in rubber or waterproof collars. These have also been raised by the United States manufacturers, but in this country prices still remain the same. This is probably nearly the only line that the retailer of men's wear has in his store that he can still buy at pre-war figures. Undoubtedly the increased cost of labor, raw materials, and other manufacturing costs would warrant an increase in the price of these. Competition, however, in this line is keen and it is evident that each manufacturer does not intend to be the first to make the break.

Retailers are evidently expecting an advance and orders have been particularly heavy, so much so that one factory at least can keep no stock on hand but is shipping its daily output and even at that having difficulty in being able to supply the demands of the trade.

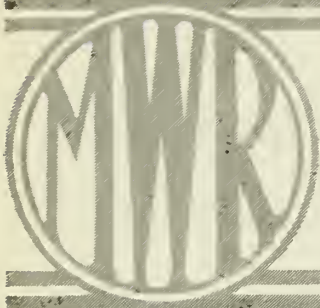
It may be taken for granted that an advance in these will eventuate in the very near future. The new price established in the United States is \$2.40 per dozen, with the retail price fixed at 30c straight.

#### Soft Collars Up

Soft collars have also been advanced in price, the cheaper grades standing now at the same figure as linen collars, viz., \$1.60

(Continued on page 56.)





# MARKET REPORTS



## THE MARKETS AT A GLANCE

**C**OTTON, the staple raw product of so many lines in the men's wear store, showed considerable strength during the month of March and new records were established. On March 21 spot middlings sold in New York at 34 $\frac{1}{2}$ c. All cotton goods advanced in sympathy and prices were withdrawn on ducks and overall denims.

The British Wool Commission will, it is announced, increase the allotment of tops for Canada. If this is done the wool supply for the coming year seems fairly well assured. It is also hoped to increase the shipments of fine count cashmere and French process yarns.

Collars have at last taken the expected advance. The new price will be \$1.60 per dozen with the retail price fixed at 20c each. Soft collars advanced at the same time to the same price for the cheaper grades. An advance in waterproof collars seems to be very close at hand as this has already materialized in the U.S.

Fall shirt lines will be shown to the trade during April. Prices will be much higher than they were for Spring. Still greater increases are promised for Spring, 1919. All shirting cloths are advancing rapidly and are in scarce supply. Shirt manufacturers are inclined to adopt rather a pessimistic attitude as regards the outlook for material for the Spring of 1919.

The Canadian hat manufacturers have announced Fall prices. The cheapest line to be found sells to the trade for \$24 a dozen. Very few of these are selling, however. Jobbers report lines at \$27 to \$36 as the big sellers. Fur prices are continually advancing and everyone expects that Spring, 1919, will see still higher figures.

Overalls have taken unto themselves wings, and the price for immediate shipment on standard "railroad" brands is \$25. One firm is booking orders for Fall, July and August delivery at \$27. Denim prices have been withdrawn and an advance of 2 $\frac{1}{2}$ c per yard is expected.

Elastic webbing is another product to report an advance, in this instance 1c per yard. So far there have been no advances recorded on suspenders on this account.

Business generally is reported as only fair. Price conditions are undoubtedly holding down quantity turnover in many lines. On the other hand the increased values are holding up sales volumes. One large shirt company while reporting for their fiscal year an increase in turnover of \$20,000, sold 2,000 dozen less shirts than during the previous year.

The warmer weather coupled with the Easter holidays should open up Spring business and generally revive trade.

### COTTON HIGHER

**New High Level Established—Spot Middlings Sell Over 34c.—Heavy Demand for All Offered**

**COTTON.**—Throughout March cotton has been in very strong position. In the old speculative days it would be called "a creeping bull market." For several months the price on spot middlings, the barometer of the whole cotton market, has hung between 31c and 32c. New price levels have since been established, however, and on March 20, spot cotton sold for \$34.50.

Continual reports of damage to the crops in the southern states were partially responsible. Texas is suffering

from a long continued drought and the weather throughout the cotton belt has not been such as to stimulate field work. The real reason for the continued higher price is the heavy demand and the realization that the immense amount used up for explosives will be on the increase rather than the decrease.

As a result of this condition in the cotton market all cotton fabrics are very firm. Canadian cotton mills have withdrawn all prices on ducks and denims, although a new price list had been recently issued. Overall manufacturers look for a heavy advance when the line is re-opened. Shirt manufacturers also report heavy increases on all shirting cloths with supply limited.

### MORE TOPS

**Better Supply of Tops Hoped For—No Decision as Yet re Canadian Clip for 1918**

**WOOLS.**—The announcement given elsewhere in this issue that the Wool Commission is endeavoring to arrange for better supplies of tops for Canadian manufacturers will be welcome news to manufacturers and retailers alike. There is but little market information to give on the woolen situation. With all prices fixed and supplies regulated there is no room for market fluctuations. Most mills speak hopefully of the wool situation for the coming year. The one serious feature has been the shortage of



tops for making worsted yarns. If this situation can be relieved as expected it will overcome many manufacturers' difficulties.

The offer of the Wool Breeders' Co-operative Association to turn the 1918 clip over to the Government at the prices realized last year has not yet been accepted. Just what attitude the Government may take in regard to this it is hard to foretell.

## YARNS

**Hope for Improvement in Cashmere Yarn Situation—Wool Commission Working to That End**

**YARNS.**—The most serious shortage has existed and still exists in fine "French process" yarns used in the manufacture of cashmere hosiery and underwear. This shortage is so acute that hosiery manufacturers will only commit themselves for limited periods on goods of this nature.

The Wool Commission is taking steps to try and improve this situation. Mr. Hodgson, the Toronto representative, believes that this shortage will be largely overcome in the near future. This, however is still in the future. Manufacturers interviewed have but little hopes that there will be much noticeable improvement in the situation. Some go so far as to declare that the time is not far distant when cashmere hosiery will be practically off the market.

## COLLARS UP

**Collars Advance to \$1.60 per Dozen—Soft Collars Also Up in Price—Waterproof Collars Next?**

**COLLARS.**—The expected advance in collars materialized on March 15. The new price is \$1.60 to the retailers with the retail price 20c straight. Manufacturers state that further advances may be expected before many months.

Soft collars were advanced in sympathy, the popular priced lines now also being \$1.60 per dozen.

There is considerable feeling that an advance in waterproof collars cannot be long delayed. Apparently the only thing that prevents some such action is lack of any form of agreement between the different manufacturers. When interviewed, however, these state that advancing costs will compel some action before long. Price on these has been advanced in the U. S., the new price being \$2.40 per dozen, with the retail price 30c.

## PRICES FIRM

**Necktie Silk Firmly Held—Most Lines to Retail at 50c Becoming Exhausted**

**NECKWEAR.**—Neckwear silks are very firmly held. Demand is heavy and while actual advances are hard to locate there is no disposition on the part of dealers

to sacrifice stocks. Canadian tie manufacturers who have still had some 50c lines to offer report that this stock is becoming exhausted and cannot be renewed. Very little under \$5.50 per dozen will be shown after the Easter season.

Among other things tie linings are becoming difficult to obtain. Cotton mills will only accept orders for delivery in eight or nine months' time.

## HANDKERCHIEFS

**Shortage in Handkerchiefs Noticeable—Linens Practically Non-existent—Revival in Demand for Silk**

**HANDKERCHIEFS.**—Jobbers report a serious shortage in men's handkerchiefs. But few houses are booking any busi-

## OVERALLS

**OVERALLS.**—As predicted in March issue of MEN'S WEAR REVIEW still further advances have become effective on all overalls. The price on well-known brands advanced on March 21 to \$25 per dozen. Fall orders are being booked at the still higher price of \$27. Even at this overall manufacturers claim that further advances are in order in the near future. It is also pointed out that these prices are still below those being asked in the United States.

Canadian Cottons withdrew all prices on denims and ducks a few days ago, even though new price lists had been issued late in February. It is rumored that the advances that will be noticed when lines are re-opened will represent 2½c per yard on all overall denims.

Several overall manufacturers have decided to discontinue manufacturing odd sizes. Hereafter the range will start at 30 and go 32, 34, 36 and so forth. It is figured that this will cut down the stock requirements of both manufacturer and retailer to a considerable extent and will thus speed up turnover.

ness for Christmas and those who are report lines pretty well sold out. The most acute shortage exists, of course, in linen lines. Looms suitable for weaving fine linen handkerchief lawns have been almost exclusively appropriated for the manufacture of aeroplane cloth.

Cotton handkerchiefs are also in very limited supply and the prices are continually advancing. There is reported to be a revival in the demand for silk handkerchiefs, both white and fancy. It is thought that the shortage of linen may be partially responsible for this.

## HIGHER PRICES

**Fall Prices on Felt Hats Announced—Cheapest Line \$24 per Dozen—Popular Priced Hat Will Be About \$5**

**HATS AND CAPS.**—The fall prices on Canadian felt hats have at last been announced. As was expected the cheapest hat procurable is about \$24 per dozen. Jobbers report \$27 to \$36 as the prices that retailers are buying most freely. These will be sold at \$4 and \$5 respectively. British samples also came to hand this month and have been priced. One well-known brand starts at \$36 as lowest line. Some are shown, however, as low as \$33 per dozen.

Some few wool hats are included. These however, show advances of 50 per cent. over the previous season, and are pretty well out of line.

Spring deliveries are reported to be pretty well completed.

## BOOTS AND SHOES

**Trade Still Quiet—Felt Shoe Factories Sold to Capacity—New Rubber Prices Out**

**BOOTS AND SHOES.**—Shoe houses report business still a little quiet with retailers buying pretty much from hand to mouth. Prices remain fairly steady and although leather is slightly weak other expenses have increased that more than cover any slight reduction in this material. Shoe manufacturers point out that shoes have only increased in price about 50 per cent. from normal whereas woollens and cottons are up 100 per cent. to 300 per cent. in some instances.

The new rubber lists issued March 1, are on practically the same basis as the list issued on January 12. There is an advance over the prices of a year ago that probably averages 15 per cent., but is very irregular. Men's fine self-acting overs will be \$1.08 for the coming year, an advance of only 10 per cent. over the price of 98c of a year ago. Then again heavy leather top lines are in some instances unchanged while jersey top lines show nearer 25 per cent. advance.

Felt boot manufacturers report practically all the year's output already sold in spite of the high prices asked. Most factories have had supplies of wool on hand or they claim that they would have been compelled to shut down owing to scarcity of the right kinds of wool and the prices prevailing.

## HIDES WEAK

**Heavy Hides in Good Demand—Low Grade Very Weak—Mostly Latter Coming Forward**

**HIDES.**—While the hide market is nominally very weak there is a good demand for heavy packer hides, such as can be used for military purposes. The trouble is there are few of these coming to hand, most of the offerings being low grade stock of which there is a glut on the



market. Dealers are paying from 12c to 14c for country hides at the present time.

## WEBS ADVANCE

**Suspends Webs Still Advance—No Recent Price Changes in Manufactured Lines.**

**SUSPENDERS.**—Suspender webs have recently registered another advance of about 1c per yard or approximately 18 per cent. Deliveries are very bad as mills are working on webbings for military purposes which are made easier than the ones requiring elastic insertion.

Prices on the manufactures suspenders have not been changed but advances are likely at any time.

## FALL SHIRTS SOON

**Fall Shirts on Sale in April—Prices Will Be Much Higher—Tendency to Sell as Cloths Are Available**

**SHIRTS.**—The Fall lines of most Canadian shirt houses will be in the travelers' hands some time in April. As was expected, prices will be much higher, but the increases on the line for Spring, 1919, will represent still greater advances if manufacturers are to be believed. Cloths now coming to hand are in many instances bought at figures that are about half of the market value of the goods to-day. This is indicated by the customs regulation requiring the market value to be placed on the invoice as well as the price that goods are billed out at.

One firm bought a line of shirtings in January, 1918, at 16½c. The invoice showed market value of these goods on March 7 to be 21c. Another fabric was bought a year ago at 11c and when delivered the attested market price was 21c.

In addition the difficulties in getting shirtings are on the increase. Most factories seem to have sufficient supplies till October or November; after that they will be dependent on arrivals.

No orders are being accepted for far distant delivery. One firm turned down a large order from the T. Eaton Co. for January 25 delivery.

Several western firms have placed heavy orders for July delivery, intending to hold same until Spring, 1919.

## COLLARS ADVANCED IN PRICE

(Continued from page 53.)

per dozen, and retailing at 20c straight. The better lines have many of them also been advanced.

In fancy silk collars, for which there has been a phenomenal demand, there has been considerable difficulty in getting supplies of Jap silks. In consequence a number of manufacturers have been using fibre silks. These are stated to be giving as good satisfaction as the real silk article.

**HEAVY ADVERTISING CAMPAIGN**  
ONE of the heaviest advertising campaigns ever undertaken in Canada to stimulate business for working men's lines has just been launched by the R. G. Long Company, Toronto. Advertisements of this firm's overalls, gloves and shirts are appearing in 500 newspapers and magazines from coast to coast.

At this time, when practically everyone is doing some manual labor, and when all mechanics are so busy, the campaign should be exceedingly effective. Space will be run for about three months.



**CORP. F. THEO. GNAEDINGER**

*Who has been awarded the Military Medal for gallantry and devotion to duty. He went overseas as private in the 1st Bn. Canadian Railway Troop. He is eldest son of F. G. Gnaedinger, of the Montreal firm of L. Gnaedinger, Son & Co., distributors of "Monarch" hats.*

## SELLING HATS WHERE SPACE IS LIMITED

(Continued from page 43)

as 75 per cent. of the whole this dealer stated that in some instances 90 per cent. would be nearer the true figure.

### The Method of Sales Procedure

When a customer enquires for a hat he is shown to the hat case and a number of styles are shown him. He is usually first asked his size and this is verified by trying on a hat of the stated size. The clerk thus becomes aware of the futility of showing any hat where this particular size is sold out. Other lines are shown that it is expected will suit. The customer is told that the hat he is looking at is probably not his size but it is comparatively easy even without trying on to get him to pick out the style that he thinks he would like. The stock number is ascertained and the stock room is visited and his size brought forward for a try-on. If the hat, when

seen upon the head, is satisfactory, and usually it is when the style has been selected beforehand, the sale is made with the opening of only one stock box. If, however, he desires to see others the same procedure is followed until the sale is made.

### Large Figures on Stock Boxes

To facilitate finding the stock box containing the desired hat the number is painted on with a sign painter's brush in large figures that can be seen in a hurry. The appearance of one of this dealer's stock shelves is shown in accompanying illustration.

If it should happen as of course it often does that the sample of the line selected is the right size, this hat is sold to the customer and the sample card pulled out and dropped into a small box in the case until some moment of leisure when another hat of this number is brought forward.

This dealer is willing to admit that there can be faults found with this system. In some cases, where the customer is hard to please it is necessary to pull out as many stock boxes as if no samples were kept. In many other cases, in the majority in fact, the style is selected at once from the case and the clerk has only to go to the stock once and get the desired size.

Take it all in all MEN'S WEAR REVIEW believes that the ideas given here could be beneficially applied in many a men's wear store where hats are handled. While it is very evident that the most satisfactory method is to keep full stock of all sizes of each line forward in the sale cases, few indeed are the dealers who have the space available or the money to tie up in hat cases if they had the space. Failing this space some such scheme as here elucidated would appear the next best thing.

## TAILORS ARE RETAILERS.

**Recent Census Forms Sent for Filling Apparently Placed Them as Manufacturers—Matter Satisfactorily Adjusted**

MERCHANT tailors were considerably perturbed over the census forms recently sent to them from the Department of Trade and Commerce. Filling these out as originally sent would have automatically placed tailors in the same category as manufacturers. They would have become subject to the Workmen's Compensation Act, and their rate of business tax would have been increased.

The Retail Merchants' Association immediately took the matter in hand. A delegation of the men's wear and clothing section, headed by Mr. Miller, waited upon the Deputy Minister of Trade and Commerce with the result that satisfactory adjustment was speedily made. Authority was given to the tailors to only fill in forms in so far as same applied to the retail end of their business.





# SUITS & OVERCOATS



## PLAINER STYLES WINNING THEIR WAY

One or Two Novelties Shown by Manufacturers—Designs That Are Really “Cloth Conserving” Favored—Manufacturers Realize the Necessity of Improved Workmanship

As the Spring season opens up there are few notable style developments coming to the front. The retail trade is apparently inclined to still buy belted and similar lines to a more or less limited degree, but the plainer styles are steadily winning their way in the people's favor.

### One or Two Novelties

Among the manufacturers there were one or two novelties to be seen. One of these is a light-weight single-breasted suit, the buttons of which are so arranged as to give a three-in-one effect, namely, one button single-breasted, a two-button double-breasted, and a link button effect with a long soft rolling lapel.

Still another style feature is a single-breasted, two-button form fitting, four patch pocket creation with rolling lapels. This came in vari-colored patterns in wool and worsted fabrics. The third style shows the modified double-breasted idea having two buttons and form fitted.

### Working Towards Plainer Models

As the season advances it is evident that the recommendations of the commercial economy boards to the United States manufacturers will begin to have their effect upon Canadian designs, and leading designers are working in this direction.

It is, however, noticeable that retail establishments are still showing to a marked degree belted coats, and the younger generation of clothing buyers will be loath to abandon these attractive garments while they are procurable.

“There is, however, no disputing the influence of United States upon Canadian styles, and the plainer models will soon control the situation,” was the ultimatum of one designer.

### Save Cloth Where Possible

Undoubtedly the manufacturers themselves are virtually interested in establishing styles that will help hold down costs and save materials. In the interests of the clothing business generally prices will be held as low as can be done consistent with a working margin. All styles that will help to that end are naturally being taken up by the manufacturer and his designer.

The style modifications introduced in this way by the Canadian designers may possibly be more truly “cloth conservers” than some of the suggestions introduced by the Commercial Economy Board as these are being tried out in the fire of actual experience and where a noticeable saving cannot be achieved the idea is not looked upon with favor.

Thus the cuff on the trouser will stay. In the opinion of most experts this represents actual saving in cloth when it is considered how much better the trouser wears and how much longer it takes to get that “rug fringe” appearance.

On the other hand narrow trousers will be encouraged and shown. Herein a real cloth saving can be effected. Then in coats, belts and pocket flaps have received their *coup-de-grace*. They both represent cloth that can be saved. Styles carrying both or either will be shown, and if the retailers, or rather the retailers' customers insist upon having same they will be supplied, but the designers will endeavor to class them as strictly “*infra dig*.”

### Welted Pockets Effective

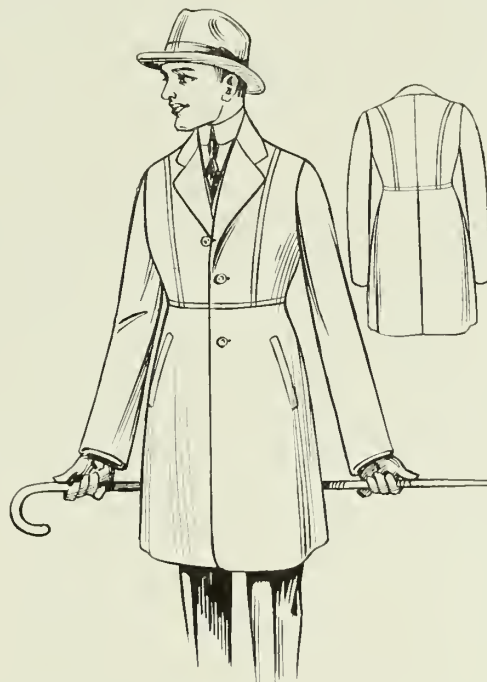
Some of the new designs with welted pockets, either vertical or slanting are very effective and if the young men take hold of these as expected the flap will be gone from the coat pockets.

And so on down the list, wherever cloth could be saved and thus price increases held to a minimum, it has been done, providing, and this is some proviso, style features necessary after all to a healthy clothing business have not been sacrificed.

### Increased Efficiency in Workmanship

MEN'S WEAR REVIEW discussed this feature of the clothing situation in its two previous issues, but the manufacturers and designers continue to assert that they are endeavoring in every way to improve workmanship on garments. Manufacturers of standard lines are faced with a serious problem: how to make their line stand out as distinctive and worthy of special consideration in the face of limited cloth supplies and restricted range of designs. The solution that all have arrived at is the highest possible efficiency in workmanship to the last detail.

This will constitute the stock talking point of a number of clothing salesmen when they go out to call upon the trade and it is evident that the houses they represent are making a genuine effort to back up this talk with results.



### SINGLE-BREASTED TOP COAT

This single-breasted novelty top coat is form-fitting and without being extreme in its general tendencies has some good points.

The length is 39 inches for a size 36 coat which brings the bottom well above the knees. Three buttons are used and the pockets are either “piped” or of welted “slash” variety.

The pleats, as will be seen, run from the waist line right over the shoulder and down to the belted waist line again. They may be of the “open” or closed variety.

Because of the manner in which this garment is made the manufacturers claim it will conserve cloth. Style shown by

College Brand Clothes Co., Ltd.,  
Montreal.



**Good Workmanship Necessary**

The average man who buys a garment of fair quality that will give him a dressed appearance when upon the street will be prepared to pay a big price but he will everlastingly remember the brand upon that suit if, after paying the big price asked, he finds faulty workmanship, poor quality lining, front that turns back, lapels that assume grotesque positions, buttons that fall off or seams that open without sufficient provocation.

The realization of these facts is the clothing manufacturer's close companion.

It sleeps with him at night and walks by him on his way to work, and sits by him at his desk all day long. To reiterate, while the consumer expected fair wear from a \$15 suit, when he pays \$35 for one made from the same cloth he wants more than fair wear, he expects and resents if he does not find excellent workmanship, studied designs and thoroughness of finish.

**Some New Overcoat Styles**

MEN'S WEAR REVIEW has to hand a series of sketches of overcoat styles

for the coming heavy-weight season. These were made from actual garments prepared for the coming season and exhibited at a recent convention of clothing designers.

The noteworthy feature is the number of double-breasted lines that are shown. One or two styles are decidedly "military" in general appearance. In all but one or two the pocket flaps are eliminated but the back belt is shown on several of the ulster styles.

**SELL CLOTHING INTELLIGENTLY**

**Keep Leading Points of Cloth Situation at Tongue's Tip—Be Able to Explain Limited Range of Patterns—Show How All Costs Have Advanced More Than Finished Garment**

**W**HEN a customer enters your store to buy his Spring suit and you ask him \$25 for the quality he used to get for \$15 he will naturally want to know why. To be able to thoroughly explain the situation, to show that still higher prices are in sight and that the clothing retailer is by no means a profiteer will very often help to cinch the sale with a "doubting Thomas."

The first question is the cloth situation. Fully 50 per cent. of the total cost of the suit is concentrated right here, and what is the situation? At mill figures to-day cloths are from 200 per cent. to 300 per cent. above pre-war prices and are continually advancing.

**Higher Prices of Course**

It is very evident therefore that the full effect of this increase has not yet reached manufactured clothing. It has been possible for manufacturers and in

not buy a similar pattern to the one he got two years ago and liked so well.

To answer this it is necessary to be fairly well posted on the cloth situation. Briefly speaking, this is as follows. Previous to the war the greater part of all cloths used in men's clothing were brought from England, although even then Canadian mills were steadily increasing their trade and improving their product.

What is the cloth situation to-day in so far as England is concerned?

**Control of Civilian Cloth**

Everything in the way of cloths is tabulated; all stocks in the country are known to the government and these are so closely recorded that there is no chance for manufacturer or jobber to secure or hold more than his allotment. No cloth can be made up for civilian use except under special permission, and the wool for this purpose has to be released by the Wool Commission. Cloth manufacturer after cloth manufacturer has written of these conditions to his Canadian agents. Orders have only been taken for over a year past subject to "Government requirements."

**Some Go Down With Ships**

Then what is released and shipped very often does not reach its destination. Of the weekly shipping losses due to submarine activity there is bound to be many a ship carrying a cargo or part cargo of cloth, and this is of course totally lost. The wool and the labor are alike expended for nothing.

**Clothing American Soldiers**

Military requirements seem to be upon the increase. Recently it was reported that all American troops overseas were to be supplied from British mills with uniforms, etc. A late Paris despatch announces that the first shipment of British clothing amounting to over a million dollars in value had arrived at the headquarters of the United States troops in France. This in itself will mean a continually increasing drain upon British cloth mills.

Under such conditions it is not to be wondered at that cloth mills are not worrying about new designs or a multiplicity of designs. "The greatest possible production in standard patterns and colorings" is their slogan.

This situation, instead of showing signs of improvement is growing steadily worse. Clothing manufacturers interviewed during the past few days stated that they had no definite knowledge as to further supplies.

"There will be still fewer patterns shown in England and what remain will be sold to those who can pay the price. As a matter of fact many patterns have

**SOME CLOTH ADVANCES**

*In five of the widely used fabrics, the recent openings of one of the United States Woolen Co. shows the following advances for Fall, 1918:*

Fabric.	Increase.
12061X-Washington cheviot	\$1.25
9613-1-Serge	1.47½
9611-1-Serge	1.40
3194-Fulton serge	1.42½
3844-16 oz. Fulton serge	1.62½

*The average increase on these is about \$1.44 per yard. Multiply by 3 1-3 yards required for a suit and we will find \$1.80 as increase for cloth alone.*

turn dealers to stave this partially off owing to heavy stocks and early contracts. Gradually, however, these alleviating conditions will be overcome when the full effect of cloth advances will have to be passed on to the ultimate consumer.

**Pattern Range Limited**

The increasing scarcity of cloth is another point that can be effectively used in closing a sale. The range of patterns is of course somewhat curtailed and the customer will want to know why he can-

**WOOL SUPPLY AND POPULATION.**

Total number of sheep compared with the population of the principal wool-using countries in the years named up to December 31st, 1917.

	Sheep, Millions	Population, Millions	Ratio of Sheep to Population
1898	412	515	.800
1899	413	524	.788
1901	400	538	.743
1902	392	546	.718
1903	373	553	.676
1904	351	560	.639
1905	361	569	.632
1906	374	576	.649
1907	387	583	.662
1908	400	590	.676
1909	408	598	.680
1910	409	605	.676
1911	415	612	.680
1912	413	620	.666
1913	398	627	.634
1914	385	635	.606
1915	372	639	.582
1916	370	639	.579
1917	374	639	.583

been eliminated for the present and will not be reintroduced for the period of the war.

"Fewer travellers are calling on the trade, and all around Golden Square, the woollen agents' Mecca in London, the vast majority of the offices are closed and the occupants have disappeared," said one well posted informant.

Assortment and stock of overcoatings will be particularly limited. Orders have been placed but even those thus placing have but little hopes of getting



more than a portion of their order. Some Meltons are expected to come through but only a limited quantity.

"Scandinavian buyers have undertaken to buy supplies of cloth in England and pay for them outright. These, of course, will not be delivered now, nor indeed till after the close of the war," stated another authority. This would seem to clearly indicate that these people have sized up the world situation and have thus endeavored to protect themselves for the future.

A salesman selling a suit of clothes can keep certain phrases of this information in his mind ready for the querulous customer and his evident knowledge of the subject will undoubtedly make an impression that will help to close the sale.

The customer can be also reminded of

the many other costs that enter into the making of a suit. One of the leading manufacturers in this country jotted down the following figures as a conservative estimate of some increases in manufacturing costs comparing Spring, 1918, with Fall, 1917. Leaving out the cost of cloth these were:

Cost of trimmings .....	\$ .50
Cost of labor .....	.50
Increased overhead .....	1.30
	\$2.30

Add to this the increase in the cloth used which will be close to \$4.50 on an average suit and there is an increased cost to the manufacturer of \$6.80 approximately. When the retailer figures his profit on a basis of 50 per cent. on cost this increase will advance to \$10.20.

Manufacturers claim, and in this it is likely there is some good selling talk, that the retailers should emphasize the fact that the average increase on the finished suit does not run more than 40 to 50 per cent., while many other products, including the cloth that the suits have been made from have advanced from 100 to 300 per cent.

While these facts will help settle the qualms of conscience of the objector "who never paid more'n \$15 in my life," the clothing dealer who is building for the future will try to keep "price" as far to the background as possible. The average man is out buying quality these days. He expects to pay higher prices but woe betide the man who will sell him a worthless article even if the price seemed less than he had been prepared to pay.

## NEW-STYLE SUITS REQUIRE MORE CARE

The Plainer the Style the More Skill Called For—Great Percentage of Special Order Suits Are Plain Style—Problem of Costly Alterations to Ready-made Can be Solved by More Particular Care in Salesmanship

HOW will the plainness of the new season's styles bear upon the special order department of the men's wear business, and how will the ever-present problem of alterations be affected?

MEN'S WEAR REVIEW asked these questions of an authority on the matter, who had just returned from New York.

### Won't Affect Special Orders

"Plainness and simplicity of style will add no difficulties to the special order department in the men's clothing business," said he, "for the simple reason that 95 per cent. of all special orders are for the plainest styles of clothing anyway. In the ready-to-wear a young man chooses his suit because of some fancy touch perhaps which pleases him, but the men who have special order suits put through almost invariably go in for plain styles. So the special order department will have no new problems to face, because the styles are to be very plain."

### Important Alteration Points

"The plainer the style the more skill required from the designer," remarked MEN'S WEAR REVIEW. "That is generally admitted in the men's wear trade. Will the severity of outline and absence of embellishments not make the business of alterations more difficult?"

"Alterations," was the reply. "are a big problem, and a costly affair in very many cases. There are firms in the big Canadian cities who keep as many as twenty and more men on alterations alone, and spend thousands of dollars on this every year. The National Association of Designers have this problem in view, and we are hoping before very long to take steps towards reducing this alteration expense. It can be done to a very considerable degree."

"You mean that men's wear can be made that won't require alterations?"

"Something like that, but not quite," said the expert. "Men's wear is already made that doesn't require half as much alteration as it gets. The association aim is to standardize alterations, to have

a system which is absolutely simple, and absolutely effective in satisfying the customer. At the same time it would make the business of alterations much less costly."

### The Right Way to Alter

"There's a right and a simple, swift, effective way to make any one of the standard alterations," he continued, "but many a suit doesn't get that sort of standard treatment, and the result is unsatisfactory. I once saw a man thoroughly annoyed over a suit bought at a department store. He was vowing that he'd never buy a ready-made again. Now there's many and many a ready-made suit that fits better than a made to order, and I knew that this man could walk into any good manufacturer's and be perfectly fitted from ready-made stock, for he happened to be a good example of the standard type of well-built man. I told him so.

"He got showing me the faults of the suit, pulled out a handful of waistcoat to spare in front, spoke of folds and drooping lapels, and a dozen details at fault. Told me the suit had been back half a dozen times to be altered, but was never a bit better, and that he was through with the ready-made suit business for ever.

### An Unjust Judgment Passed

"Well, I happened to note in examining the suit the mark of its maker, one of the best firms in the men's ready-made line in Montreal. I said to the wearer, 'You're misjudging ready-made business and the manufacture of this suit you're wearing, and the firm you bought it from. I know the maker of this suit—a good firm, too—they make good clothes and clothes that fit. The trouble is that this suit was never made for a man your size at all, but for a much stouter man.'



NOVELTY SACQUE COAT

*This two-button novelty sacque coat is made with a straight front. It has piped pockets and is of the belted tunic effect. Lines are confined, giving a pleasing appearance with the waist effect very prominent and flaring. The open laps to waist are a prominent feature of this garment and the frock coat idea is embodied in the general tendency of the back. Pockets may be of the "welt" or "piped" variety. In a 36 size coat the length is 29½ inches. One of the lines shown by College Brand Clothes Co., Ltd., Montreal.*



"Well," he said, "the salesman told me that was the only suit they had that would fit me." "And you went away and bought it," said I. "Now if you are easy enough for that, when a salesman is unwise enough to unload an unsuitable suit on you, you haven't any fair kick coming for ready-mades or for their manufacturers, or for the firms that sell them. The trouble's between you and that salesman," I said, "and both of you are at fault a bit. If he'd taken the time to get the right ready-made model for you, he'd have satisfied you without need for alterations, and showed you the real merits of the ready-made suit business, which provides the properly-built suit for practically every ordinarily-built figure of a man."

#### School for Salesmen Needed

"I suppose it was too late to tell that man that. He was pretty well set against ready-made suits. But he needn't have been, and it was the fault of a salesman not well enough up in his range of suits, and too anxious to make the sale. Besides, look at the trouble they had over alterations of that suit, and in spite of it all they lose the return customer they should have had. Now this shows what we are after in the way of standardized alterations and something else.

"We want to establish a school for men's wear salesmen that will show them how to study their customers individually, and meet their requirements out of the ready-made stock, which amply provides for every build of man, with the minimum of alteration if only the right suit is sold to the customer first. We are going to have that school for salesmen we hope before very long.

#### Rough-and-Ready School

"The average young fellow who becomes a men's wear salesman begins by sweeping the store, runs the errands, is promoted by and by to the counter, and gradually gets to know the business. If he's bright he may make a very good salesman, but his chances of getting to know the valuable facts that are available about the ready-made suits he sells and the sorts of men they are designed to fit come slowly and at infrequent intervals. Salesmen learn through mistakes, and mistakes lose customers, and make men misjudge the ready-made business. With a systematic school for the training of salesmen so that they can select unerringly the exact suit for each and every customer for ready-made clothing the problems of the alteration department would be reduced to plain sailing. Standardized alterations would become possible. The cost would be reduced. Customers would be satisfied. Men who buy ready-made suits would be visibly amongst the best-dressed members of their communities. For their suits would fit fully as well, if not better, than any made to order or special order garments."

#### GOOD MONEY IN GOLF SUITS

**Now is the Time to Start Your Preparations to Interest the Younger Set in Outdoor Sports Wear**

FROM April until November is the season for outdoor sports clothing of all kinds and especially for golfing suits. During the Summer also tennis wear is worth special attention in every city, town, and hamlet in Canada. Belts are needed, and shirts, soft collars, ties and hose.

By carrying a better assortment, making window trims, featuring the outing suit, and by cultivating the attention of the younger set generally more business may be added by any alert men's wear dealer.

In the matter of golf outfits a good deal depends upon the community. Wherever there are golf links there will probably be a fair number of players who desire a coat and probably a pair of knickers as well as the long wool stockings.

The coats that one firm has been selling are of flannel and light tweed cloths and the big checks have been popular. Around \$12 to \$15 has been asked for the cheaper grades of cloth for the two-piece outing suits. But many prefer a good grade and one dealer states that his sales have been made in garments sell-

ing at from \$35 to \$50 per suit, but including the long heavy wool stockings. The boots were not included.

This latter dealer sold most of his suits from sample cloths and had them made to measure. The same suits as sold at the above prices will now be worth around \$45 to \$60. One of the greatest difficulties this year will be that of procuring the material for making these better suits, and it may also be harder to procure the wool stockings.

#### SOCKS

The sock is another of life's mysteries. Whether it has been a sock from the start, or started out to be a stocking and lost its nerve, no one knows. The only thing we're sure of is that it got half-way up man's leg and stopped.

And for no apparent reason. The sock's way to man's knee was clear. Woman's stocking proves that.

But let us not censure the sock too severely for its shortcomings. It's like a lot of other human affairs—begun enthusiastically and ended half-way.

Pickard & Tuck, Ltd., men's furnishings, Olds, Alta., have sold this branch.

## EXPECT HEAVY WASH SUIT SEASON

**Sanitary Features of Washable Cloths Appeal to the Modern Mother — Present High Prices of Cloth Lines Another Inducement—New York Reports Good Winter Demand**

**W**E anticipate that we will do a bigger boys' wash suit business this year than ever before." This is the opinion of a Toronto retailer who specializes on boys' lines. The increasing cost of clothing, which seems to the average mother to be even worse when buying "Willie's" clothes than when buying "dad's," seems to make it very probable that such will be the case.

One large clothing manufacturer, who also makes a special effort to capture the boys' trade, writes as follows: "The scarcity of goods for the boys' clothing trade is becoming more acute every day, and there are practically no shipments coming out from England of the class of goods suitable for boys' wear. In order to keep up our trade we are going largely into cotton lines, and we find that these are taking very well. They are much lower in price than the cheap tweeds, and they will wear much better in every way."

It is evident from these two opinions quoted that the men's wear dealer should give this more attention than he has been doing in the past. Wash clothing is a line that has improved very much in the last few years. Style and fit are as important in these now as in the cloth suit. In addition, the sanitary features

of the washable suit appeal to the average mother. The usual healthy boy will go in places that are not as sanitary as could be wished and drag his pants with him. The cleansing thoroughly of the cloth suit is next to an impossibility. This, however, does not apply to the wash cotton suit.

New York reports that the boys' wash suit trade is increasing immensely. This is said to be true even of the Winter months. The modern home of the moderately well-to-do is as warm in Winter as in Summer, and in consequence around the house there is no logical reason why a cotton suit could not be worn at any time of the year. The mothers are apparently beginning to realize this, and there is no doubt that the very sanitary features mentioned above have had a lot to do with the present popularity of washable clothing.

One thing seems certain. The merchant who seems to be well impressed with the merchandising possibilities of this line is the one who carries a stock of sufficient proportions to give his customers a varied range to choose from. The merchant who carries only one or two lines of very ordinary design usually claims that the line is not worth bothering about.





# NECKWEAR



## PLENTY OF COLOR IN NEWEST NECKWEAR

Some Very Handsome Effects Achieved in Printed Silks—Batwings Continue in Good Demand — Tie Manufacturers Claim Difficulty in Procuring Exclusive Silks

**P**LAINER clothing styles are the order of the day. Hats will be staple in style and quiet colors will predominate, but the man on the street is making up for it by putting all the color that his taste calls for into his neckties. To walk into the showrooms of the average tie manufacturer without having first taken a "bracer" is running serious risk indeed if one's nervous system is such as to be easily affected by color combinations.

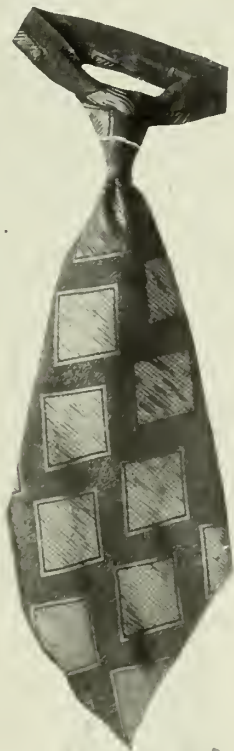
### Bright Patterns Originated in New York

Why this run on bright patterns just at present, for run there undoubtedly is? It can be largely traced to the fact that tie manufacturers have been forced to go to New York almost exclusively for their silks for the past year. That city has always favored bright patterns, and had very little else to offer when buyers went looking for stuff suitable for the Canadian trade. Some of these were bought with more or less fear and trembling and introduced to the Canadian public, with the result that the supposed-to-be extremely-conservative Canadian fairly ate them up and howled for more. As a result more was purchased and continues to be purchased even until the present time, and there seems to be no inclination on the part of even the retailers or the wearers to slacken up in the demand for bright patterns.

neat patterns of more modified designs. One range of these, known as "Tokio crepes," were particularly noticeable, the patterns being distinctly Japanese, while being moderate enough for the most conservative man.

### Black and White in New York

New York reports a considerable demand for black and white designs, fashioned after the high-grade scarfs now being worn by many of the better-



An effective pattern shown by Tooke Bros., Montréal.

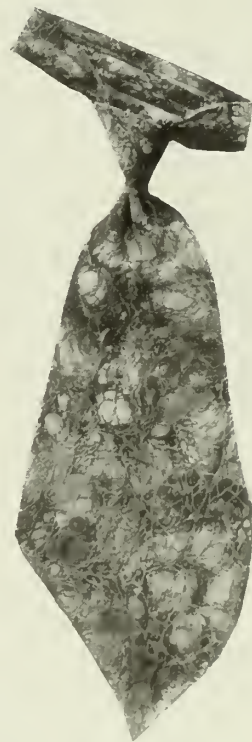
### Possibilities of Printed Patterns

Another reason for the popularity of loud patterns lies in the development of printed neckwear silk to its present prominent position. In printed goods effects can be achieved that would be impossible in dyed-in-the-yarn silks except at an extraordinary cost. This again explains why demands for prints and loud patterns go hand-in-hand.

Among the new designs noticed were some very handsome printed satins, known as Parisian satins, supposedly because they were never nearer Paris than New York, which come in a range of mixed patterns called Patika. These would seem to carry out the "camouflage" idea, as the mixed effect reminds one of the pictures we have seen of armored trains or aerodromes painted in similar designs.

Faillies, of course, remain good. Some very handsome ones are known as radiant failles, having a firmer finish than the velvet finish failles that have been popular for some time. Another range consists of broche faille, with brocaded grounds and large showy floral patterns printed on same.

Crepes continue to sell well, and the patterns in these vary from some of the extremest in the ranges to some very



Fancy crepe faille shown by Wm. Milne.

A closer inspection reveals, however, that while there is color galore, and while some of the designs are loud enough to out-shout Billy Sunday, nevertheless some of the louder ones are very beautiful and the designs original and attractive. Moreover, in the words of one designer, "The trade demands bright patterns and seems to be selling little else, so it is up to us to handle same."

dressed Englishmen, but Canadian manufacturers claim they have noticed no more than the usual amount selling.

All are agreed that it will undoubtedly be a big season for batwings. The fact that a good range of these is still procurable to sell at 50c may have something to do with this, although it is doubtful if this is a very large consideration. The fact that more and more men are becoming able to tie a bow tie effectively is nearer the real reason for the





*From the Spring range of Tooke Bros.*

increased demand. For this season bathing bows will be seen in a big range of silks, including some of the more pronounced patterns, where some are not too large to admit of effective cutting.

All silks have shown a tendency to advance slightly in price, though so far this advance has not been sufficient to cause the tie manufacturer to adjust his figures. There seems to be no scarcity in neckwear silks, although New York trade papers are continually referring to the inroads that Canadian tie manufacturers are making now that the Swiss market is entirely closed. Manufacturers claim, however, that there is great difficulty in getting exclusive patterns. One buyer told of a case where he was much impressed with a design that was supposed to be just fresh from the designer's hands and bought very heavily of same on the understanding that it would be confined to him for Canada, only to walk into a Toronto department store on his return and behold a rack full of ties made from the same silk.

Some nice business has been placed in wash neckwear, and the newer patterns that are being shown in this branch of the tie business will undoubtedly help the sales considerably. For quite a while past the wash tie patterns have been following along standard designs, and a man having bought one one Summer and seeing but little different offered the next year has been inclined to pass them up. Some of this season's numbers, however, are original in both shapes and materials used.

Manufacturers say that some of the difficulties that they are running up against at the present time are the apparently small ones. The most important of these is the getting of the lining and interlinings. Mills recently

approached would not promise deliveries under eight or nine months, which is very likely to be stretched out into a year. Still another difficulty is the getting of silk labels. A number of the manufacturers have been forced to send out large shipments wanted in a hurry for Easter business without the usual dealers' labels on them, although the order for same had been placed in good time. This necessarily leads to a certain amount of hard feeling, but it really hardly seems fair to blame the manufacturer for something that he cannot help. The difficulty with the label manufacturer seems to be two-fold. He cannot get the kind of silk he needs and he has difficulty getting help. Whether these are the real reasons or not does not matter much, the fact remains that the tie manufacturer is not getting the labels with even moderate promptness.



*Novelty satin in candy stripes shown by the King Neckwear Co.*

NOTES

O'Sullivan Bros., Swift Current, Sask., have sold men's furnishings stock to Dowling, Herman & O'Sullivan.

F. Cid, men's furnishings, Thetford Mines, Que., has sold out.

Quick & Robertson, clothing, Belle-normal business. There are, regular, ville, Ont., have suffered loss by fire.

Hankinson & Ivey, men's furnishings, Sudbury, Ont., have sold stock.

Royal Store, men's furnishings, Ottawa, Ont., have discontinued business.

OBITUARY

A. G. Lomas, President of Magog Woollen Mills, Ltd., Sherbrooke, Que., is dead.

BORDER CITIES ORGANIZE

THE retail merchants of the four border cities of Windsor, Walkerville, Sandwich and Ford have recently joined hands and formed an amalgamated Retail Merchants' Association with Mr. C. M. Smith, dry goods merchant, of Windsor, as president. There are a number of very contentious questions that are particularly applicable to border towns that will be taken up and united efforts made to effect needed reformations. On Tuesday, March 12, an organization banquet was held. The membership committee was able to report a membership of 358 out of a possible 400 and it is hoped by a little further missionary work to bring this up to 100 per cent. At this banquet a very interesting address on credits and general business principles was given by Mr. Wall, who is local representative of the Bankers' Association of the United States.

One of the questions that came up for discussion at this meeting was the question of clothing the returned soldier and a memorial was drawn up to be sent to the Government at Ottawa asking that the soldier be given transportation back to the town from which he had enlisted and that he be allowed to get his clothes from his own dealer or from whom he pleases.

FIFTY YEARS IN BUSINESS

TO mark the fiftieth anniversary of their start in the clothing business, W. R. Johnston & Co., Limited, Front Street, Toronto, have issued a really magnificent booklet. This briefly outlines the aims which have actuated the firm through all the year. From the cover, which gives a view of the head office, with border made by the various provincial coats of arms, to the last page the booklet is magnificent.



*A novel design in crepe faille shown by E. & S. Currie.*





# KNITTED GOODS



## HOPES FOR IMPROVEMENT IN HOSIERY SITUATION

Belief Expressed That Shipments of Fine Yarns Will be Increased—Needle Situation Still a Serious Factor—Hosiery Shortage Acute in the States

**T**HE situation in so far as the finer grades of hosiery are concerned has been serious indeed. As already announced in these columns manufacturers opened fall lines of cashmere hosiery at prices that ran anywhere from 50 per cent. to 100 per cent. higher than a year ago and in addition showed an inclination to take orders that would implicate them very far into the future. Several of the larger manufacturers reported themselves already sold up for the season.

The reason for this has not been hard to find. It lies in the shortage, present and apparently extending into the future, of fine "French process" yarns suitable for this class of goods. In addition there has been another matter, the shortage of certain varieties of knitting needles.

There is some hope that there is an improvement in sight in the yarn situation. The British Wool Commission, in conjunction with the Canadian Manufacturers' Association, has been looking into the facts of the case. The results have been that an effort will be made to increase the shipments of these yarns to Canada, as it is realized that the situation is a serious one from the viewpoint of the manufacturer. The Toronto representative of the commission states that he has hopes that his representations will receive due consideration and that there will be relief noticeable in the near future.

### Needle Situation Still Bad

In so far as the needle situation is concerned there does not at present appear to be much hope for improvement. Japanese needles have been imported to a considerable extent during the past six months, but there are varying reports about them. Some manufacturers have expressed themselves as being very well pleased, while others have the very opposite to report.

The output of needles from United States sources has been largely increased, but demands of mills working on

Government contracts have precedence and in consequence there is not enough for civilian purposes in their own country, and but little can be expected for Canadian mills.

One large underwear manufacturer recently told *MEN'S WEAR REVIEW* that he was sure there were machines lying idle in practically every knitted goods mill in the country owing to shortage of certain kinds of needles.

### Worse in U. S. A.

In the United States the hosiery situation appears if anything worse than it is here. Government buyers have recently cleaned up all available stocks and on top of this buyers for the French Government, following along the lines they adopted in Canada some months ago, came into the market and bought everything they could get their hands on that could be called socks. Wool, part wool, or cotton, any size and any color, in fact anything at all, was bought up and this sweeping order which practically spared nothing, has finally put the clamp on the lid of the market.

In addition it is estimated that all mills, both hosiery and underwear, are operating up to 75 per cent. of their total capacity on Government business. This will clearly mean that no relief can be expected in Canada from across the border.

There is also a feeling abroad among local manufacturers that there are large orders pending from the Canadian Government that will have to be filled before next winter, but as it seems to be the policy to clothe Canadian troops from British mills once they are overseas, and as the men called up under the Military Service Act seem to be sent overseas after but a short training, there may be little in this report.

When talking to a customer about goods, think about them from the user's standpoint rather than from the point of view of the man who wants to make a profit selling them.

## UNDERWEAR

Retailers Believed Well Stocked—Jobbers Claim Present Prices Below Market

**J**OBBERs continue to report sales below expectations on Fall underwear. This is particularly noticeable on heavy ribbed lines. Flat knit lines are, however, selling well.

It is felt that retailers are probably fairly heavily stocked. If this is the case they are adopting the wise policy in refusing to load themselves beyond their requirements.

### No Use Waiting

For those, however, who have yet to buy there seems to be small object in holding back. Every indication points to higher prices. Jobbers report that most present stocks are based on prices that represent the average value of stocks on hand and new goods purchased. These are thus considerably below present market values. When such stocks become exhausted higher prices must come.

### Interesting Figures

One jobber showed lines that he was offering to the trade for \$11 for which the mill was now asking \$10.75. Another quoted at \$12 is priced at the mill at \$11. Other lines in better qualities are being sold at \$21 and \$24. When based on mill prices these should be \$25 and \$29.

### Naturals Scarce

Finer lines in natural wools will probably be scarce. The scarcity of yarn necessary for the manufacture of these goods has been pronounced.

### Spring Deliveries Good

Spring underwear has been well delivered and early orders are nearly all in retailers' hands. Sorting business has of course not opened up as yet. Jobbers still have some lines available for sorting at opening prices, but the mills have advanced prices sharply and this will have its effect on jobbers' prices as soon as stocks become depleted.

Some new styles for mid-summer wear will be shown in the course of the next few weeks. These apply more particularly to combinations, in which field experimenting is continually going on.



# MERCHANTS MAKE CAUSTIC COMMENT RE GOVERNMENT'S PROPOSAL TO ISSUE CIVILIAN OUTFITS TO SOLDIERS

Some opinions of men's wear retailers on the proposed Government issue of civilian clothing to returned soldiers bring out important points:

Writes J. A. Sinclair, of Orillia, Ont.: "Have in my possession at present a suit issued by the Government to a discharged man. He would not wear it outside. This is a sample of what it would be."

Harcourt & Sons, Ltd., 115 King St. west, Toronto, say:

"The individual taste not being consulted, much of the clothing supplied in such a way by the Government would not be worn by the men, thus entailing a big loss in materials, wages, etc.

"No class of merchant has suffered more on account of the absence of thousands of men than the custom tailor and retail furnisher. The large stores have benefited very much on account of the large amount of money circulating among the girls and women who are employed at big wages.

The Government, in our opinion, ought to give the smaller merchants dealing in men's wear an opportunity to supply outfits to the returned men instead of giving big orders to the wholesale clothiers who already are fattening on Government contracts for military clothing."

Writes D. W. Downey, Brockville, Ont.:

"I have read your article on Government's plan to outfit returning soldiers with civilian clothing, as presented in MEN'S WEAR REVIEW for March. I fully appreciate the position you took and feel it would be a great injustice to the retail clothier and furnisher and unfair to the soldier himself, who no doubt wishes to consult his own taste as to style of clothes he shall wear as a civilian and I think it is only fair to him that the Government give him a certain amount of money for the purpose to be spent by himself. It is gratifying to note you have taken this matter up with the Government and I am sure you will have the support of all the retail merchants. Would it not be well to bring this to the notice of the Retail Merchants' Association of the Dominion so they might co-operate with you? As a member of that association I would appreciate your taking such action as will stop the Government from such an undertaking and will be pleased to give any assistance I can."

L. R. Tobey, of Hamilton, writes: "Any red-blooded Canadian soldier won't wear the clothing issued by the Government when he is discharged. I imagine he would want to do his own choosing

"I don't think the soldiers are looking for something for nothing. Why does

not the Government supply the wives of the soldiers with dresses all alike? "I have a brother, a wasterner, who is in France handling machine gun, seven children and a wife waiting for him to come back. I think he would like the privilege of coming to me for his civilian outfit. The whole thing is an insult to the merchants of Canada."

R. H. Dowler of R. H. & J. Dowler, London, St. Thomas and Windsor, says in reference to the advisability of giving special discount to returned men:

"In regard to this point, reliable firms who mark plain figures and sell strictly one price cannot afford reductions off their already close margin price which does not net them 10 per cent. on turnover. But the returned soldier is carefully looked after in any detail of suitable cloth, fit and service. If goods for any cause should not prove satisfactory the money is refunded or the merchandise exchanged. This is better than some unscrupulous politicians, with the assistance of some more unscrupulous maker, supplying a lot of misfit shoddy suits to our returned men, who wore reliable clothes from reliable merchants before they donned the khaki and prefer to get their wearing apparel again in the same way."

"It is high time something were done to stop this action of the Government re soldiers' civilian clothes. In concrete form our opposition is for the following reasons:

"(1) Each soldier wishes to choose his own clothes; some wish for tailored clothes, others wish for cheaper manufactured lines. Our army is a very cosmopolitan one, men of good breeding mixing with those from the most humble homes. Much injustice has been heaped on the soldier in this war. Why carry it on into his life when he is about to go back to his civilian clothes? Surely he has proven himself a man over there and as a man he has his right to choose his own clothes.

"(2) Merchants throughout the country have laid in large stocks of furnishings and clothing at old prices and are only too glad to supply returned soldier with these clothes at old prices. The war has hung on longer than most of us expected; but has the merchant despaired? No! He is putting up his fight, cutting living costs and upkeep costs as much as possible, hoping, waiting, yes, praying, for the day the boys will come home and buy their civilian clothes. On the strength of the boys' wants when they come home manufacturers loaded up merchants with stock using it as an argument in their sales.

"(3) Charity funds galore have made heavy demands on the clothier's pocket. He has been asked to increase his giving with his men's business falling off at a

goodly rate. Ladies' stores have thrived. They have not felt the war. It has been the men's trade that has felt it. Here's a chance for the men to show their appreciation by buying civilian clothes in their home town."

Walter C. Pridham of Goderich, writes:

"In my opinion most of the returned soldiers would not want the Government to supply them with civilian clothing. If the Government did, no doubt the clothes would be very much the same. The make would be a staple style and the suit would have the appearance of a Government outfit, and I am sure the soldiers would not like that. They would prefer choosing their own cloth and the style they would like to wear.

"My experience with returned soldiers is that they want good clothing and they want it made up right, and I doubt if they would get this from the Government. I would suggest that the Government allow the soldier a certain amount and if he desires something better than the amount will buy he can add the amount he wishes to pay.

"I believe if the Government issued the clothing there would be a great loss to the country from the fact that many of the soldiers would not wear the clothing thus provided. I have a boy at the front and I am satisfied that if he returns he would not wear one.

"I have not been in the habit of giving any stated discount to returned men, but have thrown in some furnishing with the clothing. If there were a general understanding about discounts I would be quite willing to fall in line."

Says R. J. Yonge & Co., London, Ont., regarding discounts for returned men:

"We can only speak for ourselves. We have given to all returned men a discount of 10 per cent., which apparently has been appreciated."

The losses which would result from this move to supply civilian outfits to the soldiers are, in the opinion of Andrew McFarlane, Brantford, Ont.:

"Loss of loyalty to the Government, loss of sympathy in raising money for patriotic and war bonds. How many men would have volunteered if the Government had proposed to hand out standard clothing, hats and boots to their wives during their absence?"

Speaking of the point raised by the secretary of the Great War Veterans, that some merchants are taking advantage of the returned men, Mr. McFarlane says:

"The Government is to blame. In giving manufacturers the chance of getting such large profits in munitions they have aroused a feeling of jealousy in the minds of merchants of all classes, and some of them take advantage of the want of knowledge of the returned soldiers in regard to existing prices. I don't think





## *Niagara Novelties*

The English Foulards,  
here illustrated, are  
just one of our fresh  
spring ranges,

All made with  
"Mitchell Slide Easy"  
Bands.

Niagara Neckwear Company, Limited  
Niagara Falls, Canada

## CERTAIN RETAILERS ONLY TO HANDLE S.O.S. UNIFORMS

Elsewhere in this issue is outlined the Food Board's proposal re uniforms for the Sons of the Soil. The Food Controller, in his letter to MEN'S WEAR REVIEW, advised that these uniforms were to be sold to the boys through "the regular channels." MEN'S WEAR REVIEW just has word from a high official of the Sons of the Soil movement to this effect:

"We did not take it that it is a feasible feature for the average merchant to handle, and are asking only the larger retail concerns to distribute them."

From our Montreal editor MEN'S WEAR REVIEW has just received these further particulars: That the Montreal Shirt and Overall Co. has received a contract for these S. O. S. uniforms; that these suits are to be made of khaki duck; are to be sold to the retailer at \$2.60 and by the retailer to the Sons of the Soil at \$3.00. "The retailers to handle this line," our Montreal editor states, "have all been selected by the Government and advised of their selection. Mr. Levine of the Montreal Shirt and Overall Company figures that about 35,000 suits will be required."

## UNITED CLOTHING TRADE FIGHT SOLDIERS' OUTFITS

Men's Wear Merchants Banding Together for Self-protection—  
Protests From Toronto, Hamilton, London, Winnipeg and  
Ottawa—Determined to Nip Proposition in the Bud

**F**ROM all parts of Canada this organized clothing trade continues to send a storm of protest to Ottawa against the issue of civilian outfits to soldiers. Not in years has any matter so tended to unite the trade in a common cause. Where branches of the Retail Merchants' Association are in existence their officers are in correspondence with E. M. Trowern, the Secretary of the Dominion Board, or W. C. Miller Secretary of the Ontario Provincial Board.

### Retailers Uniting

In other sections where branches have not existed in the past, this menace to the rights of the trade is driving all upon a common ground.

### Toronto Clothing Men

On March 25, a clothing section of the Retail Merchants' Association was organized in Toronto. The following officers were elected: President, Ed. Mack; 1st vice-president, G. Hawley Walker; 2nd vice-president, R. S. Reid and secretary-treas. R. F. Fitzpatrick.

The first official business of the new organization after election of officers was the discussion of the soldiers' outfitting. A resolution was adopted in which it was agreed to send a letter of protest to Ottawa against the contemplated action and to get all the other retail organizations in Toronto and elsewhere to back them in this.

### Hamilton Heard From

Hamilton clothing merchants are also taking concerted action in the matter. A petition is being circulated among the trade protesting against any such action as the issuing of standard civilian outfits to discharged men, particularly as the Great War Veterans themselves are opposed to same.

### Word from the West

From the city of Winnipeg comes the following letter addressed to E. M.

### VICTORIA MEN'S WEAR MEN PROTEST TO GOVERNMENT

As we go to press there comes from the Retail Merchants' Association, B.C., a resolution signed by all the men's wear merchants of Victoria protesting against the Government's proposal to supply civilian outfits to returned soldiers.

The resolution will appear in full in the May issue of MEN'S WEAR REVIEW.

Copies of the resolution, as is stated in the document itself, are being sent to:

"The Minister of Militia and Defence at Ottawa; to Dr. Tolmie, M.P., and J. C. McIntosh, M.P., members of the Dominion Parliament from this district; to the various clothing or men's wear organizations throughout Canada; to the Editor of MEN'S WEAR REVIEW, Toronto, Ont., for publication; and also to the Victoria Board of Trade, the Victoria Win the War League, the Victoria Great War Veterans' Association, the Victoria City Council, and all other public bodies, for their consideration and endorsement."

Trowern, Dominion Secretary of the Retail Merchants' Association at Ottawa:

"Dear Mr. Trowern:

The retail clothing men of Manitoba are strongly opposed to the action of the Department of Militia and Defence issuing civilian clothing to soldiers on discharge. They contend that the soldiers should be at liberty to purchase their requirements where they wish. The average soldier would treat with contempt the class of clothing that would be issued. We are of the opinion that the great body of the merchants hand-

ing clothing have been and will be prepared to give such soldiers every consideration both as to price and quality.

"No doubt you will receive similar protests from other provinces. I will be pleased to hear from you outlining what action has been taken,

Yours truly,

J. H. Curle, secretary."

The Toronto branch of the Retail Merchants' Association is also in receipt of the following letter from the secretary of the London branch:

"Gentlemen:

"We have before us a letter from the MEN'S WEAR REVIEW which states that the Dominion Government seriously contemplates the issuing of civilian outfits to returned soldiers and that the matter is now in the hands of the Minister of Militia.

"As this matter is a very serious one to the retail clothing merchants of Canada, we feel that a strong representation should be made to the Minister of Militia, or the proper authorities, against this proposition.

"As it would be manifestly impossible to suit even a portion of the men with the outfits that would be provided it would simply result in a large and uncalled for waste of wool and money.

"It would also be unfair discrimination against a large number of merchants who are paying heavy taxes and subscriptions and whose regular trade has of necessity suffered greater than many other lines.

"The fact seems to be conceded that were this proposition to go through the government would pay a long price for an inferior garment and that the vast majority of the outfits would be junked by the recipients.

"We would be glad to hear your opinion on the matter, urging haste at the same time, for any action that might be taken by this Association."

### Rests With Minister of Militia

In response to these demands and others that have come to hand Mr. Trowern, the secretary of the Dominion Board of the Retail Merchants' Association, has been investigating the matter. As a result he finds that the whole question seems to rest entirely with the Department of Militia and Defence






---

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*Another dandy model from the popular  
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## The Good Looks of this Collar

are only equalled by its sound practical economy. Men to whom a clean collar a day is a necessity—well-to-do-men—are wearing this Arlington Cleanable Collar which is to all intents and purposes a linen collar that never needs laundering—a collar that, when it does become soiled, can be made clean and presentable in an instant by merely sponging with clean water. There are many other good shapes in the Arlington line—it is varied enough to please every taste. Every model has the stitched edge and the full linen-like finish. Write us about the Arlington proposition. It's a good one.

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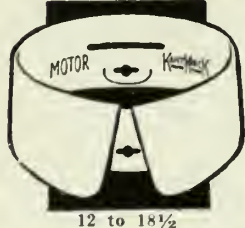
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—the Composition Collar that particular men like to wear

All the popular standard shapes are here, backed by a truly remarkable linen-like finish that will make a big "hit" with every man.

Just now when economy is the talk of the day you would do well to draw your customers' attention to the big saving in laundry bills that the KANTKRACK Collar makes possible.

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We have recently added a number of new collars to the KANTKRACK family—shapes that are timely and attractive and certain to please.

KANTKRACK styles and sizes are varied enough to suit every customer.

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Sole Canadian representatives for the Onli-Wa Tie Holder. \$3.50 per dozen.



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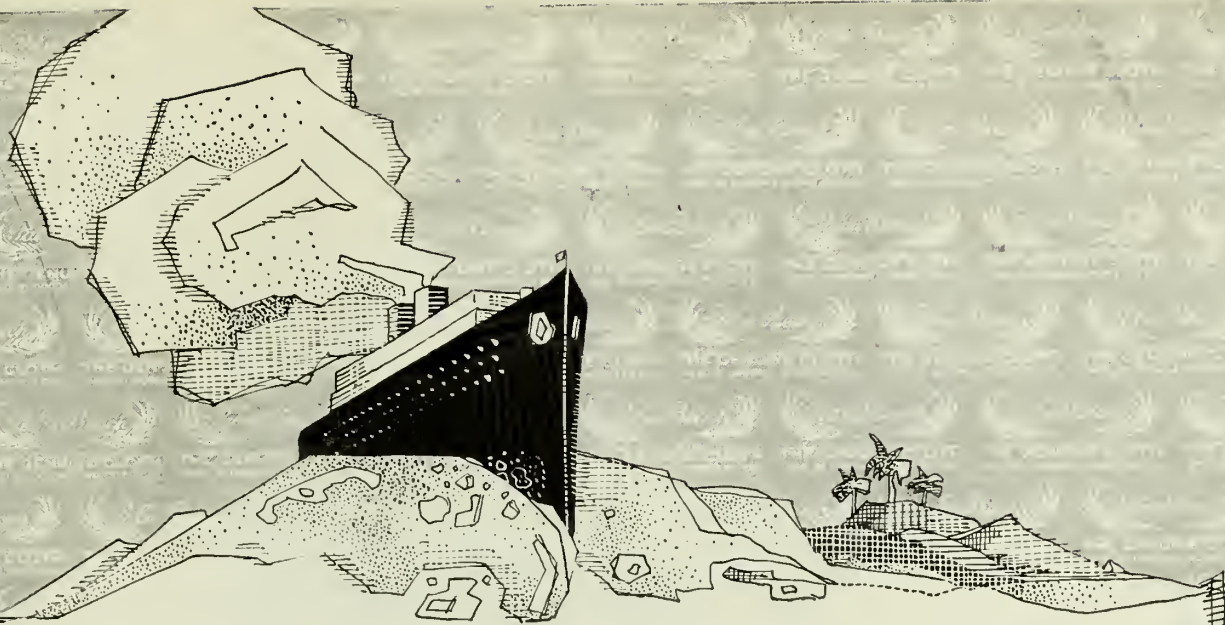
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known brand in their specialty line, and calling upon both men's  
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But PALM BEACH calls forth no doubts. It is a law of purity unto itself. Strong—durable—lasting—its construction today is the same as that which won the Genuine Cloth its place *at the top*, many years ago.

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J



A NEW WAY WARDROBE

## A NEW WAY STORY

Once upon a time it was the custom for all good clothiers to carry their stocks in beautiful piles on tables suspiciously like the garden variety of kitchen table and when showing their wares to a customer their salesmen spent valuable time in hunting for sizes, styles and colors, their repair staff wasted time in pressing, and the salesmen again spent minutes and hours in re-piling the stock.

The odd pattern and odd size was always kept on the bottom and eventually was sold at less than cost at the annual sale.

The new way of handling clothing is to store and display it at the same time in New Way Revolving Wardrobes in which two hundred men's suits are kept on hangers in perfect condition, ready for the customer to wear, each size, style and color in plain view of the salesman and customer, all in a floor space of 4 feet by 7 feet.

There are no odd sizes or patterns, no dead stock, no damaged goods.

New Way Wardrobes are also made for men's hats, overcoats, furs, etc., and a complete system of most ingenious sectionable units forms part of the New Way system to take care of every item of men's wear.

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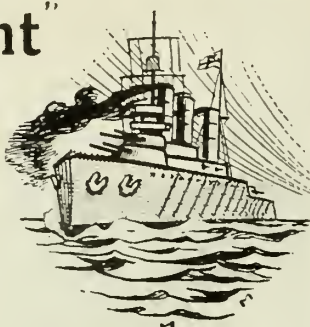
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Strong and Durable. Note special thumb and finger protectors. All seams reinforced. Made in Horse-Hide and Buckskin.

The very thing for Railway Men, Iron Workers, Etc.

Other cheaper grades. All wonderful values.

Write for Samples and Prices

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## CASH FOR OLD HATS

We will buy in all your left-over hats for spot cash.

**SOFT HATS**

**STIFF HATS**

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*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.

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When you want Men's or Boys' Coat or Vest forms see

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Everything for the  
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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.....\$1.50 to \$6.50, \$8.00 doz.  
Khaki Vests, brushed .....\$30.00  
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Woolen Gloves .....\$7.50 and \$9.00

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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.

### Easy Selling Military Lines

For C.E.F., R.F.C. and U.S. Army Officers and Cadets.  
We carry complete lines: Haversacks, "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, Sum Brown Belts, \$1.50. Badges for all ranks.

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*Wholesale Men's Furnishers and  
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85 King Street West Toronto, Canada





Gordon J. Hutton, Architect, Hamilton, Ont.

## Men are the greatest "Window Shoppers"

Because of this because men see a shirt or tie then stop to buy. You want such windows as will make possible the effective display of your goods.

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Metal Store Front construction will give just what you want.

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FASTENERS**



Once worn the customer  
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Every pair a direct advertisement for another.

Wise merchants insist on having them on  
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46 St. Alexander Street, Montreal



## LION BRAND BLOOMERS

embody those essential principles of good appearance and dependable wearing qualities that parents look for and that the little fellows so much appreciate.

You will find Lion Brand Bloomers lively and profitable sellers and sure customer-satisfiers.

*Our assortment is complete.*

**The Jackson Mfg. Co., Limited**  
CLINTON, ONTARIO

*Factories: Clinton Goderich Exeter Seaforth*

## The Dawn of a New Era

Be prepared with your  
stock of  
THE

## "Davis Storm Resista" WATERPROOFS

Prices are Soaring and  
Merchandise is becoming scarcer.

Business for 1918 will beat previous years.

Let "Preparedness" continue as your trade slogan.

**H. E. Davis & Co.**

*Wholesale Waterproof Manufacturers*

117, 119 and 121 St. Henry Street  
MONTREAL, CANADA

TELEPHONE MAIN 5445



# "Craftana"

Registered No. 282,000.



THE HALL-MARK OF

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

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

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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

**THE AOME OF PERFECTION IN FOOTWEAR.**

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

## Taylor-Made Garment Hangers



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

**\$7.50** PER HUNDRED

*Orders shipped the day they are received.*

*The Taylor Mfg. Co.  
Hamilton Ontario*

## INDEX TO ADVERTISERS

A	F	P
Arlington Co. of Canada, Ltd., The 67	Fashion-Craft . . . . . 25	Parsons & Parsons Can. Co. . . . . 68
Atlantic Underwear Co. . . . . 14	Fit-Reform . . . . . 11	Peck, John W., & Co. . . . . 15
Ansley, Dineen Co. . . . . 2	Freedman & Company . . . . . 17	Palm Beach . . . . . 69
	G	R
<b>B</b>	Gardner & Company . . . . . 9	Racine, Alphonse, Ltd. . . . . 24
Blue, Walter & Company . . . . . 23	Governor Fastener Co. . . . . 73	Randall & Johnston Co. . . . . 19
	J	S
<b>C</b>	Jones Bros. Mfg. Co. . . . . 71	St. Clair, H. J., Company . . . . . 73
Can. Consolidated Rubber Co. . . . .	Jackson Mfg. Co., Ltd. . . . . 73	Stifel & Sons . . . . . 22
Inside Back Cover		T
Craftana Co. . . . . 74		Taylor Mfg. Co. . . . . 8-12-71
Campbell Mfg. Co. . . . . 12		Tooke Bros., Ltd. . . . . Back Cover
Coppley, Noyes & Randall . . . . .	<b>K</b>	
Inside Front Cover and 1	Keens, W. J. Co., Ltd. . . . . 13	V
Cook Bros. & Allen . . . . . 29	Kitchen Shirt & Overall Co. . . . . 4 and 5	Vineberg Pants Co. . . . . 8
Carhartt Hamilton Cotton Mills, Ltd. . . . . 10	Kaplan, Samuelsohn & Co. . . . . 21	
College Brand Clothes . . . . . 27		W
Cluett, Peabody Co. . . . . 32	<b>L</b>	Wearbest Clothing Mfg. Co. . . . . 7
	Lang Shirt Co. . . . . 18	Wreyford & Co. . . . . 72
<b>D</b>	Long, R. G. Co., Ltd. . . . . 30	Waterhouse, Thos., & Co. . . . . 21
Deacon Shirt Co. . . . . 12		Williams, Greene & Rome . . . . . Ft. Cover
Davis Bros. . . . . 8	<b>M</b>	Wolthausen, The, Hat Corp., Ltd. 70
Dale Wax Figure Co., Limited . . . . . 72	Milne, Wm. . . . . 3	Wolfe, Harry . . . . . 16
Davis, H. E., & Co. . . . . 73	Montreal Glove Works . . . . . 72	Wener, Samuel & Co., Ltd. . . . . 20
Dubrulle Mfg. Co. . . . . 72		
	<b>N</b>	Z
<b>E</b>	Niagara Neckwear Co. . . . . 65	Zimmerman Mfg. Co. . . . . 26
Elkin, J. & Co. . . . . 28	National Cash Register Co. . . . . 6	





## “DOMINION RAYNSTERS”



ARLINGTON

Over half a century of continuous manufacturing has taught the Dominion Rubber System how to produce qualities that will “stand up” under any circumstances.

That is as true of Waterproof Clothing as it is of our Rubber Footwear, “Dominion” Tires, Rubber Belting or any of the many products of the Dominion Rubber System.

The “*Dominion Raynster*” line is a distinctive line of raincoats. The garments are fashioned by experts who know how to give the cut, finish and appearance so much appreciated by those who want the best. The styles are selected to meet the particular demands of the Canadian trade. The qualities are dependable and the workmanship is thorough to the smallest detail. As a result, “*Dominion Raynsters*” are now looked upon as the standard by which to judge raincoat qualities and values throughout Canada.

*Write to our nearest branch for full information as to styles, qualities and values in raincoats for men, women and children.*

**Canadian Consolidated Rubber Co.,  
Limited**

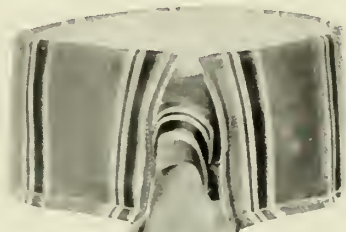
**Head Office: MONTREAL**

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

TIES

"All Silk"

PANEL  
or  
BIAS



Collars, Ties  
and Handkerchiefs  
to match



latest  
*Tooke*  
novelty

Ties, \$5.50 per doz.  
Collars, \$4.00 per doz.  
Handkerchiefs, \$10.50 per doz.

TOOKE BROS. LIMITED  
MONTREAL · TORONTO · WINNIPEG · VANCOUVER



THE "SONS OF THE SOIL" MOVEMENT AND ITS MEANING TO MERCHANTS

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, MAY, 1918

No. 5



CASCO 2 $\frac{3}{8}$  IN. CLYDE 2 $\frac{1}{8}$  IN.

ARROW COLLARS  
FOR SPRING

CLUETT·PEABODY & CO·INC·MAKERS·

628



## When the "Soldier of the Soil" Returns



The demand for quality Boys' Clothing is certain to increase.

The Boy's love for well-made, stylish clothes is proverbial. Now, after his sojourn on the farm, he will have the wherewithal to satisfy this desire, which means worth-while business for the dealer who is selling the kind of goods he wants.

## Proper Clothes

possess every essential of Style, Fit and Value that the most critical youngster can look for.

It will pay you to prepare for the trade of the Soldiers of the Soil. The best way to do so with the greatest assurance of results is to stock the line of real merit—**PROPER CLOTHES.**

Coppley, Hoyer & Randall, Limited  
Hamilton = Ontario



# Semi-ready Tailoring

## as it is to-day



We have lost three customers in three years—that is, three customers who conducted out-and-out Semi-ready Stores.

Time was when we had only about 60 customers; was there a schism or desertion of a few, and the news became a loud noise. The Anvil Chorus sang the death song for Semi-ready. That was before everybody jumped on the wagon and followed our trail ruts.

To-day a Deserter is looked upon as a victim of misplaced confidence—and everybody knows he'll regret it as soon as he learns that he has been victimized.

Our policy has been to buy wool and cloth in England and to sell it at a fixed price and profit, and at no time in our history has that profit reached as high as 10 per cent. We sell clothes to every merchant at exactly the same price and throw in our good-will and our strong advertising service.

And Semi-ready advertising costs us less by one-half than it costs other makers to maintain a corps of travellers. For instance, with three travellers carrying our samples we did a volume of business equal to that of a house with 20 travellers.

Here is where we lost out with two of our customers since the war—the third could not stand the strain of one year's hard going after war broke out, and threw up his hands.

The other two:

Month in and month out they were called upon by travellers who used the German method. These men would show them one or

two samples, and would quote them away below the market price, knowing they would not buy anyway. On the next trip the same thing would occur, and the traveller would comment upon big profits for Semi-ready and little ones for the customer. In one instance brought to our attention, the traveller showed a sample of blue serge which he quoted at \$12.50, and which was equal in cloth value to our serge at \$15. "You can easily get \$22.50 or even \$25 for this suit," was the urge he threw out. And it looked like it. He did not tell his victim that he was selling that same suit to every one of his customers at \$16 net.

It was plausible camouflage.

But persistence along this line finally got to the two customers we refer to. They swallowed the bait—hook, line and sinker. To-day they are up against it.

They threw away their good-will value and started out after the big profits.

In all three instances they had immediate successors, and in the three stores which they left, their successors are doing a much larger and more profitable business. Stronger men saw the opening.

Our Special Order Tailoring this season will be the best ever. February business with our customers showed an increase of 110 per cent. as compared with the same month last year. March showed an increase of 44 per cent.

We give the service, and we back it up with prompt delivery and aggressive selling methods.

With a stock of \$500,000 worth of imported woollens we offer unlimited choice of patterns.

# Semi-ready, Limited

Wholesale Tailors

472 Guy Street, Montreal, Canada

# Canadian Panama Hat Company, Ltd.

IMPORTERS, MANUFACTURERS and EXPORTERS  
TO THE WHOLESALE TRADE ONLY

---

## A LETTER OF SUGGESTION

*Mr. Retail Hatter:—*

*From the present outlook the Panama Hat looks exceedingly promising as the big seller for the Coming Summer.*

*We would therefore suggest that you anticipate your entire wants from your jobber, as during a rush season deliveries are hard to get.*

*We hope this suggestion will be of benefit to you.*

*Sincerely,*

*Canadian Panama Hat Company, Ltd.*

*345-349 Adelaide Street West, Toronto.*



# Broadway

BRAND

CLOTHES

for exacting men

UNUSUAL VALUES

MAY, 1918

## When you're Showing Broadway Clothes

you are handling a line the merits of which will enhance your reputation for good quality selling besides giving you an ample profit on every individual sale.

The style, quality and all round excellence of Broadway Clothes will be just what you require to secure the business of the best dressed men in your town.

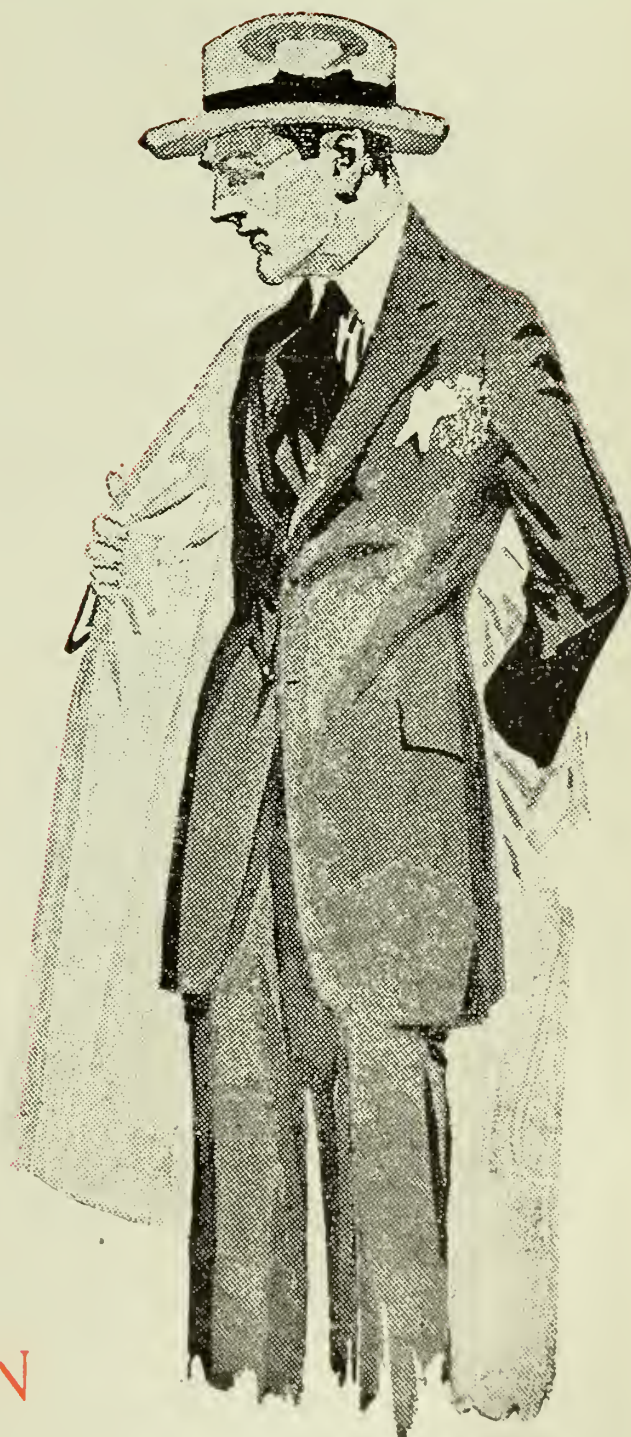
You can also secure your share of the returned soldiers' trade as well as that of the "Soldiers of the Soil" who will be returning from the farm in the Fall.

This latter business will be well worth securing. These young fellows will have money to buy the best — which means Broadway Clothes.

Will you be prepared to cater to this trade?

Arrange now to see our complete "Broadway" showing.

Let the merits of the line convince you.



RANDALL and JOHNSTON

LIMITED  
TORONTO

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



# MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED



## Sweater Coats for Men and Boys

A MONARCH-KNIT Sweater Coat appeals to a man because of its thoroughly masculine style. Our designers have the knack of getting smart style into a design without any effeminate fussiness. And a Monarch-Knit man's sweater coat also has what all men look for,—snug, easy fit and substantial wearing qualities. Yet, the range of styles is very wide—quiet styles, striking styles, and everything in between.



## Monarch-Knit Hosiery



"Monarch Knit Hosiery Family"

Solve your sox problem by handling Monarch-Knit—a full range of colors and patterns for the younger element, quiet, staple blacks, whites and greys for more mature men. Monarch-Knit Hosiery is made in *Silk, Mercerized, Cotton* and *Cashmere*, for men, women and children.

*Made in Canada*

## The Monarch Knitting Company, 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

Factories also at St. Thomas, Ont.; St. Catharines, Ont.; Buffalo, N.Y.



# Milne's Neckwear News for May



## Kabbe and Tokio Crepes

This is the bold Oriental note which is finding such a responsive ear in New York and Atlantic City.

A sure trade winner.

We have wide ranges, each one of truly wonderful colors.

To sell at 75c. and \$1.00.

**WILLIAM MILNE**  
50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING.  
ALWAYS INSPECT THE MILNE OFFERINGS.

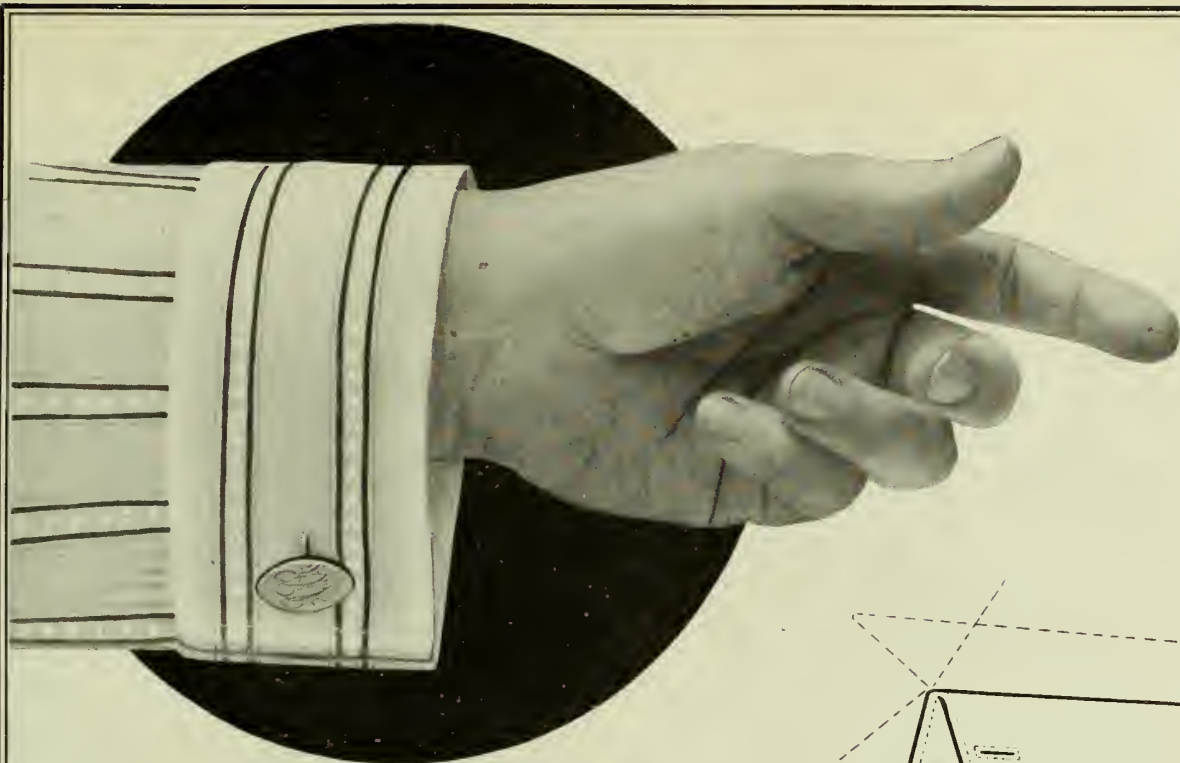


TRADE *W.G. & R.* MARK  
**Shirts**

**B**ESIDES the Double Wear Reversible Cuff, W., G. & R. Shirts are obtainable with Several Sleeve Lengths to each size of neck band. You can fit any and all customers.

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

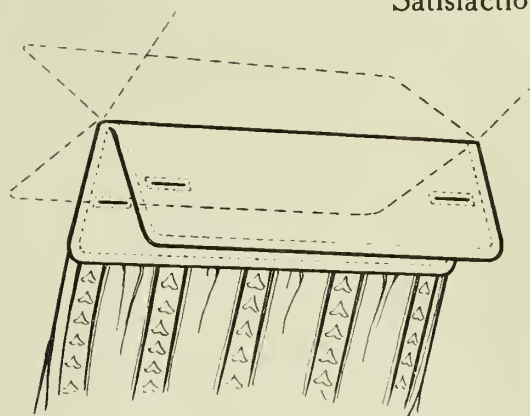




W. G. & R.  
 Double  
 Wear Cuff  
 Gives  
Double  
 Wear,  
Double  
 Service,  
Double  
 Satisfaction

## The biggest advance in shirt construction since the coat shirt

Many attempts have been made to make a reversible cuff, but until now none have ever been satisfactory. But this new



The above illustration shows how the W. G. & R. Double Wear Cuff reverses.  
 Simple, Easy, Quick!



## Double Wear Cuff

(Patent Applied for)

has everything in its favor to make it a winner.

It reverses easily, quickly, perfectly, folding flat without a wrinkle or a bulge.

Everyone knows that the cuffs of a shirt get soiled first, therefore, the W., G. & R. Double Wear Cuff means that the shirt can be worn twice as long before sending it to the laundry, which reduces laundry bills and saves the wear and tear on the shirt caused by strong laundry soaps and washing by machinery.

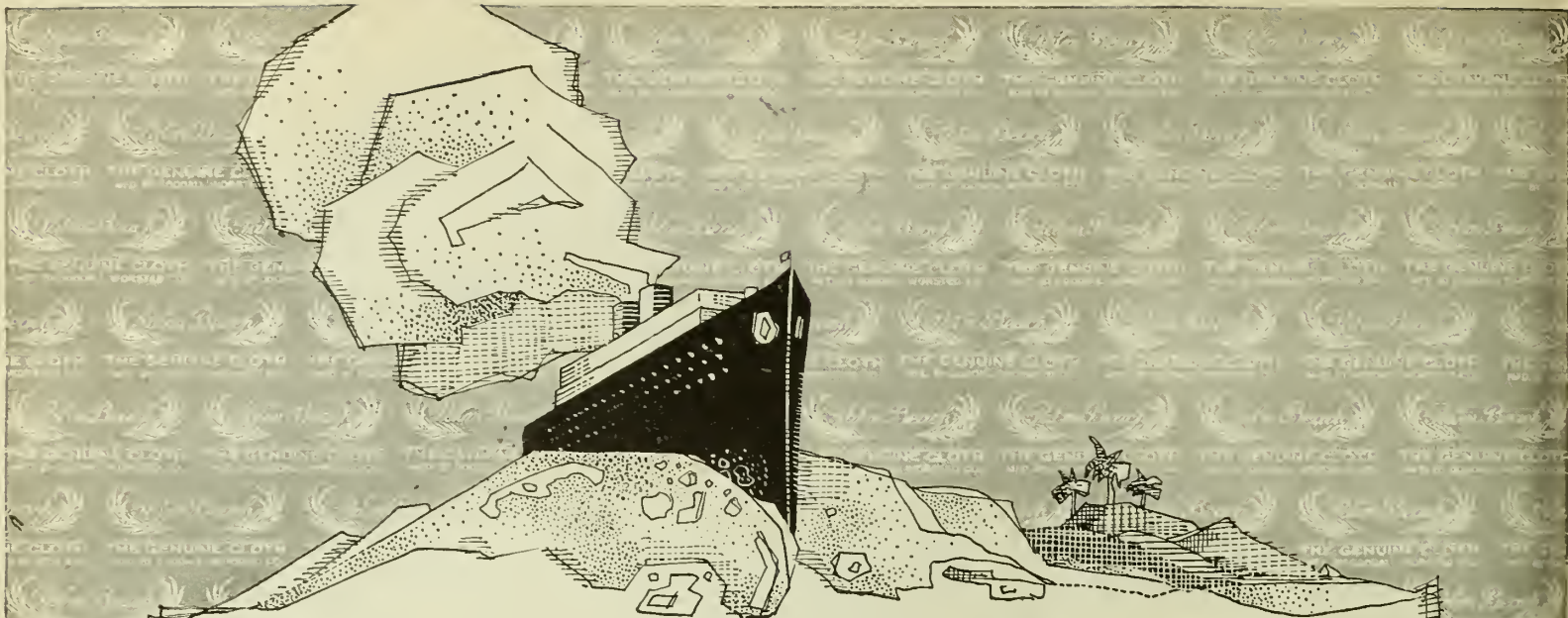
The W., G. & R. Double Wear Cuff, added to the other QUALITY features of W., G. & R. Shirts, makes them the leader in style, fit, value and economy. *Double wear, double service and double satisfaction* are assured all your customers who wear them.

Tell the men of your town about the W., G. & R. Double Wear Cuff and gain more shirt business.

**The Williams, Greene & Rome Co., Limited**  
 Kitchener, Canada.

*"The excellence of the product has established the brand."*





# PALM BEACH

ORDER YOUR PALM BEACH DISPLAY PACKET

CUTS — SHOW CARDS — BEAUTIFUL FOLDERS—ENGRAVED METAL PLAQUES.

There's no charge—but the equipment goes out only upon request—the carriage prepaid.

PALM BEACH ADVERTISING throughout the entire United States will start soon.

We think you appreciate Local Newspaper Work most, and we have made provision for more liberal space—and a wider showing.

The National Magazines, too, will be more generously used than ever before.

THE PALM BEACH MILLS

GOODALL WORSTED CO. . . . . SANFORD, ME.  
A. ROHAUT DEPT. - SELLING AGENT - 229 4th AVE. • N. Y.

*This Label should appear in every suit made of Genuine Palm Beach.*



*Trademark Registered in Carasia*

*This Label should appear in every suit made of Genuine Palm Beach.*

FLATO





## By selling the Best you best serve your Customer

**H**E wants—and he is right—the most economical suit and overcoat.

**H**E realizes that the best is the cheapest — that the Cloth, Trimming and Workmanship in Leishman lines mean long life, make a Leishman suit and overcoat the very best buy.

**L**EISHMAN Made-to-Measure service enables you to perfectly satisfy the most fastidious, the hard man to fit.

**L**EISHMAN Ready - to - Wear Suits and Overcoats for Fall are still being shown. We advise covering requirements, and assure you that orders taken will be delivered.

### Wm. H. Leishman & Co., Limited

Wholesale Custom Tailors

68 Temperance Street, Toronto

Makers of the best tailored garments for men



SECTION OF OUR OVERALL DEPARTMENT

**D**EMAND, which has grown with the knowledge of value given in "Railroad Signal" Shirts and Overalls, made necessary the doubling of our production. When the move to larger quarters became necessary we determined that the working conditions in the factory should be of the best—even better, where possible, than they had been.

*Conditions under which work is done have a great deal to do with the quality of the product.*

So in our large new building are reading, dining and rest rooms—but better still, there are large, airy, comfortable work rooms where contented employees turn out the best product of which they are capable.



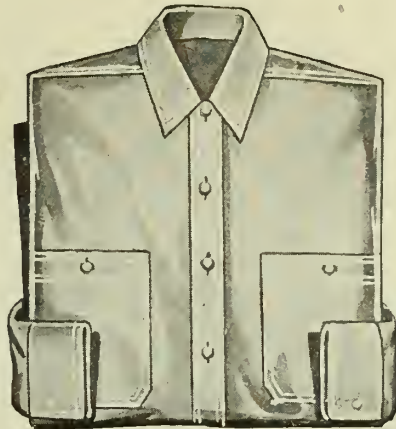
## The Kitchen Overall & Shirt Company, Limited Brantford, Ontario

FACTORY: BRANTFORD

SHOWROOMS AND STOCK ROOMS: 279 COLLEGE ST., TORONTO

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



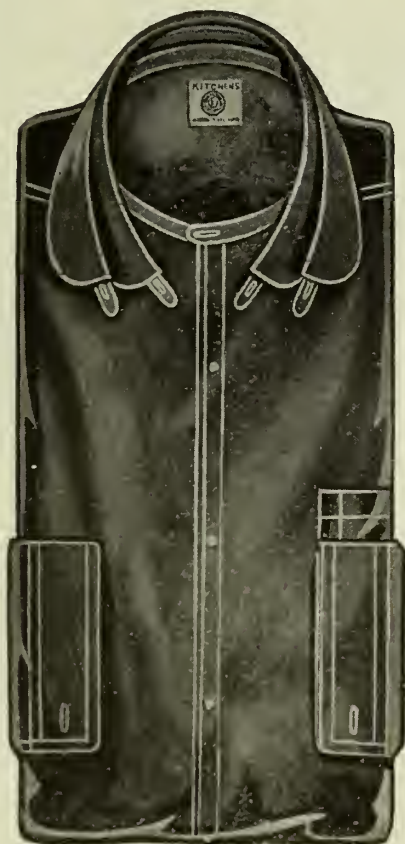


## Some of the Kitchen Products

WITH the railroadmen, the munition workers, the farmers—all outdoor men—our shirts are favorites. A wide range enables you to select exactly what your trade requires.



So it is with Railroad Signal Overalls and Pants.

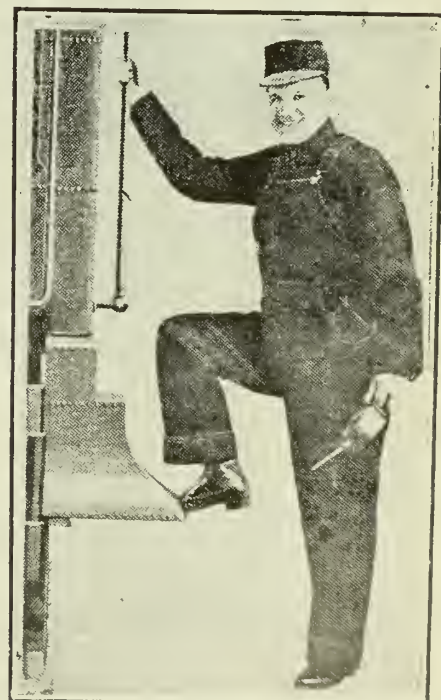


*You want the best  
Value*

*You get it in this line*

AND you get deliveries. We realize your problem there, and are glad to advise we are able to help you.

But we counsel placing orders early.



The Kitchen Overall and Shirt Co., Limited  
BRANTFORD, ONTARIO

Factory: Brantford.

Show Rooms and Stock Rooms: Toronto, 279 College St.

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



# HELLO, MEN!

All the way across the continent, eastward  
and westward, we want to

“WHISPER IN THE EAR OF  
EVERY MAN”

that

“RACINE” MADE SHIRTS ARE  
“REAL” SHIRTS

**RACINE PRODUCTS**  
(REGISTERED)

“RACINE” WORKING SHIRTS

“HERO” FINE SHIRTS

“STRAND” (Chemise de Luxe) SHIRTS



## HELLO, BOYS!

We aren't content to satisfy all the men for  
all their needs in shirts. We want the  
trade of the future men. And boys' shirts  
of all kinds are included in our immense  
range.



You can't start too early or too late to wear  
“RACINE” MADE SHIRTS  
ABSOLUTE SATISFACTION ASSURED

**ALPHONSE RACINE, LIMITED**

Specialists in Men's Furnishings

60-82 ST. PAUL STREET WEST, MONTREAL

Factories

Beaubien St., Montreal  
St. Denis, St. Hyacinthe

Everything  
in Men's  
Furnishings

Sample Rooms

Ottawa, Quebec, Three  
Rivers, Sherbrooke,  
Sydney, N.S.



You'll like  
them—and  
like them  
immensely

And we know your customers will like them also — which is, of course, the all-important point.

They cannot help but like this newest assortment of

Miller-Made  
Palm Beach  
and  
Summer Weight  
Clothing

If Correct-Style has first appeal with them they get it here. Or if their first consideration be money value they get that too in our flowing measure.

Style—Fit—Finish—Value—everything that goes to make up a really worth-while line of Summer Clothing.

Is there any good reason why you should miss seeing these new Miller values?

Arrange to do so immediately and don't overlook the famous *Miller Walking Breeches*—the most popular Military line on the market. We supply a dandy line of Military goods—just what you need for the new demand.

We have an exceptionally fine range of Tweed Pants—it will pay you well to see our samples. White Duck Pants, Lustre Coats, Duck Clothing, Flannel Pants, Khaki Pants, Boy Scout Uniforms, Work Suits and all specialty clothing. Good deliveries!

The  
Miller Manufacturing Company, Limited

*Makers of the Famous Miller Breeches*

44 York Street

Toronto



*The Trade Mark that tells  
you it's a Miller Garment  
and therefore a winner.*

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

## The Reliable Line

**S**HIRTINGS are certain to go much higher. We have made the closest study of the situation, and for Spring, 1919, foresee a sharper price advance than any perhaps yet coming into effect. Even in view of this, we do not counsel speculating in shirtings, but requirements, we feel, should be covered fully.

**O**UR stocks are now in good shape, and we can guarantee deliveries of all lines now being shown. The quality of the merchandise offered, we fear, can hardly be expected in the future.

**Y**OU will be getting big business from the boys—The Sons of the Soil and the other young workers. The *Lang* line of Boys' Blouses and Shirts are sure Trade winners. Make sure of a sufficient stock.

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





# FASHION-CRAFT

for 1918  
Better than ever

Fall and Winter  
Models now ready  
for inspection.

MANY PATTERNS AND STYLES  
SHOWN IN A LARGE RANGE OF  
RELIABLE CLOTHS.

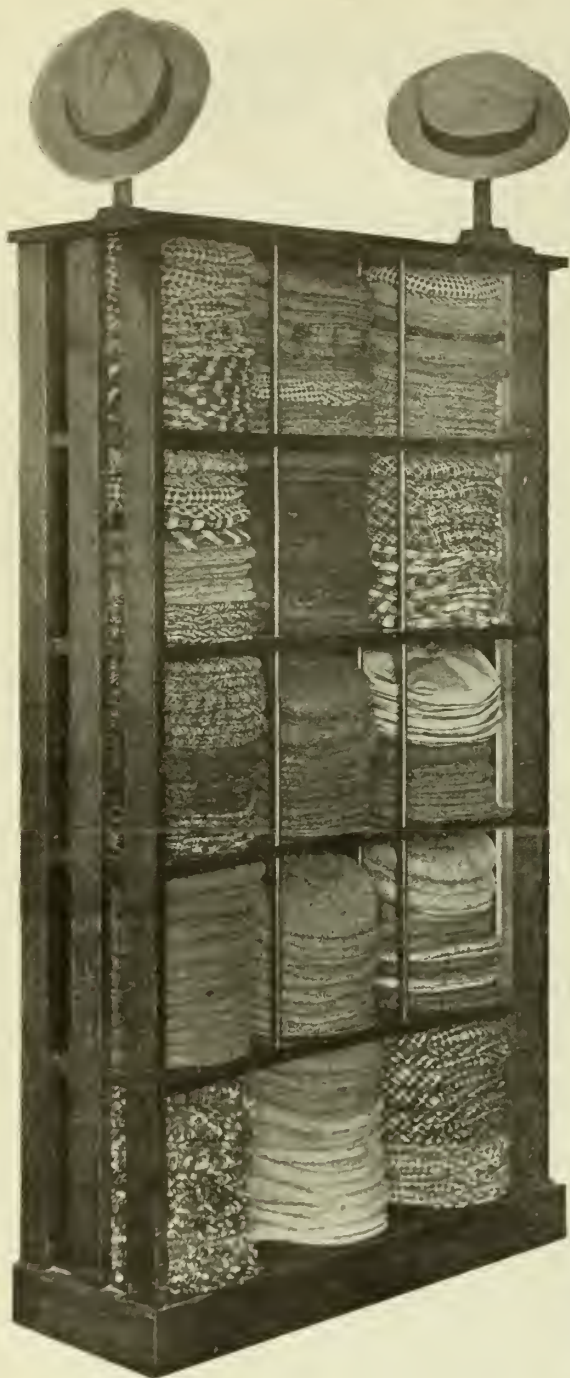
OPENING FOR AGENTS AT POINTS NOT  
ALREADY REPRESENTED.

IF INTERESTED WRITE.

**Fashion-Craft Mfrs. Limited**  
Montreal, Que.



*Taylor-Made*



**H**ERE 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.

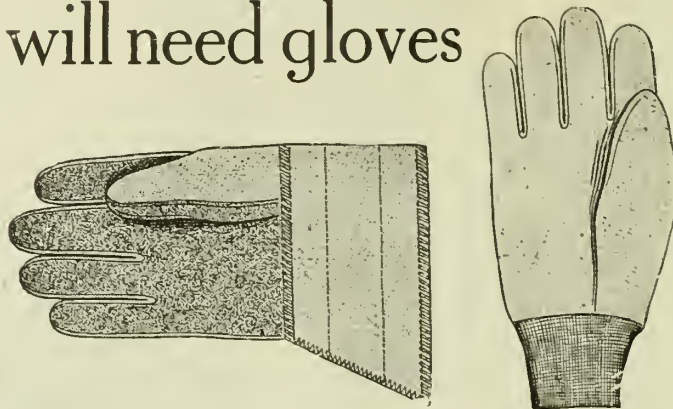
Order one by mail to-day on thirty days' trial. If not satisfactory in every way it can be returned at our expense.

Price, \$12.50

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



Those Boy  
Workers  
will need gloves



Think what 25,000 Sons of the Soil will do to your glove stock. Fresh from school these boys' hands will be none too hard. They'll want and need working gloves such as

**TAPATCO**  
REGISTERED BRAND TRADE MARK

Is your stock of TAPATCO what it should be?

Better place good sorting orders with your jobber now. You'll need all you can get before the season is through.

Automobilists, backyard gardeners, thousands upon thousands of Canadians, in fact, will need a good working glove this Summer. TAPATCO will enable your giving entire satisfaction.

TAPATCO Gloves are made in Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The  
American Pad and Textile Company  
CHATHAM, ONTARIO





*Canadians everywhere  
recognize this label as  
a certain guarantee of  
superiority*

## Followers of Good Clothes, Still Acclaim Fit-Reform Tailored Garments

There never was a time when purchasers demanded more **STYLE**, more **VALUE** and more **QUALITY** than at the present.

The increased cost of garments forces buyers to weigh facts—*lasting styles* and *lasting qualities* are two essential points when making purchases.

These are reasons why the public who have to pay advances for tailored clothes *desire to procure branded garments* that have been tested, and proven their worth.

FIT-REFORM for over quarter of a century has been a recognized leader amongst makers of tailored clothing.

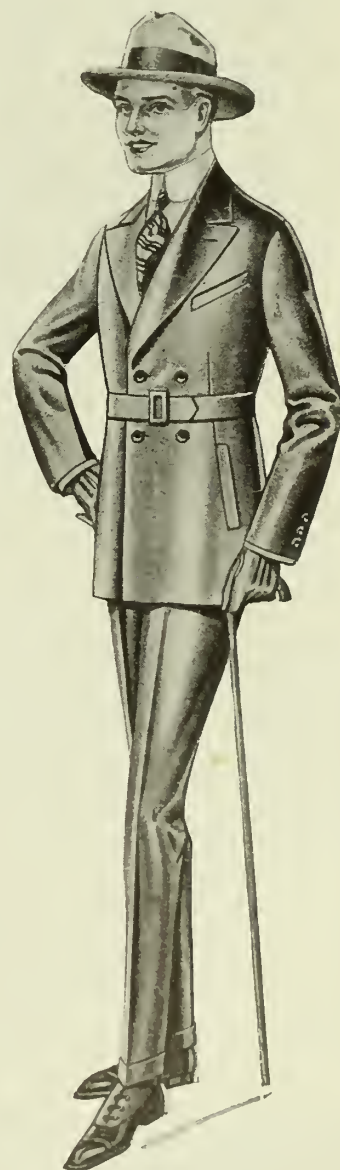
# Fit-Reform

**E. A. Small Company**  
LIMITED

112 Beaver Hall Hill,

Montreal

*We are open to make appointments in  
towns where we are not now represented*



A Spring Model



## A Real Advance in Underwear Design

HATCH  
ONE-BUTTON  
COMBINATIONS



TRADE MARK

After the introduction of the Combination, no distinct advance was made in underwear design until the Hatch One-Button Combination suit was placed on the market.

That the Hatch One-Button Combination is not a fad, but is assured of permanent

and growing popularity, is demonstrated by the continued demand and repeat sales in the United States.

Canadian dealers may order Hatch One-Button Combinations with every confidence that the sale will be large and the demand steadily increase as the public becomes better acquainted with the merits of the garment.

As to the quality of the material and the excellence of the workmanship there is absolute assurance, as the garments bear the Zimmerknit Trade Mark.

Hatch One-Button Combinations will replace ten button suits just as coat shirts have replaced the old-fashioned designs.

The dealers who are first in the field with Hatch One-Button Combinations will reap a reward in increased sales.

Ask your jobber to show you samples.

Zimmerman Manufacturing Company, Limited  
Hamilton, Canada





The HOUSE OF HOBBERLIN Limited  
 Canada's Oldest and Largest  
 Tailoring Institution  
 Established 1885

The advantages of having an English resident buyer, even under normal conditions, are very great – in times like these the full benefits of our buying connections are realized.

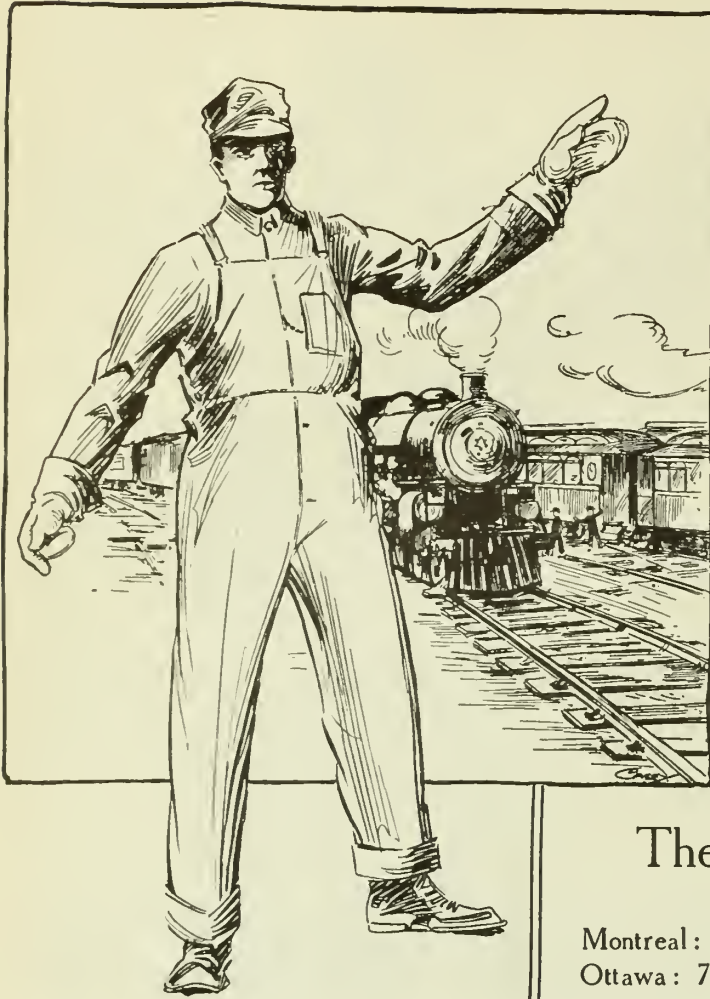
Production is limited due to scarcity of men and materials, export is curtailed by Government regulations so that Britain is able to offer but a mere fraction of her usual supply of woollens.

Being "Right at Hand" Mr. S. Jagger, Resident English Buyer for the House of Hobberlins, is able to secure for this institution a goodly share of the materials available to supplement the large stocks of woollens secured by us before this scarcity became so acute.

Hobberlin Tailoring Service is being maintained on high standards of quality and ability. Hobberlin dealers are, through unremitting service and satisfaction to their customers, sharing the benefits of our ability to successfully meet war-time conditions.

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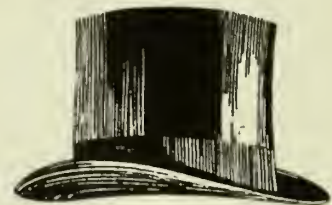
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**Snappy Values**

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*Crescent Manufacturing Co. Limited.*  
MAKERS OF  
*Crescent Brand*

Shirts.

Neckwear

2, INSPECTOR ST

*Montreal.*

1st May, 1918

Dear Sirs:-

We wish to inform our many customers in the trade that we have decided to discontinue for the present, making Crescent Brand Shirts in Montreal, but as many of our customers will no doubt wish to continue selling Crescent Shirts, we will in future be in a position to offer them made in our Hamilton Plant by Van Allen Co., Limited, under the same management as heretofore, both in Hamilton and Montreal. The name Van Allen alone is sufficient guarantee of the high grade quality and workmanship which have always been a marked feature of Crescent goods and which will be more than maintained in the future.

Travellers for Van Allen Co., Limited, Hamilton, will be showing Samples for Fall after the first week in April, and will be offering to the trade both branded lines of goods. The celebrated "Star" Brand Shirt has always been made in Hamilton by Van Allen Co., Limited, and customers wishing to continue to handle Crescent Shirts or to take up Crescent Shirts may make their selection from a large and varied Range of shirtings carried by Van Allen Co., Limited.

We hope that our many customers will continue to handle "Crescent" Shirts, and will wait until Van Allen's travellers have an opportunity of submitting their line.

We take this opportunity of thanking our numerous friends for their generous patronage in the past, and hope they will extend to our Western concern a fair share of their business in the future.

Yours truly,

CRESCENT MANUFACTURING CO., LIMITED



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 8

TORONTO, MAY, 1918

No. 5

## EDITORIAL CONTENTS

More Men to be Called to Colors .....	27
Government to Reconsider Issue of Hand-Me-Downs .....	28
S.O.S. Movement Should Boom Boys' Business .....	29
Any Merchant Can Sell S.O.S. Uniforms .....	30
Boys' Department Occupies Whole Flat .....	31
No Definite News of Proposed Tax .....	32
Can Established Business Dodge High Rents? .....	34
No Prospect for Increased Window Lighting .....	36
Editorials—An Important Decision—Cultivating the Boys' Trade—Tax on all Clothing—Keep Your Windows Pulling .....	38
Employing Sales Girls in Men's Wear Store .....	39
A Clothing Fixture That is Different .....	41
Market Reports .....	42
Some Retail Advertising a Waste of Money .....	46
Apply a Cost System to Your Business .....	48

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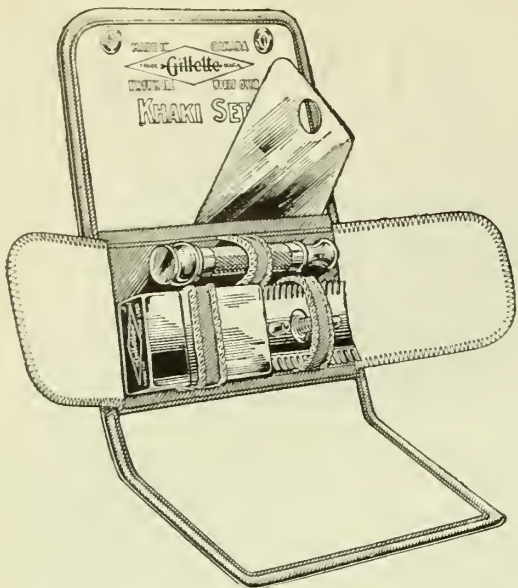
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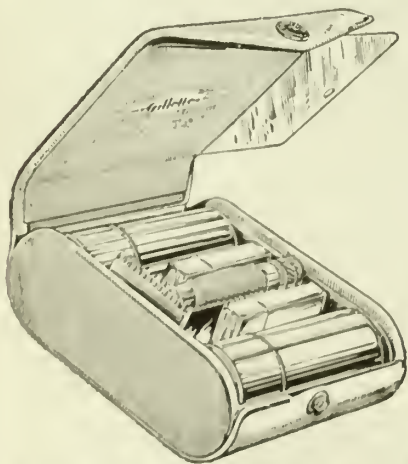


Soft Roll Khaki Set No. 19

played their parts so well that they have been mentioned in thousands of "dispatches," no less sincere because they are private and personal. They have made such a record that each and every American soldier is being equipped with a Safety Razor.

But some of our fighting men have never yet owned a Gillette—and others have lost the Gillette they had. For them we have designed the new and distinctly Military Sets here illustrated—two Khaki Sets and the handsome "Canadian Service Set."

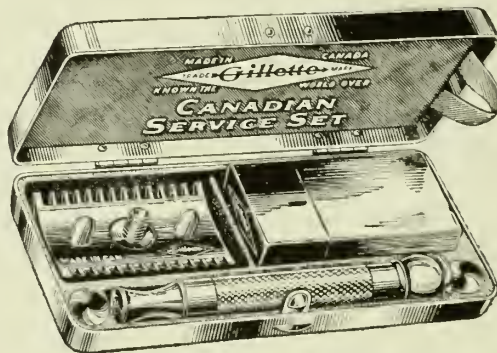
Each of these Military Gillette Sets has its special advantages and selling points. No. 18 is particularly suited for officers' use. The soft roll principle adopted in No. 19 is a favorite with soldiers everywhere. No. 20 (ready for delivery May 25th) is the last word in sturdy, compact convenience.



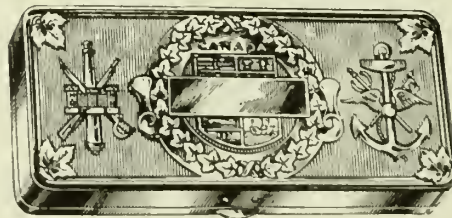
Combination Khaki Set No. 18

# New Gillette Sets for the Boys in Khaki

Ever since the beginning of the war the Gillette Safety Razor in civilian dress—has served our Canadian troops with distinction overseas. The Gillette "Standard," "Pocket Edition" and "Combination Sets" have



Canadian Service Set No. 20



These Gillette Sets open up a new selling opportunity for you—and the Store Cards and Booklets we have sent you provide the means of taking advantage of it! Put a Gillette Military Window to work for more business! The Gillette is an essential in the equipment of every soldier.

## Gillette Safety Razor Co. of Canada, Limited

Office and Factory---65-73 St. Alexander Street Montreal





# Men's Wear Review

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

VOL. VIII.

TORONTO, MAY, 1918

NO. 5

## MORE MEN WILL BE CALLED FOR MILITARY SERVICE

As every reader of MEN'S WEAR REVIEW knows, still further calls are to be made upon the man power of the country. The Military Service Act has been discarded and more energetic measures will be used to get men into King's khaki. It is evident that the need is great. Tremendous demands will be made upon the resources of all the countries fighting side by side for Democracy. In this titanic conflict Canada must not be a laggard. As one men's wear retailer put it, "There is no argument. The men are needed and they must go. It may hurt business somewhat but after all that is nothing when we consider the crucial position that the Empire is in to-day."

This would seem to represent the spirit of the trade. The men that are needed must be given and if business does suffer it cannot be helped.

### WILL BUSINESS SUFFER?

But after all will business suffer to any great extent? It is doubtful if it will. In the first place the immediate intention of the Government is apparently only to place the 100,000 men in the field that it was expected the Military Service Act would have provided. For months the men's wear trade has been resigned to this reduction of their possible customers and nevertheless business has been good all Fall and Winter.

### MANY MEN RETURNING

Then, too, there are to be returned from England about 20,000 men who are physically unfit for the trenches. These men are coming back on every ship and will gradually be restored to civil life. Their clothing and furnishing wants are bound to be heavy as many of them have been in khaki for three years or more.

In addition there will be a steady stream of discharged wounded men. Thus, the men taken out of civilian life for service overseas will be replaced to a partial extent at any rate by a steady stream of discharged men.

### GOVERNMENT DECISION IMPORTANT

As announced elsewhere in this issue, the Government has abandoned the idea of supplying a civilian outfit to discharged men. In lieu of this a sum of money, reported to be \$30, is to be given them to spend where and how they will. In the light of present events this is an announcement of extreme importance. There should be splendid business secured from this source.

### ALL BOYS WILL BE WORKING

Then, too, the boys' trade will be even more worthy of vigorous attention. There will be few unemployed boys this Summer. The Soldiers of the Soil movement will gather up practically all boys not already working. These boys will, many of them, earn their first money this Summer. The average wage is expected to be about \$20 per month. The average time on the farm is expected to be about three months. It is thus easy to see that these boys will have a good sum to spend on their Fall outfits when school time once more draws near. There are certainly great possibilities for increased business here.

Stores which have been making a special drive for boys' business report splendid results. That many more will soon be earning money is bound to increase the possibilities of this field.

Then there will remain still in the country the larger proportion of the men. Married men, men physically unfit and men past military age will constitute as large an army as ever. Many of these men will be better employed than in the past. The farmer is yearly becoming more prosperous and paying still greater attention to his apparel. It is very doubtful if there will be many of this class called out even from the single men as the agricultural needs are of almost equal importance with the military needs.

### ALL MEN MUST WORK

The order-in-council compelling all men under 60 years of age to seek useful employment is not without its due significance.



There are, unfortunately, many men who have been, in the past, content to earn just enough to keep body and soul together or perhaps to sponge upon relatives, children or wives. Of necessity, these men have not been very good customers of the men's wear store. Under Government compulsion citizens of this class are going to have to go to work. Almost against their will they are going to earn more money than ever before in their history. The natural result will be a revival of their self respect. There will be a little stirring deep down in the depths of their somnolent nature from which a desire to "dress up" will emanate. They will suddenly realize that they have the money to satisfy this ambition. Undoubtedly there is room for hopes that there is a field here that will yield quite a harvest for the men's wear trade of Canada.

There are thus many influences at work that will to a very large extent offset the withdrawal of further drafts from civilian life. For the merchant awake enough to grasp the opportunities, 1918 will continue to show splendid returns.

If the needs of the country should continue to demand further sacrifices they will be cheerfully made. From present indications, however, there is little reason to figure that business is going to suffer to any material extent.

There is one thing. It is hoped that measures that are considered necessary be adopted without delay. Such appears to be the new policy. In every way it cannot be too highly commended. When the men's wear trade knows exactly what to expect there will be a cheery determination to overcome any effect that might result. A prolonged period of uncertainty on the other hand such as existed prior to the Military Service Act and its attendant election is more upsetting to business conditions than the actual withdrawal of a quarter of a million men would prove to be.

## GOVERNMENT TO RECONSIDER ISSUE OF HAND-ME-DOWNS

Matter Discussed at Ottawa by Clothiers and Merchants—Attempt to Increase Cash Allowance Will be Made—Should Merchants Give Returned Men 10% Discount?

**A**LL readers of MEN'S WEAR REVIEW know the firm stand that this paper has taken on the matter of Governmental issue of hand-me-down civilian outfits to returned men. It is therefore with considerable satisfaction that it is possible to report in this issue that the matter has been reconsidered by the Government and there is no doubt that the plan for the future will be the issuing of a cash allowance in lieu of the actual garments.

### Clothiers Meet Minister

A large delegation from the clothing trades, both retail and manufacturing, headed by E. M. Trowern, Dominion Secretary of the Retail Merchants' Association, waited upon the Minister of Militia and Defence and the matter was thoroughly discussed. Assurance was given that the Department had no desire to take action detrimental to any section of the business of the country.

### G. W. V. A. Oppose Project

Undoubtedly the opinions of the returned men themselves as expressed by officials of the Great War Veterans' Association carried a great deal of weight.

The matter of giving a sum of money to each discharged man in lieu of an outfit was gone into and it was admitted that the present allowance was entirely inadequate. While definite assurance was not forthcoming it is certain that an effort will be made to increase the appropriation for this item very considerably. Thirty dollars was the figure that seemed in the general opinion to be about fair.

The men's wear trade feel that a great injustice to all concerned has thus been warded off. The returned men did not

desire their khaki replaced by what would be virtually a civilian uniform and there is no doubt that 90 per cent. of suits of this nature would have been discarded almost at once with a consequent loss of cloth, taken from a market already nearing depletion.

Then the clothing manufacturers, the length and breadth of the land, will all get a share of the business emanating from this source. Some favored contractor will not be able to reap a harvest at the expense of the country generally.

### Men's Wear Review Commended

The whole question has been exciting great interest throughout the trade and nearly every mail has brought letters commending the stand that MEN'S WEAR REVIEW has taken upon this issue. In the face of the fact that still more men are to be drafted for overseas the matter assumes a still more important aspect.

The re-clothing of discharged men will be one of the few ways that the men's wear merchants will be able to compensate themselves for the loss of young men customers called up for service overseas.

There seems as usual to have been a certain amount of ambiguity in the answer that the delegation of clothiers received from the Minister of Militia, but all went away satisfied that a decision had been reached and that it had been favorable to the men's wear trade.

### Giving Discounts to Returned Men

In several of the Retail Merchants' Associations the question of giving 10 per cent. discount to discharged men making their initial civilian purchases has been favored.

There is a good deal of difference of opinion on this matter. Ten per cent. undoubtedly means more than the net profit secured by most clothiers and no one believes that the veterans desire the clothiers to work for nothing. There is, however, a general feeling that every concession possible should be made to this class of customer.

### Sell Special Values

It has been suggested that special values, suits bought at figures considerably below prevailing market prices, should be reserved as far as possible for these discharged men.

One thing is certain, there is a feeling throughout the trade that every possible consideration should be given to these men. Any attempts at "profiteering" when supplying them with their outfits should be utterly condemned and the merchant should be willing to share up a portion of his profits with the men who have been risking their lives on the fields of France and Flanders.

To the very few, say 1 per cent. of the men's wear clothiers, who might consider these men fair prey to be exploited to the utmost possible limit, it might be well to say that the one thing that would possibly cause a reopening of the whole question of clothing returned men, would be a series of reports of transactions of this nature. The veterans themselves have confidence in their old clothing store and prefer to buy there. It is their influence that will have much to do with any future Government action. Let there be no reason for complaint and it is a foregone conclusion that "civilian uniforms" will never again be heard of.



# S.O.S. MOVEMENT SHOULD BOOM BOYS' BUSINESS

Boys Will be Good Customers Going and Coming—Many Will Earn First Money—The Total Earnings Will Likely be Over Two Millions.

IT is hoped and expected that 35,000 boys between the ages of 13 and 19 years will be enrolled as Soldiers of the Soil, and will spend three months of the Summer assisting the farmers of the country to sow, cultivate and harvest a record crop.



What is this going to mean to you, Mr. Men's Wear Dealer? Does it not suggest to you possibilities of putting dollars and cents into your till?

## Boys Not Habitual Earners

Let us look into the matter. The majority of these 35,000 boys will not be recruited from the ones who are already wage-earners. Boys and youths who are steadily employed in towns and cities will hardly desire to leave a permanent position for a three months' one, and will not be expected to do so. In consequence the efforts of the organizers of the movement are being directed towards high school students and the great class of boys who have parents sufficiently well-to-do, so that they have been able to put in the Summer months in idleness.

## First Money Earned

For many of these boys the money they will receive for their Summer work will be the first they have ever earned by the "sweat of their own brow," and it is safe to assume that the majority of their parents will permit them to spend this money on themselves.

## Summer Outfits Needed

Then, too, there is another aspect—this had better probably be dealt with first—but few of these boys will have anything suitable for farm work. It is true they are to be clad in a uniform of khaki duck, which is discussed elsewhere in this issue; but in addition they will need heavier boots and coarser stockings. Then, too, they will develop other wants—bandana handkerchiefs or may-

be khaki ones, and gloves to protect blistered hands. In fact, a boy transplanted for the first time from a city high school to the farm will be having little wants crop up all along the road.

This phase of the question will apply to the merchants more particularly in the country sections where these boys will be stationed. The extra trade that will be thus created from an army of 35,000 boys will not be inconsiderable.

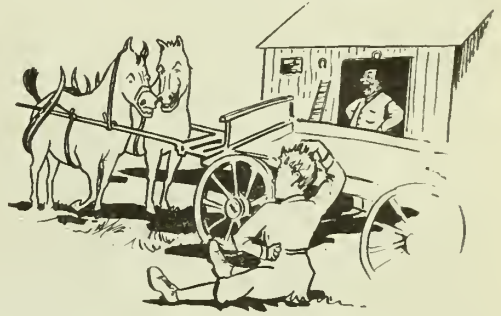
There is another feature. The fact that these boys are earning for themselves will make their mothers feel that they can use the money that would otherwise be spent on their clothing and buy "younger brother" a new suit. This should mean, if the idea is worked upon by the merchant in the right way, an increase in business in the juvenile lines. Some of you will say that this is stretching the imagination, but is it? The money these boys will earn is so much extra coming into the home. It will leave that much extra to be spent on the family wants. Retail business is made up by supplying these family wants, and the more money there is to be spent the better for retail business.

## When They Are Through

That which will be of more importance, however, to the large majority of retailers of boys' apparel will be the business that can be secured from them when they come back, browned, healthy and

satisfied, with fifty or sixty dollars of hard-earned money and a determination to have a school outfit a little better than they have ever had.

As has been already said, by far the biggest proportions of these boys have not been former wage-earners. "Yes,"



someone will say, "but they have always worn clothes, so what difference will it make?"

Simply this: where mother and dad were buying the clothes the old suit was made to serve its full time and was not set aside until the boy had "brought its grey head with sorrow to the grave."

With a good roll of money, however, that he has earned himself, but few of these boys will not feel entitled to a complete new school outfit, and in the majority of cases they will be allowed to do as they please with what is their own.





The result is almost certainly going to mean an unprecedented demand for boys' clothing in the Fall, and for good clothing, too, at that.

The total volume that this business may reach can be better realized if the earning power of these boys is figured out. It is estimated that there will be at least 35,000 of them take up the work. The minimum wage to be paid is \$15 a month and board. Where they are worth more it will be paid, and the organizers of the movement figure that the average will be at least \$20. They are to be on the land for at least three months, so the average boy will earn \$60 for the season. If this is multiplied by 35,000 it will be seen that the total earnings of this little



army should run slightly over two millions of dollars—a nice tidy little sum of money to be scattered throughout the land; and when it is considered that it is being earned by a class of boys that are not habitual wage-earners, and in addition it is remembered that the logical lodging place for the biggest part of this money will be the cash registers of the men's wear stores, it will be admitted that the extra business so derived may not be inconsiderable.

Thus it will be seen that the Sons of the Soil movement is of real business interest to the men's wear merchant. Plans should be made to get that boy's trade that is so sure to come when "the boys come home."

## ANY MERCHANT CAN SELL S.O.S. UNIFORMS

This Matter Satisfactorily Cleared Up—The Whole Transaction to be Between Retailer And Manufacturer—While Profit is Small Transaction May be Worth While.

**I**N last month's issue of MEN'S WEAR REVIEW the matter of the S. O. S. uniforms was discussed. At the time of going to press there were several details in connection with the matter that required clearing up.

In the first place MEN'S WEAR REVIEW felt that it was unfair to the trade in general to appoint only certain merchants in each district as the distributors of these outfits.

While the profit on the individual transaction is negligible it was felt that other business might be secured from getting the boys into the store.

### Anyone Can Handle

This matter was discussed with F. G. Stewart of Montreal, who has had the matter in hand and it has been satisfactorily settled. Mr. Stewart writes: "It is understood that any merchant who wishes to order the uniforms from the Montreal Shirt and Overall Co. has every privilege in doing so, so long as their financial standing is such that the above company will make shipment to them; as the entire responsibility in so far as payment is concerned rests with the makers." This matter is therefore settled. Any merchant who does not desire to open an account with the firm in question could of course send cash with order, and thus obviate this difficulty.

### This Is Fair to All

MEN'S WEAR REVIEW took the stand that it did on this matter, simply because it was feared that any feeling that discrimination was being shown would be bound to react against the success of the S. O. S. movement as a whole.

### Buy from Manufacturer

Still another matter that has been satisfactorily cleared up is the source of the retailer's supply. At the time the last issue of MEN'S WEAR REVIEW went to press it seemed a matter of uncertainty as to whether the uniforms in question would be purchased through the Food Board, through some official of

the Soldiers of the Soil movement, or through the manufacturers themselves. The stand was taken that the business should be transacted with the manufacturers so that they could be held responsible for any defects in the garments.

Here again the matter has been satisfactorily cleared up and the retailer as already stated gets his supplies from and arranges his payments with the manufacturers.

### Some Retailers Object

Calling upon several retailers throughout the province, some of whom have received notice that they have been appointed distributors of these uniforms, for their particular territory, a good deal of dissatisfaction was found with the terms laid down. An immediate order was practically demanded by telegram and the time of payment was nett 30 days. The shipment would thus have to be paid for before there would be much opportunity to dispose of any of the garments. There was also considerable dissatisfaction expressed over the smallness of the profit allowed on the transaction. It is known that several of the men's wear merchants have refused to handle the suits on this account. They also feel that it is uncertain how great the demand may be and do not desire to have a stock of these garments left on their hands.

### Do Not Make Hasty Decision

This is, of course, a question for each merchant to decide for himself. There are, however, one or two viewpoints that should be considered. First and foremost is the importance of the Soldiers of the Soil movement. The necessity for raising and saving the biggest crop in the history of the country is obvious. In some ways these suits will have to be supplied to the lads. It would appear well to do nothing that would serve to discourage the movement.

Then MEN'S WEAR REVIEW believes that some merchants overlook the

possibilities that will arise to sell these boys other wearables beside their uniforms. Most sales have the habit of begetting another. The very fact that the boy and his parents enter a store means an opportunity to get better acquainted. There is, moreover, the time to look forward to when these boys will be coming off the land in the Fall with quite a pocket full of money. Wherever they have bought their S. O. S. uniform would be the logical place for them to go for their Fall outfit if care has been taken to create the right impression on their initial visit.

With regard to having these suits left on hand, from the descriptions given it would appear that a khaki colored shirt and overall would be always salable stock.

There are, of course, two sides to every question and there are some features of handling these uniforms that will not appeal to the business man. If the matter is thoughtfully looked into the advantages may be found to preponderate. At any rate no hasty decision should be taken. Where the cause is a good one much must be overlooked.

### NEW BOYS' DEPARTMENT

G. HAWLEY WALKER, Yonge Street, Toronto, is one of the latest men's wear merchants to add a boys' department. A well-known brand of boys' clothing has been secured and the rear end of the store has been given up to the new venture.

The department was opened with a special advertising campaign. A birthday contest for every boy whose birthday falls on a certain date is one of the methods employed to get the lads of Toronto acquainted with the new department.

F. G. McDiarmid, of Carleton Place, Ont., has disposed of his men's wear business to his cousin, Frank McDiarmid.





*This illustration gives a better idea than words could do of the space devoted to boys' furnishings and clothing. Note the use of decorative palms and the efforts to keep all stock possible where customers can see same.*

## BOYS' DEPARTMENT OCCUPIES WHOLE FLAT

Kingston Store Gives Unusual Amount of Space to This Line—All Boys' Belongings Kept Together—Believe Results Justify the Allotment of Space.

CALLING upon the men's wear trade throughout the country, one is impressed with the increased attention that is nearly everywhere being given to the boys' department. The reasons for this are not hard to find. They have been discussed in the columns of MEN'S WEAR REVIEW time and again. It might be worth while to briefly sum them up here. (1) Many more boys are working for themselves and making big wages too. (2) The increased cost of boys' clothing is making a sale from this department one of importance. Thus in two sentences can the situation be crystallized. In addition the men's trade has been cut into, more or less seriously, by enlistment. Men's wear merchants looking out for further fields to conquer saw possibilities in developing the boys' end of the business. Wherever this has been carried out painstakingly the resultant business has been found well worth while.

### Whole Flat Used

To Bibby's Limited, Kingston, Ont., belongs, we believe, the distinction of being the first clothiers to devote the whole of the upper flat to the boys' department. Here is kept not only the clothing stocks, but everything a boy

wears except his shoes. The illustration at the head of the page will serve to show the way stock is displayed. The furnishing section containing the shirts, collars and so forth cannot be seen in this view of the department, occupying as they do the left hand wall shelving.

### Sign at Foot of Stairs

Salesmen are in steady charge of this flat and a large sign at the foot of the stairs directs those entering the main store on a search for boys' clothing to the floor above.

### Pleased With Result

Asked as to the success of thus separating the boys' store from the men's, Mr. Bibby assured MEN'S WEAR REVIEW that the result was most satisfactory. "Quite often the mother comes in with the boy and they both seem glad to get away upstairs by themselves to make their selection. Very often "father" comes along too and when he does he quite often hangs around down stairs waiting for the purchase to be completed. It is not uncommon in such a case to sell him something from the men's store or to show him something that will result in a sale at some future date." In similar words to these were the ad-

vantages of the department's location pointed out.

### Circumstances Justify Space Used

Is not the whole of the upper flat a lot of space to devote to this purpose?" was another question that Mr. Bibby was asked. He agreed that it was, that the possibilities of this branch of the business might not and most probably would not warrant the average merchant adopting the same plan. In their case, however, the space was there. There was plenty of room in the large store downstairs for the men's lines and there was really little that a portion of the upper floor could be utilized for.

In consequence it was decided to give the boys' department the benefit of the whole space and the result has seemed to justify the adoption of the plan.

### Other Boys' Departments

MEN'S WEAR REVIEW has noted a number of other stores throughout the country where the boys' department is kept quite distinctly separate from the main store. In the R. H. & J. Dowler store in St. Thomas a square room right at the back is so devoted. Prospective pur-

(Continued on page 32)



# NO DEFINITE NEWS OF PROPOSED TAX

Announcement of Nearly Month Ago Not as Yet Followed With Action—The Whole Matter to be Thoroughly Considered Before Decision is Reached—Some of the Difficulties That Would Likely Arise.

**I**N the daily press of April 1 there appeared an announcement, bearing the earmarks of being semi-official, in which it was stated that the Government was considering an absolute embargo to prevent certain lines of manufactured goods entering this country from the United States.

## Clothing Mentioned

Among the lines mentioned that would probably be included, appeared ready-made clothing. This has naturally aroused considerable interest in the trade. The idea back of this contemplated move was the hope of righting the exchange situation which at the present time is so unfavorable as to be putting a tax of about two per cent. on all lines imported from the United States.

## Proposed Tax of 10 Per Cent.

It was further announced that a tax of 10 per cent. was being contemplated on all goods manufactured in Canada that are placed upon the prohibited import list. This last is the clause of real interest to the trade.

As far as the amount of United States made clothing that enters into this country is concerned, it could be eliminated without even causing a surface ripple. About one per cent. of the total is the way most manufacturers estimate it. If, however, the other 99 per cent. is to be taxed 10 per cent. to make up for the elimination of the 1 per cent. the matter becomes one of compelling interest.

## No Final Decision

Clothing men are inclined to be skeptical as to the possibility of such a movement and the latest information to hand on the matter indicates clearly that no final decision has been reached by the Government.

MEN'S WEAR REVIEW immediately wrote the Minister of Trade and Commerce and the chairman of the War Trade Board for further particulars. The answers received from both these sources clearly indicate that the whole question is still in the embryo stage. Assurance however, was made that MEN'S WEAR REVIEW would receive immediate noti-

fication of any legislation along the suggested lines. It was also stated that "representatives of the trade will be asked to confer with us in an endeavor to answer the problem which presents itself in regard to our adverse trade balance and give their co-operation in endeavoring to rectify same." From still further information to hand it is apparent that the whole question has been temporarily shelved, pending the settlement of still more momentous matters.

## Some Difficulties

Clothing manufacturers interviewed on this question take the stand that they are willing to fall in line with any move of the Government that is found necessary for the country's welfare. They point out, however, that there are one or two features of this proposed plan that would be rather demoralizing to trade.

In the first place would they, the manufacturers, be expected to put this 10 per cent. charge on clothing for which orders have been already booked? If so, how would they be able to persuade their customers that they were in their right in doing so? Then it is presumed that this 10 per cent. tax would have to be paid in cash while much of the clothing is sold on fairly long terms. The manufacturer therefore would have to wait several months to get back this money. Rightfully speaking there should be a charge put upon this money thus laid out and in consequence the increased price to the retailer should be about 12 per cent. instead of 10 per cent. As the retailer will have to base his figures on a percentage over and above the cost to himself the final result in so far as the consumer is concerned will be about 18 per cent. increased cost of his wearing apparel.

No doubt, though, these are matters that will be thoroughly considered before any final decision is reached.

There is considerable feeling expressed that announcements of this nature should not be given to the press until final decisions have been reached and plans formulated. The result is an often unnecessary upsetting of trade and there

is in addition opportunities offered for speculation. For instance it is everywhere stated that sales of automobiles (included in the list) have been enormous ever since the announcement was first given out. In this way some of the matters that this legislation is intended to rectify have up to date only been aggravated thereby.

## HARRY'S THERE WITH THE DEFINITION

HARRY PHILLIPS gives the following definition for harnessing up in a new-fangled tie:

"You hold the tie in your left hand," says Harry: "and your collar in the other. Slip your neck in the collar and cross the left-hand end of the tie over the right with the left hand, steadying the right end with the other hand. Then drop both ends, catching the left with the right and the other with the other. Reverse hands and pick up the loose end with the nearest hand. Pull this end through the loop with your unengaged hand and squeeze. You will find the bow tied and all you have to do is to disentangle your hands."

## BOYS' DEPARTMENT OCCUPIES WHOLE FLAT

(Continued from page 3)

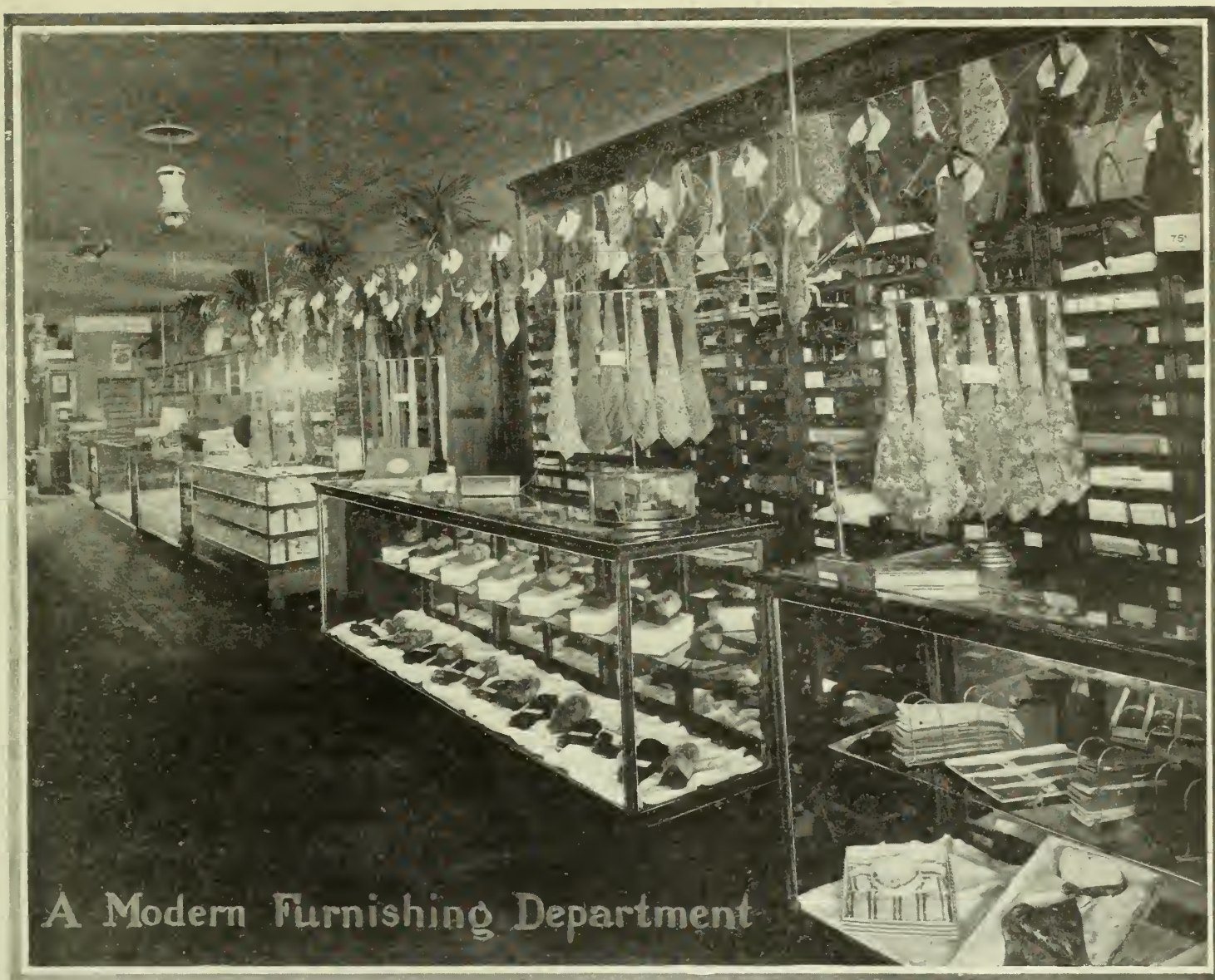
chasers have to pass through the men's store and Mr. Dowler says that the boys' parents are often sold thereby.

The Anderson Co., St. Thomas, also keep all boys' lines at the back of the men's department. The passageway into the main store serves as a dividing line.

These instances are mentioned here as they serve to show that the boys' department where given a proper chance has proven itself worthy of a place "under the sun." It can no longer be reckoned as a necessary evil that can hardly be discarded, and so must be put up with, but instead as a profitable end of the business. In addition its value, as a foundation stone upon which to build an established trade in the years that lie ahead, cannot be overestimated.







A Modern Furnishing Department

## Offsetting the Help Shortage

*This is the way Mr. Bibby, of Bibby's Limited, expressed himself when a representative from MEN'S WEAR REVIEW commented on the modern fixtures recently installed. "A number of our old men have enlisted and it is increasingly difficult to get experienced help. Therefore I felt that the installation of labor-saving fixtures had become almost a necessity."*

*The result, as may be seen, is an extremely handsome and well-appointed furnishing department. Bibby's Limited are fortunate in having a roomy, well-lighted store and the fixtures thus show up to their full advantage.*

*The finish of the woodwork is a very light golden oak, thereby adding to the bright, airy effect of the whole store.*

*All stock is under glass and get right before the eyes of even the most inexperienced clerk.*



# CAN ESTABLISHED BUSINESS DODGE HIGH RENTS

Riley Hern, of Montreal, Says it Can be Done—New Store Recently Opened on Peel St.—  
Large Saving in Rent Assured—Believes Turnover Will be Maintained.

**T**O what extent does location regulate the volume of business done, or to put it another way, can a man who has been doing a good business on a certain street expect to take his trade with him if he moves to a cheaper rent section a little way from the old stand? The whole question of rental values is involved in the answer to this. Should a man pay an outrageously high rent in order to locate on the leading business thoroughfare of a town or city or should he locate on a side street convenient to the main artery and spend part of the rent thus saved in aggressive advertising? If he does so can he hold up his turnover?

To the two last questions Riley Hern clothing merchant of Montreal, Que., answers "Yes" and has backed up his belief by taking just such a jump.

## Rent a Serious Matter

For a number of years Mr. Hern conducted a large clothing business at the corner of Peel and St. Catherine streets. While the location was apparently ideal, the question of rent was not one to be overlooked, and with this in mind Mr. Hern decided that it would pay him to make a move. He did not wish to get far away from his old stand and so de-

cidied on a store on Peel street about half a block from his former corner.

About the end of February the new store was ready for opening and the change was made. Mr. Hern claims that the results have justified his expectations.

## Expects to Hold Turnover

"Most of my old customers have been in to see me, many have bought and those that have not will be here when they do want to buy." This was the interesting way in which Mr. Hern outlined his satisfaction with his new venture to a *MEN'S WEAR REVIEW* seeker after knowledge.

He went on to say: "My rental was costing me \$10,400 more on St. Catherine street than I am paying here." This is certainly some consideration. Quite a bit of business could be profitably lost and the proprietor would still have a margin to work upon before a sum such as this could be changed to the wrong side of the profit and loss sheet. Mr. Hern does not believe, however, that it will be necessary for him to lose any business and would not wish to think that the change would mean a loss of any of his old customers even if the net results for himself remained as good or a little better than they were in the old store.

*MEN'S WEAR REVIEW* asked him this very thing: "Can you hold your old customers, Mr. Hern, and will they come to trade with you in your new stand?" Mr. Hern's reply has been given above. There seems to be no doubt in his mind on this important point. He believes that a large proportion of his old customers are "solid" with him and he also believes that there are possibilities of developing business from other quarters that will more than make up for the transient business he may lose from being a little distance from crowded St. Catherine street. A few doors north of his present store the Windsor Hotel is located. Beyond this a few blocks the Grand Trunk depot houses a large number of office men. There are several other large office buildings whose occupants have to pass Mr. Hern's door in order to reach the car lines and in addition Peel street is one of the main feeders of St. Catherine street.

"I have already had customers and sold them clothes, too, who were unknown to me, and who I believe had never entered my other store," said Mr. Hern. Another field that it is intended to develop is the tourist trade in the summer months. The headquarters for this is the Windsor Hotel. It is believ-



*Interior of Riley Hern's new store.*



ed that there can be a big business secured in this way in outing clothes, Palm Beach suits and similar lines.

**Using "Printers' Ink" Freely**

Mr. Hern of course does not intend to take it for granted that his trade will be maintained and sit back with folded arms to wait for it to come to him. He is using freely newspaper space, telling why he has made the change and the advantage of same to both customer and himself. The trend of this advertising is somewhat similar to the well-known argument of the upstairs clothing shops only instead of "Take the elevator and save \$10" Mr. Hern's slogan is "Walk a few steps off St. Catherine street and save \$5 to \$10."

Consideration of this form of advertising of course opens up the whole question of the amount of saving that can be achieved when reckoned on the basis of each individual suit. However, \$10,400 is a lot of money, and if turnover can be kept up and this saving effected a portion of same could be profitably handed to the customer.

**Electric Sign Used**

To catch the eye of the passing crowds on St. Catherine street a large key-shaped electric sign has been erected.

It is evident that Mr. Hern believes in advertising and has no intention to let the people of Montreal forget him even if he has moved away from the main thoroughfare of their city.

**The New Store**

The new store is considerably smaller than the one formerly occupied and in order to overcome this the most modern space-saving fixtures were installed.

These are of quarter-cut oak, dark fumed finish, giving the subdued effect desired in the modern men's store. Both sides of the store are lined with wall cases and these also extend across the back. These are of the latest improved style with revolving racks, capable of accommodating about 50 suits apiece. Half way down each side there is set in a three-panel mirror.

Down the centre of the store there are in addition three floor cases capable of holding about 40 suits apiece. Altogether there is accommodation for approximately 1,200 suits or overcoats.

At the front of the store the wall is panelled to match the clothing cases and two or three display tables, each containing some unit display, soften down what would otherwise be a rather straight-line effect.

The office is accommodated in the mazzanine gallery over the rear wall cases and thus does not occupy any valuable floor space.

**Well Equipped Workroom**

Probably one of the best features that MEN'S WEAR REVIEW noticed was the splendidly-equipped workshop and pressing room. This is about 20 feet square and was built on at the rear of the building. A large skylight gives ample light even on dull days. Electric pressing irons have been installed, thereby assuring prompt and effective service. With

the facilities afforded them the workroom staff is expected to handle work expeditiously and thoroughly.

Mr. Hern has made an interesting experiment. The trade will watch with interest the outcome. The result may serve to show that many retailers in the

### WHY WOOL COSTS MORE

THE accompanying diagram shows that the production of wool in the United States is slowly diminishing, while the amount of it used is rapidly growing. It is, therefore, inevitable that clothing should be dearer. The situation is aggravated by the fact that the production of wool is decreasing in most parts of the world, where the large areas that formerly supported flocks of sheep are being ploughed under.

In some of the older states of the Union, much of the pasture land has deteriorated until it has become almost worthless, producing little but weeds. A small flock of sheep will fatten on the weeds, and bluegrass will follow in their footsteps. Even a dozen sheep, properly handled and

**CONSUMPTION**

Year	Consumption	Production
1910	500	300
1911	450	280
1912	550	300
1913	450	280
1914	600	300
1915	700	300

moved to fresh land every year or two, will be a valuable asset on a farm.

In America and other great sheep countries, says the "Journal of Heredity," the favorite breeds have always been the fine wool breeds, such as the Merino. These were bred primarily for wool, and mutton was a side issue. They could be handled profitably only in large flocks on great tracts of cheap land. Such range land is disappearing all over the world now, and the fine-wool sheep is diminishing in numbers as a result. The future of sheep breeding in the United States seems to lie in the dual purpose breeds, particularly in the Down breeds evolved in England.

high rent district are paying too much for location.

Sam Diamond, men's furnishings, 39 York street, Ottawa, Ont., has sold out.

**HAT AND COAT CHECKING PROFITABLE**

THE publicity of a law court in New York city recently revealed the fact that there is a fortune in checking hats and coats if the proper locality has been selected. Two brothers who started in the checking business a little over ten years

ago have made a profit of \$250,000 from the frequenters of popular restaurants and cabarets. The information came out in action for dissolution of partnership, one of the brothers claiming that the other is making some unwise investments.

**AMERICANS IN RUSSIA ASK FOR HELP**

HERE is a hint to publishers of Canadian trade and technical papers and business men generally.

In the vicinity of Moscow and Petrograd are several hundred American business men who are valiantly striving to impress the Russians with the size and importance of American industry. They need, so the American Ambassador reports, copies of good trade and technical papers. If agreeable, you are asked to mail two representative copies of your paper to Miss E. T. Weeks, Reference Division, Committee on Public Information, 6 Jackson Pl., Washington, D.C.

These papers will be forwarded in State Department pouches to Moscow and Petrograd. The Russians are literally hungry for this kind of information and the Committee on Public Information tells me that our papers will have an important political effect as well as help pave the way for American trade relations.

**EMPLOYING GIRLS IN MEN'S WEAR STORE**

(Continued from page 39.)

there is the custom shirt department. Here a large range of skirt lengths is temptingly displayed. Each length has the price marked upon it in plain figures. In drawers underneath model shirts are kept to help the customer decide on desired style. While in the King Edward store higher-priced lines only have been kept, mostly lines of the Ely Co.'s own manufacture, the Yonge street store will broaden its field somewhat and will handle merchandise of a more extensive range so that the trade of the average man may be met.

"There will, however, be nothing handled that will not be sufficiently worthy of the store and no goods so cheap as to be in the rubbish class will be tolerated," said Mr. Ely.

Particular attention will be paid to the lines that the Ely Co. manufacture themselves, namely, ties, shirts, soft collars and pyjamas.

MEN'S WEAR REVIEW was interested in the help question and harked back to that again. Upon enquiry it was found that each salesgirl had charge of a section, one of the shirts, one of the ties, one of the stocks and so forth. The call system was to apply. Thus the girl in the shirts took second customer in the ties and so forth.

The staff will have in addition two men, the manager and his assistant. The latter will have charge of the underwear and collars.

All salesgirls are required to dress in a uniform manner, this consisting of a navy serge dress with white collar.



# NO PROSPECT FOR INCREASED WINDOW LIGHTING

Deputation of Retail Merchants Meet Power Magnates—All Impressed With Seriousness of the Situation—Interior Lighting May Also be Reduced—Saturday Evening Lights Still Permitted.

IT is apparent that retail merchants in Central and Western Ontario will have to resign themselves for the present to doing without further window lighting. The whole question has been under consideration by the Retail Merchants' Association and a meeting was arranged between a large deputation of retailers on the one side and Sir Henry Drayton, Sir Adam Beck and R. C. Harris on the other.

## Willing to Reduce Total Light

The suggestion was made that retailers would agree to reduce their total lighting one-third if they were allowed to dispose of the remaining two-thirds as they pleased, in windows or elsewhere.

They were given a courteous hearing by the Power Controller and his conferees, but were told that there was no possibility of considering such a change for the better. While it was admitted that the submitted proposal was a fair one, it was stated that more than likely restrictions in interior lighting would also be insisted upon in the near future.

## Situation a Serious One

The whole power question was gone into most thoroughly by Sir Adam Beck for the benefit of the delegation. MEN'S WEAR REVIEW was informed by some of those present that all were impressed with the seriousness of the situation.

Sir Adam pointed out that munition plants in some sections were suffering and that in London alone 1,400 homes were without electric light and were forced to resort to coal oil or candles.

The natural gas communities such as Chatham and Windsor were reporting a shortage in this commodity and requests were being made for more electric power to offset this shortage.

After stating their case and hearing Sir Adam's report the delegation went away, leaving their request in the hands of the Power Controller, who promised on his part to rescind the order just as soon as conditions warranted such action.

## No Gas Lighting Either

Those retailers who installed gas lighting for their windows found that they had not saved the situation for themselves as a follow-up edict on or about April 1 prohibited the use of any form of window lighting, Saturday nights only excepted.

## Attempts at Evasion

There have been several interesting legal points brought out by the attempts at evasion. Two merchants on Queen Street, Toronto, adopted the novel method of using reflectors to throw light into the windows from the interior. They

were ordered to discontinue this practice under threat of penalty.

Even the Robert Simpson Co. did not escape, as they were haled to the Police Court the other day to answer a charge of illegally lighting their windows. In this case one of the janitors had accidentally turned the wrong switch.

The general feeling throughout the trade may be summed up as follows: If the need is great, and there seems no reason for believing that it is not, then business considerations will temporarily have to be put aside. In addition merchants should endeavor to cut down all unnecessary use of interior lighting. Undoubtedly business will suffer to some extent, but after all Saturdays are the big window-shopping nights and light is still allowed for Saturdays.

There has been some suggestion that the closing off of window lights for the other nights of the week might result in the men's wear trade of the larger cities getting together upon an earlier closing movement. This would seem an opportune time to broach the matter.

That business is bound to suffer to some extent was brought out by N. L. Birrel of Bloor Street, Toronto, in a talk with a representative of MEN'S WEAR REVIEW.

Mr. Birrel stated that shortly after the lighting regulations came into effect some time in the early part of February he had decided to clean up the odds and ends of his neckwear stock and dressed an attractive window of these, pricing them 49c. The window was dressed on Monday, and on Monday, Tuesday and Wednesday there were no lights on the window. During those three days comparatively little interest was paid to these ties and only about 6 or 7 were sold each day.

By Thursday, however, Mr. Birrel had installed gas lighting for his windows and that evening he sold 18 or three times as many as any other day of the week. The next day was equally good and Saturday evening cleaned up the lot.

Of course since then the gas has also been interdicted. It is thus useless to say that it is a matter of slight importance and it is regrettable that some other method of power-saving was not found feasible.

One thing, however, should not be overlooked. Daylight saving will mean daylight evenings throughout nearly all the Summer months. Before the long Winter evenings again come around some plan to relieve the situation may have been found.

## INSTALLED TELEPHONE BOOTH

Windsor Store Finds This Convenience Appreciated by Their Customers—Anything That Brings Men Inside the Door is Bound to Be Beneficial.

IT seems a little thing perhaps, but after all business success is built on the little things. The reference is to a little innovation that R. & J. Dowler have introduced in their Windsor store. This is neither more nor less than a private telephone booth installed near the front door. Young men are urged to use this whenever they desire, whether it be to make dates with their best girls, quarrel with their wives or merely a friendly josh with some other fellow's wife.

"Well, any of my customers can always use my 'phone if they wish to," I hear the reader say. Sure, they can, and everyone in the store, including yourself, the cashier and the errand boy will take all the conversation in and one or other will pass it on to the poor victim's wife.

The advantage of the Dowler idea is the sound-proof cabinet. This is built into the fixtures and occupies a space in the angle of the basement stairs that would otherwise be useless. The men have many of them learned to appreciate the privacy and convenience of this arrangement.

It is not necessary to make further comment. Get a man in your store on

an errand such as this and it is a foregone conclusion that you will take some of his money at least every other trip, and it won't be necessary to sand-bag him in order to get it either.

If his best girl has just answered him very sweetly and told him she would be "at home" tonight he is sure to want at least three new neckties and the chances are his head has swelled so much he will also need a new hat.

## STARCHLESS WEEKS

MEATLESS days and lightless nights, breadless lunches and sugarless tea and now the suggestion is made that there be starchless weeks. It is claimed considerable corn and potatoes now used in starch production could be saved for food purposes if the Food Controller were to put a ban on starched collars, shirts and petticoats. It is urged that the "soft collar and shirt habit" would hurt nobody until the end of the war. Restrictions might be withdrawn on Sunday.

At the present time this proposal is not taken very seriously but stranger things have happened.





## This Window Sold Ties

*While not an exclusive tie window the feature was the particular style of neckwear known as the Peacock. The large cut at the back was supplied by the neckwear manufacturers and the feathers were secured from a friend. The result was a window that caused considerable comment and sold ties. The photograph, as usual, does not give the effect that was gained by the brightly-colored feathers. With the window lights going the effect was particularly good as the "eyes" on the feathers seemed to fairly glow. It was noticed that passers-by observed this window even from across the street and many crossed over to have a closer look-at it.*

*This window was trimmed by Norman L. Birrel, Bloor Street West, Toronto.*

# MEN'S WEAR REVIEW



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MAY, 1918

No. 5

## EDITORIAL BRIEFS

HOW much has location to do with volume of turnover, or in other words, *When is a high rent too high?*

TWO or three more weeks should see real summer weather. How about planning that straw hat window now?

A YONGE Street men's wear store employing girls as salesladies is certainly a radical step. The trade will be interested in its success.

## AN IMPORTANT DECISION

THE men's wear trade is to be congratulated upon the decision of the Government to reconsider their proposed scheme for issuing civilian outfits to discharged soldiers. When it is apparent that many more men are to be called to the colors it becomes still more important that retailers should not be deprived of their rightful business.

It is to be sincerely hoped that the matter is finally settled and that it will never be re-opened. As the Great War Veterans have shown themselves to be behind the retail trade in opposition to such a measure, it is most improbable that it will ever again become a serious issue.

## CULTIVATING THE BOYS' TRADE

THERE is every reason to believe that the boys' trade will be of still greater importance throughout the coming year. Everywhere clothing merchants have been found who have thoroughly realized this and have taken active measures to get their full share.

The story is told of one merchant who has allotted his whole second flat to the boys; still another is giving up newly acquired space, and a large Toronto clothing store that has always confined itself to men's lines, has recently added a boys' clothing stock.

These are all signs of the times. They are indications that these merchants are not going to allow the withdrawal of a hundred thousand men for military service to interfere with the volume of their turnover.

And the opportunity is certainly unprecedented. Few indeed of the boys of the country will not be earning wages this coming summer. The Sons of

the Soil movement will pretty well mop up those not already employed. This means these boys will have money and the logical place to spend a large share of it will be the clothing store.

## TAX ON ALL CLOTHING?

AT the time of going to press there would appear a little reason to expect that the 10 per cent. tax on clothing announced in the daily press of April 1 will ever materialize. At any rate the matter has been temporarily dropped owing to other more momentous matters occupying the Government stage.

While all are agreed that the exchange situation is one of considerable difficulty and some measure of righting same would appear to be necessary why clothing should be the one of the lines even considered seems hard to understand, as manufacturers believe less than one per cent. of the country's consumption is imported from the United States.

It seems unfortunate that announcements of this nature, bearing a semi-official character should be given to the press until such time as a decision has been finally reached.

## KEEP YOUR WINDOWS PULLING

THE owner of a large chain of stores recently remarked that he would rather have a manager who would keep his windows always pulling trade than one who could make an exceptional effort every once in a while and make a really artistic display. The bigger the store the more the emphasis is laid on the value of window display. It has been proved time and again to be the big selling force of the store. Yet some merchants neglect their windows entirely, or spend only a few moments in filling them full of an uninviting list of goods. No merchant can afford to save time on his windows; to do so is to lose money.

## COLLARS HIGHER PRICED

CANADIAN collar manufacturers are to be commended upon their evident intention to consider the retailer and the retailer's right to a fair profit when making the change in price that became effective on March 15.

With cost of raw materials continually advancing, with labor costs also steadily climbing, no one disputes the right of the manufacturer to adjust his prices so as to allow himself a reasonable return on capital invested. The retailer is, however, also fighting increased costs. He has to pay his clerks more money; his heating is costing him more; he is expected and is desirous to do his share towards Patriotic Fund and Red Cross work; his own living expenses are considerably higher and it is manifestly unfair that any advance in price on lines that are retailed at standard figures should be made without considering the retailer and the opportunity that he will have to pass the increased price on to his customers.





*The interior of the new Ely store on Yonge St., Toronto. Note custom shirt department near entrance.*

## EMPLOYING SALES GIRLS IN MEN'S WEAR STORE?

Interesting Experiment Made by the Ely Co., Toronto.—New Store Has Some Noteworthy Features—All Stock Can be Seen in Glass Cases—Special Attention to Custom Shirt Department.

**A**N exclusive men's wear store on Yonge street with young women behind the counter! Four years ago such a thing would have seemed beyond the realms of possibility. But the war came and women and girls are filling many other jobs that used to be considered in the exclusive domain of man. Why not therefore include selling men's wear?

Thus reasons E. F. Ely, the Toronto men's wear merchant who has conducted retail stores in the King Edward Hotel, Toronto, and in Ottawa for a number of years.

### New Yonge Street Store

The new idea is being introduced in his third store which was opened for business in the Easter week at 112 Yonge street, Toronto.

"How do you think using salesgirls is going to prove out?" Mr. Ely was asked. "First class," was the reply. "We are putting them in a store where high-class goods will be handled. Everything will be in plain view owing to the modern type of fixture used and with the system of keeping stock that we have adopted it is a very simple matter to sell goods from this store. In consequence we do not need a lot of high-priced men. All we want is a staff of salespeople who will be courteous and at-

tentive and show the stock. This girls are as capable of doing as men.

"In addition it is being continually thrown up to the merchants of the country that men are still selling ties and shirts while their brothers in khaki are fighting for them. While there are no men now behind the counter who are eligible for overseas there is a feeling that they should, for the period of the war, be engaged in some more useful occupation. For these reasons I believe the idea of the girls behind the counter will receive the approbation of all thinking people. In fact a number have already so expressed themselves to me."

In these words Mr. Ely expressed his own opinion of the question. Time alone will prove whether his theory is correct.

### Store Handsomely Fitted

The new store is handsomely fitted throughout. All wall cases are glass enclosed, so that the entire stock is in full view of the enquiring customer. The same system of stock-keeping is adopted in so far as possible throughout the store so that a clerk from one department will find little difficulty in finding stock in another if called upon to do so.

The glass cases continue around the entire store, being substituted by open shelving only in one section, that of the

collars. These are kept in original stock boxes.

### New Type of Counters

Silent salesmen are abandoned in favor of oak counters. These are of original design, standing upon legs well away from the floor. Stock drawers are placed under the counter for reserve stocks. These are finished perfectly flush, there being no handles to catch the salesgirls' clothes. Handle spaces are left at the bottom edge of each drawer from which they can be easily opened. These counters or display tables, as they might be called, also extend around the entire store. In only one place is their uniformity broken. This is where there is a glass topped counter for such stock as jewelry lines, garters, and arm bands.

### Uses Cashier System

The cashier's desk is near the entrance on the left hand side. All sales go through cashier's hands, who makes all change. Each clerk has to make out a sales slip which is O.K.'d by the cashier. Mr. Ely prefers this system to the use of the cash register as he believes that it is easier to keep accurate track of all sales made.

As one enters on the right hand side  
(Continued on page 35.)





## Straw Hats Soon

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

*A motor was placed in the left-hand lower corner of the window concealed by straw. From this motor a belt ran to the sprocket on a bicycle wheel, suspended in the centre of the window. The tire was off the wheel and the sprockets were decorated with straw. From some of the spoke extensions protruded also covered with straw and carrying on their ends straw hats. As will be seen there were many other hats securely fastened on the wheel and the whole thing revolved slowly as the motor propelled the hidden bicycle wheel.*

*The time is approaching very rapidly when preliminary showings of straw hats will be made. This trim, which was arranged for A. Garner, Kitchener, Ont., was reported to have been very effective. Other designs could be worked out from this basic idea.*



# A CLOTHING FIXTURE THAT IS DIFFERENT

Some Original Stock-keeping Methods—Coats Only Upon Hangers—Pants and Vests Stored in Prepared Lockers—Sections Can Be Turned Into Dressing Rooms.

“**I** ORIGINALLY designed these fixtures to suit my particular needs. Now I would sooner have them than some of the more expensive types.” So said W. Meynell of Chatham, Ont., when a MEN’S WEAR REVIEW representative was talking to him about the novel clothing racks that he had observed in Mr. Meynell’s men’s wear store.

There are several stock keeping features that have been adopted with the use of these fixtures that are original but thoroughly practical.

A glance at the accompanying illustration will show the style of fixture adopted. Mr. Meynell’s store is narrow and the stock large. He had to keep this in mind. Working with this in view he made a cardboard model of the kind of rack he wanted.

This was given to carpenters who followed the same out carefully and the result is an inexpensive practical fixture.

## Clothing Accessible

Mr. Meynell claims that the fact that you can take a customer between each row of suits and thus have the whole stock in his size, where he can see it and feel it if he wishes to do so, makes this fixture of exceptional value.

The suits are hung according to size, as far as possible, one size to a section. Coats only are hung up as the pants and vests are kept in the floor case portion of the rack. These are piled in four piles to a fixture, and correspond with the coats above. To facilitate finding the wanted garments a simple method has been evolved.

## To Find Pants

Hanging on the wall at the back of each section is a long strip of heavy cardboard containing four lists, one for each pile of pants and vests in the section. A suit is sold. It is necessary to find the pants and vest. This list is consulted and the required pants are found to be in pile three. The lid of the case is lifted and pile three is run over hastily and the wanted garments found almost instantly. When putting back the clothing, that has been shown, there are no pants nor vests to bother about. Coats, and coats only, have to be replaced on the hangers. The number of pants withdrawn from the fixture is crossed off the



This illustration shows the clothing fixtures described here as they appear in use. The box-like base sections contain the pants and vests.

list already referred to and the stock is once more in shape.

## Can Check Up Quickly

These lists are useful for prompt checking up of the stock. Every so often one of Mr. Meynell’s assistants checks back the coats on the racks with the numbers on the list and sees if the pants and vests are in place for every coat.

## Can Draw Curtain

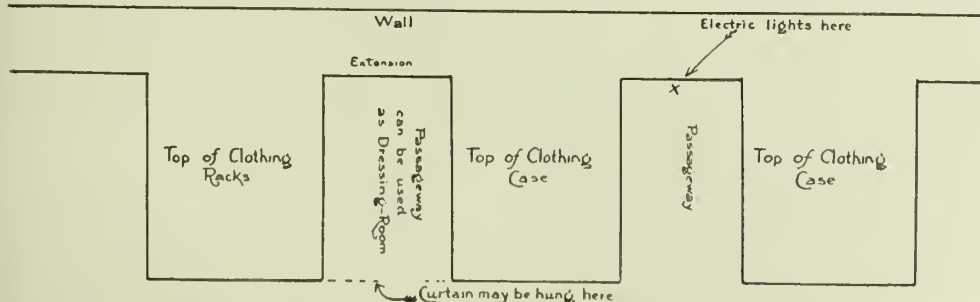
Just inside the top of each section a wire is strung. On this is hung a curtain, which during the day time is thrust back out of sight against the wall. When closing time comes this curtain is drawn forward and completely covers the stock.

As will be understood by the illustrations the top is extended for a depth of about 18 inches across the back of each passage way. In the middle of this it is intended to place an electric light so that the stock will be very easily inspected.

Still another use is made of the pass-

ageways between the clothing racks. For each of these there is kept at the rear, rolled up, a curtain hung upon a short brass curtain pole. In a half minute’s

(Continued on page 44.)



Floor plan of section of fixtures described showing how dressing rooms can be improvised.

Size 38	Pile 1.
4678	4374
4679	<del>4768</del>
5347	3456
5362	
1798	
4673	
5182	

Size 38	Pile 2.
5374	3769
6182	1234
6783	3489
<del>1517</del>	9872
7153	
4278	

Size 38	Pile 3
4278	3879
1679	<del>7312</del>
5671	1767
5353	4789
4647	
1768	

Size 38	Pile 4.
<del>777</del>	7378
8234	7777
6789	6789
1119	
1719	
1432	

The list used for location of trousers. There is one of these for each section.





# MARKET REPORTS



## THE MARKETS AT A GLANCE

**T**HERE have been several important fluctuations in the textile market during the month. The greatest of these, a surprise to many, was a drop of nearly six cents per pound in raw cotton. Possible Government control, unfavorable war news and reported increased acreage were held responsible. While the result of this may be a restriction on future advances, it will have little effect for the present upon manufactured goods as mills claim that prices in Canada particularly have never been based on top notch cotton. In fact cotton yarns in some counts have shown advances since the break in the raw product.

The news coming from Great Britain regarding worsted tops is not favorable. Apparently the grade of wool suitable for combing purposes is limited. In addition the amount of ocean tonnage allowed for wool export is to be 4,000,000 pounds less during the next three months. This will probably mean a still further curtailment in the already very limited supply of worsted "tops" allowed to be exported to Canada.

A committee of those interested in the Canadian wool business has been sitting at Ottawa endeavoring to adjust the differences between manufacturers and growers so that more of the Canadian grown wool can be retained in this country.

Overalls have again been advanced by most manufacturers and the higher priced lines are selling for \$26 for immediate and \$28 for future placing. A price of \$30 for Fall is proclaimed as almost a certainty. It is stated that the break in cotton, while possibly checking further advances next Spring, will have little effect on prices as the cotton mills have never based prices on the top cotton figures.

Several suspender manufacturers have advanced prices during the month and few 50c suspenders will be obtainable from now on. Waterproof collars have not yet been advanced and there seems no certainty as to when this will materialize.

Neckwear silk is very firm and in addition the linings are hard to get and only at figures three times those of a couple of years ago.

Hatters' fur is reported to have advanced about \$1 per pound during the month. The result will be still higher figures on all felt hats. It is also stated that the supply is far short of the demand and this apparently will be more noticeable as shipping is withdrawn from the Pacific.

Business has been a little quiet during the month. Farmers are busy seeding, the weather has not been particularly favorable and the rather unfavorable news from the European battle fields has helped to tone things down a little. Warmer weather that is certain to set in during the next few weeks will brighten trade up considerably.

## COTTON BREAKS

Drop of Nearly Six Cents in Spot Cotton  
—Prices of Manufactured Goods  
Not Affected

**COTTON.**—The sensation of the textile market has been the break in raw cotton. After touching the unprecedented figure of 36c for spot middlings, a sharp break occurred which was not checked till the same grade was quoted at 30.20. Quotations for future months showed ever greater reductions.

To a great many this break was absolutely unexpected. The chief contributing features were the talk of Government control of raw cotton and all cotton products, and added to this the unfavorable war news from the western

front. In addition there were reports of vastly increased acreage for the 1918 crop and the difficulty of obtaining vessel space was interfering considerably with European export.

One of the sensations was a report from Washington stating that Representative Emerson of Ohio had introduced a bill fixing the maximum price of raw cotton to manufacturers at 20c during the duration of the war. While this was not taken very seriously by the majority of dealers it had its part in the break.

Undoubtedly some form of price control is being considered by the War Industries Board, though it is commonly expected that it will take direction of

control of the manufactured products rather than the raw materials itself.

The immediate result of this sudden slump will undoubtedly be a check on further advances on all cotton goods for a time at any rate. It is not probable that it will mean any break in the price of manufactured goods in so far as Canada is concerned as prices in this country have never, manufacturers insist, been based on top cotton prices.

As to the future the wisest are at sea. Apparently the downward movement has been stopped for the present, as the market recovered slightly over the week-end of April 20-22. Once the question of price-fixing is finally settled the future will be easier to foresee.



**WORSTED TOPS UP**

**British Wool Commission Increases Price of Worsted Tops—All Woolen Goods in Firm Market**

**WOOLS.**—Announcement from London that the British Wool Commission has increased the price of worsted tops 6c a pound is a matter of great interest to the men's wear trade as it will directly affect all worsted suitings and worsted yarns for knitted goods.

Apparently the chief cause for this advance has been the shortage in England of wool really suitable for combing purposes. The grades that have been employed have been yielding a smaller proportion of tops to noils and in consequence the cost of tops is materially increased.

There is also grave doubt expressed as to whether the allowance of "tops" for Canada can be increased as was hoped would be the result of the efforts in this direction. The total shipments from Australia and New Zealand to England are to be decreased owing to shortage of ocean tonnage. As against that it is thought that Government demands will not be quite so heavy for the coming year and in consequence the civilian trade will have as much as ever.

A conference was held in Ottawa the other day between all those interested in the wool trade of this country and included wool growers, dealers, woolen manufacturers and the Canadian Wool Commission. The whole question of dealing with the Canadian wool crop was thoroughly discussed and a committee was appointed to go into the matter and make some suggestions that would be agreeable to all the interests concerned. After some deliberation the committee submitted the following suggestions to the War Trade Board and same were adopted.

1. That the Canadian War Trade Board request the United States War Trade Board to allow unrestricted export to Canada for both military and civilian purposes of spot wools under guarantee from the importer that the raw material is not re-exported.

2. In order to encourage the import of foreign free wools that the Canadian Government remove the embargo at present in effect which prohibits the re-export from Canada to the United States of America of foreign free wool now held or in future to be imported into Canada, the export of this to be under license.

3. The Canadian Government in the case of granting Clause 2 will allow on re-export of the wool a rebate of 99 per cent. of the duty which has been paid.

The committee also reported that the question of options to purchase by the Canadian manufacturers of Canadian-grown wool be postponed for further consideration until the United States War Board has intimated their intended action or decision upon matters brought up in this resolution.

In so far as woolen cloths are concerned the situation is continually tightening. Practically no orders can be placed in

Great Britain at the present time. What shipments are coming forward are balances of back orders. Canadian mills are putting out some splendid cloths but are so far oversold as to force them to apportion their output among their customers.

**SILKS ADVANCE**

**All Silks Firmly Held—Shortage of Tie Linings—Fifty Cent Neckwear Practically Finished**

**NECKWEAR.**—All silks are firmly held, from the raw product up they having been advanced. Many lines of manufactured silks have been advanced 10 per cent. during the month.

There is also a serious situation developing in necktie linings. These at one time were brought from England, but shipments from there are now very limited. Canadian mills will not quote prices and United States mills are asking prices that are almost prohibitive. One manufacturer states that linings may well have as much influence upon the price of neckwear as the silks themselves if this situation continues.

**OVERALLS AGAIN**

**Different Prices Asked by Different Mills —\$30 Overalls Spoken of for Fall**

**OVERALLS.**—Most overall manufacturers have again raised their prices. In consequence the higher priced garments are now selling at \$26 for immediate and \$28 for future delivery. A price of \$30 is freely predicted for Fall business. It is pointed out that based on present United States prices, which are \$27 for this grade of overall, the price in this country should be at least \$35. Canadian cotton mills, however, have not yet sold up to such levels.

The break in raw cotton is not expected to have any influence on the price of overalls. Denims are so scarce and mills are so badly oversold that it is hardly a question of price any longer. The decision of the U. S. War Office to include a khaki cotton suit and in addition a suit of khaki overalls in every soldier's outfit is possibly the main contributing reason for the immediate shortage.

Practically all mills are thus working upon Government orders and there is little or no supply available for civilian purposes. Some overall manufacturers report a number of machines lying idle because of the impossibility of securing cloth.

Business is reported to be good, retailers showing a disposition to forestall further advances by placing heavy orders. One or two of the manufacturers have refused to accept any business for later than August delivery.

**SUSPENDERS GO UP**

**All Elastic Webs Continually Advancing —Leather Ends Also Up in Price**

**SUSPENDERS.**—One or two suspender manufacturers that have been holding down prices to nearly pre-war levels have at last been compelled to raise their prices. Most lines which up

to the present have been held at \$4.50 will hereafter be \$5.50 to \$6. The reason for this advance is continued increase in the cost of webbings.

**BOOTS AND SHOES**

**Reported Embargo Not Materialized—Business Fairly Good With Prices Steady**

**BOOTS AND SHOES.**—Considerable interest was excited by the report appearing in the daily press that all United States shoes were to be denied admittance to Canada and that in addition there was to be a 10 per cent. tax put upon all Canadian shoes to offset the duty that would be lost in this way. Apparently, however, the announcement was a little premature. Considerable opposition has developed and it is believed now that some other method for adjusting the exchange situation—the primary reason for the proposed embargo—will be adopted.

Shoe houses report business fair with prices steady. Travellers are now calling upon the trade for Fall business in leather goods, felts and rubbers having been finally disposed of for another year.

**HIDES WEAK**

**Little Change in Hide Situation—Leather However Firming Up**

**HIDES.**—While Canadian hides remain in rather a weak market tanners insist that it is the quality of hides that are being offered that is responsible for this. Light hides are in big supply and not wanted. Heavy hides, however, are hard to procure. Prices on South American hides have recently advanced so that dealers say they are out of line with the Canadian market.

Leather is showing a firmer feeling throughout and advances have been made in a number of lines. There is a report that Great Britain is about to become a buyer of leather in large quantities on this side of the Atlantic.

**COLLARS STEADY**

**Waterproof Collars Not Yet Advanced—Manufacturers Claim Laundered Collars Liable to Be Unchanged For Some Time**

**COLLARS.**—The expected advance in waterproof collars has not yet materialized. Retailers are placing heavily in expectation of advances and all seem to agree that the advance is imminent.

Laundered collars are selling well at the new prices. It is thought, since the present break in cotton, that further advances may not be in order for some time.

The sale in fancy silk collars seems to be keeping up splendidly in spite of the fact that a great many people figured on their short life.

A suggestion has been made, not very seriously considered, however, that the laundered collar and shirt shall be universally discarded so that the starch and the corn and potatoes from which it is manufactured shall be conserved for food purposes.



## HATTERS' FUR UP

Hats Will Be Still Higher for Spring—  
Furs Have Increased \$1 Per Pound  
In Past Month

**HATS AND CAPS.**—Hatters' fur continues to advance. During the month this advance equals about \$1 per pound. Manufacturers claim that it will be impossible to produce a satisfactory hat for less than \$30. Some will go so far as to place \$35 as the minimum price for Spring, 1919.

It is becoming more and more difficult to obtain supplies of raw material. The Teutonic countries and the Russian market are, of course, unavailable. France has an absolute embargo and Great Britain a practical embargo on all exportations of hatters' fur. From Australia the transportation difficulties are increasing all the time. There are shipments that have taken six months to reach the factory from the time they left shippers' hands in Australia. As more and more ships are liable to be withdrawn from Pacific service to meet the needs of the Allied nations on the Atlantic this condition will become more and more aggravated.

## A CLOTHING FIXTURE THAT IS DIFFERENT

(Continued from page 41.)

time this can be fitted in prepared sockets and the result is a fitting room. There can be five or six of these in use at one time if necessary.

**MEN'S WEAR REVIEW** takes pleasure in describing the methods adopted. It may be that some merchants would pick flaws in the idea. Mr. Meynell is, however, a practical man and thoroughly believes he has a most practical lay-out. Those whose space is limited and to whom the cost of all glass wall cases is a serious matter might find something in this to suit their own needs. Others again after looking into the matter may be led to believe with Mr. Meynell himself that here is "one of the best things I have ever had anything to do with."

### NOTES

R. E. Cummings, men's furnishings, Keewatin, Ont., has discontinued.

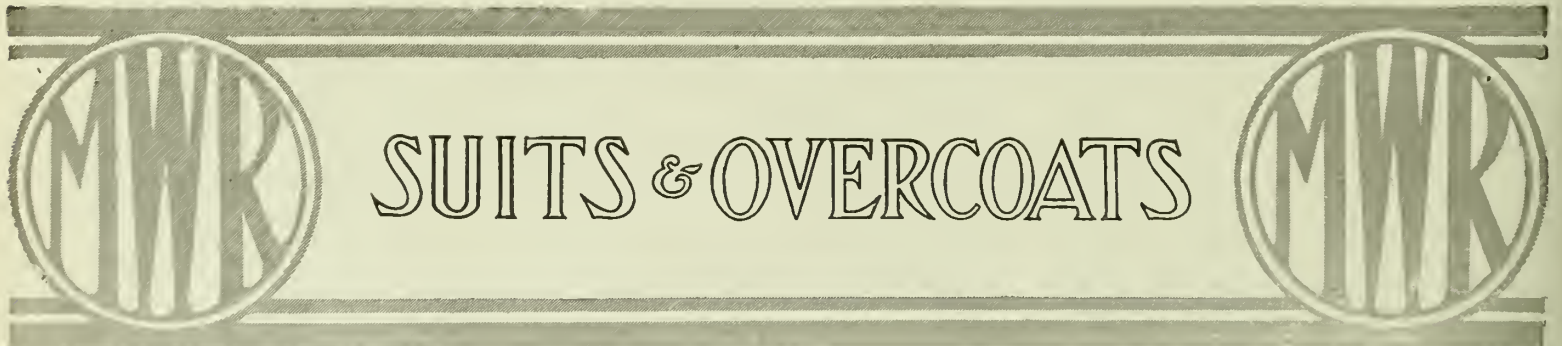
F. W. Millard, who conducted a men's wear business in the city of Belleville, died suddenly on Saturday, April 20, from heart failure. Deceased was only 38 years of age.

## NEARLY LOST JANITOR

THE Ritchie Co., of Belleville, Ont., recently suffered severe loss in the floods which accompanied the Spring break up. It is estimated that these losses will equal at least \$8,000. In addition, this store nearly lost its janitor. He was in the cellar when the flood came and slammed the door shut, so that he could not get out. He floated around on a packing case until a hole was cut in the floor of the store, thus enabling him to escape.

## TO REDUCE BAGGAGE

A MEETING was recently held in Toronto between the Commercial Travellers' Association and the Eastern Passenger Association with the idea of curtailing the amount of baggage carried by commercial travellers. The suggestion was made that trunk men should cut their number of trunks in half and that bag men should check less heavy baggage and use more photographs. While no definite action was taken a circular is being sent out asking all firms who are using travellers to limit baggage as far as it can be possibly done.



## IS THE CLOTH SHORTAGE REALLY ACUTE?

Manufacturers Have Large Stocks on Hand For Immediate Needs—British Shipments Practically at a Standstill—But Little Doubt That There is Shortage Rapidly Approaching—A Review of the Situation.

**S**OMEHOW I am inclined to doubt the acuteness of the cloth situation that you fellows have been telling us about for some time." **MEN'S WEAR REVIEW** was talking the situation over with a Western Ontario retailer "Why there was a clothing traveller in here today and he had a big range of cloths to show, in fact larger than I have seen for some time. Of course his prices were high, but he seemed to have the goods."

Having this sentence in mind a number of the larger clothing manufacturers were called upon. All come back with the statement that the cloth situation is serious indeed and that there will be a real shortage in the very near future.

### Some Large Stocks

It is admitted that there are some large stocks of cloth in the country. These are held by either clothing manufacturer who are holding stocks a good

deal larger than the average or by cloth speculators. In the case of the first class the cloth they have on hand represents only supplies for a year's operations, even in the most extreme cases, and in many instances the amount is much less than this. Cloth on the other hand bought for speculative purposes is very largely of the cheaper qualities. When dealers were figuring on stocking up in order to take advantage of any price changes that might eventuate it was felt by most of them that the safest policy would be to confine all speculation to the cheaper or at least the medium grade cloths.

### Trade Demands Good Goods

As it has turned out they seem to have made a mistake here. Practically all houses report but little interest in lower priced goods, for the people, while realizing that prices are high, still insist upon good clothing and turn down the

low grade stuff regardless of what the price may be.

### Little Better Cloth

Of the better grade cloths there seems to be but little in the country except what is already in clothing manufacturers' hands. These men say if they had not accumulated these stocks ahead there would be no means of keeping their plants running at the present time as shipments now arriving only represent a fraction of the cloth that they are using.

"The clothing manufacturers are carrying large stocks and are still able to give the retailer a good assortment from which to choose his Fall stock. Now, however, it is becoming almost impossible to buy any cloth at all and the great majority of the British houses are not accepting any business. While there is still some cloth coming forward it is all goods that have been ordered months



ago." This is the way one of them sizes the situation up.

**Year's Supply Ahead**

The general opinion is that there is plenty of cloth in the country for about a year ahead. There will of course in



*A Type of a Semi-dress Overcoat That is Meeting With Favor From Some Stylish Dressers*

In addition to this be a certain amount coming to hand all the time. Then it is impossible to estimate the consumption as there are some who figure that this will be cut down to a very large extent after another season. At the present time, however, it is next to impossible to place any new business with British houses. There seems to be considerable uncertainty as regards the whole woolen situation over there and whether there will be any at all allowed for civilian use is more or less of a puzzle. One authority is quoted as stating that there will not be, while still another states that there will be about 3,000,000 pounds more available in the quarter commencing April 1 than there were in the one ending March 31.

**Tops Up in Price**

Worsted cloths, however, seem to be sure to be much decreased owing to the shortage of tops. A new price list has just been announced by the British Wool Commission. While there is some variation to the different styles and types of wool tops affected, the average increase is reported to be about 6c per pound. It is claimed that the shortage of wool really suitable for combing is largely responsible for this increased price. As poorer and less suitable wools are used the proportion of tops obtainable from each pound of fleece is correspondingly less and in consequence it raises the cost of what is secured.

In connection with this it is stated that there have been some bad blunders

on the part of those who have had the matter in hand in not seeing to it that more wools suitable for combing purposes were not brought from Australia. It is said that there are large quantities of long-fibred merino wools piled in warehouses in Australia awaiting shipment while wools suitable only for carding, and of which there seems to be quite a stock in England, were given cargo space.

**Important Announcement**

Whether this is the case or not it seems probable that there is little relief in sight, judging by the announcement which recently came from the Director of Wool Textile Production, London. In this it was stated that the Government had been reviewing the imports list, it is supposed to obtain greater tonnage for still more essential products, and had decided to place wool on the list that might be cut down almost to the point of complete suppression. In any event it seems certain that for the immediate present only wool such as may be required for military purposes will be shipped into England.

Those who are in touch with the situation believe there are stocks enough in England and already on the way to keep the civilian trade running until about October, and after that the deluge.

**Review of Situation**

In a recent review and preview of the woolen situation the world over the following information from a prominent wool broker from Huddersfield, England, who speaks from knowledge and experience, will be of great interest.

**A BRITISH PRECEDENT**

In the view of the decision of the Government to allow discharged soldiers a sum of money instead of a ready-made suit and overcoat, the following extract from a London, England, paper is of interest:

"When a soldier is discharged as medically unfit he is allowed to retain necessary articles of under-clothing, shirts, socks, etc. He is required to return all other articles of military clothing, with the exception of one pair of boots and two pairs of woolen drawers. On discharge a man may now be granted 30s in lieu of a civilian suit and 36s in lieu of an overcoat."

When asked what the general advancement on woolens and worsteds had been since the beginning of the war, he said that this advance represented 200 to 250 per cent.

"Worsted suitings which formerly cost \$3 per yard are now \$6.50 to \$7.50, and such advances are likely to continue till some time after the war."

Asked about exporting from Britain, he said, "Manufacturers in Great Britain have no longer the privilege of exporting any goods. The Government has taken over the production of the whole country with the exception of 10 to 20

per cent. at the outside. Licenses have already been put on exporting to Canada for the first time in the history of the country. This license is a safeguard to know where the goods are going to. There will be no difficulty, as long as the goods are obtained in England, in ship-



*A little freakish perhaps but with decided style lines. It also conforms to the cloth conserving idea.*

ping them out to Canada, but the scarcity will prevent any large quantities being shipped. Few Canadian buyers are coming to England for the simple reason that they cannot buy anything when they do come. With these conditions in mind and so real, British woolens are bound to be high-priced, and Canadian tailors may count themselves lucky to be able to import them at any price.

"Here's an instance. None of the weavers will execute orders for heavy overcoatings—it takes too much materials—two yards of suiting can be made out of the material necessary for the yard of overcoating.

"There is another difficulty that the Canadians are up against. Very few patterns have been shown in Canada up to now. In previous seasons any quantity was available. One client informs us that the American Woolen Co.'s goods being shown in Canada, ranging from \$5 to \$8, are very limited. Cotton warps are being shown in limited quantities that cost \$3.50 to \$4.50 per yard in the States; add 42½ per cent. duty to that. The advances that have taken place in the last few months on American goods show increases of 75 per cent. to 100 per cent."

**Standard Cloths**

All reports coming from England in which reference is made to the cloth



situation still have considerable to say about "standard cloths." As these are being supplied at the present time only to the ready-made trade in the British Isles and export of same in the piece apparently will not be allowed, the interest of the Canadian trade towards this movement is largely academic.

"But there is considerable cloth being made in Canada. You have lost count of this." Not at all. It is true there is a lot of cloth being manufactured in Canada, but these mills also are having their difficulties. For some time past manufacturers and jobbers have been receiving only a portion of their requirements. A system of apportioning their output has been and still is in force.

**Not Sufficient**

Considerable as the total amount is, nevertheless it could not begin to be sufficient to fill the requirements of the trade if unsupported by imported lines.

**What Percentage Canadian?**

This raises an interesting question. What percentage of the cloth used in the men's wear trade of Canada is supplied by Canadian mills? MEN'S WEAR REVIEW asked this question of a number and got rather divergent answers.

It would appear, though, that about one-third was the pre-war proportion conceded to the domestic mills. The proportion likely, in fact, certainly, is considerably increased at the present time, and more cloths would be so secured if the mills were capable of turning them out.

**Quality is Good**

Clothing men agree that Canadian cloth is generally speaking of high quality. While the finer grades of worsted suitings have been left to British mills in all other lines the local institutions have proven themselves competitors of no mean worth. Clothing houses that spe-



*One of the novelty double breasted coats included in some of the snappy lines for Fall.*

cialize on what might be termed the higher order of made-to-measure clothes have, however, one complaint to make. That is the impossibility of getting exclusive designs from Canadian mills. Thus if a certain cloth is featured by one of the houses in question it may also be

bought by another house that does not put the same workmanship or trimmings into a suit. In consequence there may be a difference of \$4 or \$5 in the price of two suits that from a casual appearance may appear identical.

One manufacturer stated that Canadian mills when planning for after-war competition would do well to bear this in mind.

The cloth situation is thus undoubtedly serious, and prices will continue to advance and ranges become more and more restricted as the year rolls on.

**Selling Two Suits**

That the majority of retailers are realizing this thoroughly, and that even the consumer is becoming thoroughly imbued with the idea, is noticeable by the number of double orders that are pouring into special measurement houses. That is to say, man after man is sending in his order for two suits—one for this Spring and one for the coming Fall.

There would seem to be a fertile field here for the clothier to increase his clothing sales. The argument will, of course, be advanced that one is only "robbing Peter to pay Paul," and that the business thus secured will mean so much less to do in the Fall. There are, however, holes that can be picked in such reasoning. If you sell your man his two suits now your competitor will not be the one to get his Fall order. Moreover, if a man gets two suits at once in this manner it will likely mean a third suit in less time than the third suit would ordinarily have been bought. Then anyway let future business look after itself. There will be other opportunities for advancing the scope of your business by that time. As it is, you have right at hand a real opportunity to increase your immediate clothing sales.

**AD WRITING AND DESIGNING NOT DIFFICULT**

Illustrations Very Valuable to Tell a Story—Put News Into Your Advertisements—Study of Few Type Faces Will Help—Should Learn to Prepare "Dummy" or "Layout"—Number of Words to Square Inch—Advertising a Big Subject.

By John C. Kirkoood.

**T**HE average retailer isn't very strong on advertisement-writing. This isn't his line. And so the retailer dodges the preparation of advertisements. Some retailers, on the other hand, take keen pleasure in the preparation of advertisements. Both the man who dislikes and the man who likes preparing an advertisement are advised to use illustrations to take the place of words.

Illustrations attract the eye. By their contrast with reading matter they pull the eye to them. So from this point of view they have a very real value. But the right kind of illustrations are suggestive of merchandise.

**Avoid Foolish Illustrations**

It may be a hammer that is shown,

or a lantern, or a brush, or a piece of fur, or a hand bag, or a man wearing a flaring necktie. Whatever the illustration may be, it probably speaks swiftly to many persons and gets their attention.

Just here it is to be said that foolish illustrations in an advertisement distract the attention, and so defeat the purpose they are intended to serve. One frequently sees humorous illustrations in country weekly newspapers, used by jewellers, boot and shoe dealers, hardware dealers, and other classes of retailers. Looked at critically they are really out of joint as a rule with the text or message of the advertisement. The effort to relate text and illustration is clearly a forced and unhappy one.

Illustrations of this sort can be left alone with advantage.

**Illustrations are Easy to Get**

Illustrations of the right kind can be had very often for nothing—from manufacturers. The great majority of manufacturers delight to supply retailers with electros. Not always, however, do manufacturers provide retailers with the electros of desired size and character. But if the retailer puts up to the manufacturer the right kind of request, for the right thing, the manufacturer will probably meet the retailer's wishes.

**News Advertisements Recommended**

The best type of advertisement for the hardware dealer is a straight news advertisement—one that gives real news



about goods and the store's service. This is the simplest and easiest advertisement to write. Readers—that is prospective buyers—want just plain news, as a rule. Very few readers want or will give time to fancy writing, or to empty gush, or to bald generalities. Nor do they want to be entertained. On the contrary, they want the advertisements they read and to which their attention is invited to be simple, straightforward statements of fact—descriptions of or particulars about the goods, or their use or value.

The average reader of a newspaper reads it in more or less of a hurry, because there is something else waiting to be done. For this reason it is wise to make advertisements meaty and crisp—this by giving real and desired information about goods advertised. This information should if possible be related to an illustration.

**Study Mail-Order Catalogues**

If one wants to know what to say about goods, one will find an admirable aid in the mail-order catalogues of the big department stores. In these catalogues descriptions of goods are terse, adequate and without any superlatives. The aim is to economize words. Every word means space and cost. So there is an object in cutting down descriptions of goods to the brevity of telegrams. Now, if the retailer will let himself be guided in the preparation of his advertising by the mail-order catalogues he will be producing good advertisements.

**Typography is Important**

The advertisements of the big department stores which appear in metropolitan dailies can very profitably be studied not only for their style and language, but for their "display" or composition. The retailer can be sure of this fact: Good ad-compositors and good ad-designers are responsible for the superior ad-setting of department store announcements.

Here is a practical suggestion: When you see in an Eaton, or Simpson, or Hudson Bay Company, or Goodwin advertisement a style of setting pleasing to you, cut out the particular part you like, and give it to your printer—the man who will set up your advertisement—and ask him to follow as faithfully as possible the style of the clipping given him. Thus you will be getting nearer and nearer all the time to better typographical effects. And your local compositor, when it is put up to him to reproduce as faithfully as possible good, well-designed, and well-set compositions, will himself go to school, as it were, and will eventually give you something quite fit to be placed alongside the ad-compositions one sees in the metropolitan dailies.

Many retailers do not know much about the designing of advertisements or good ad. composition. This is something, often beyond their comprehension. One reason for this lack of knowledge is that their attention is never or but rarely

directed to this aspect of advertising. Another reason is that their printer—the man who sets up the advertisements—is often quite as lacking in a knowledge of what constitutes good typography as is the retailer. Yet well-set advertisements go far towards making advertising resultful; and since this is so, it is clearly a matter that should concern the retailer who buys newspaper space to print therein his business news.

These observations will be made clearer by a study of the re-set examples in the engraving accompanying. A close examination of the original setting and the re-set advertisement will surely show the retailer how much better the re-set compositions are than the originals. The original compositions are what one very often sees in country newspapers. There is a disposition to use fancy and many display faces and sometimes ornaments, and to do freak composition. By contrast the re-set advertisements are the acme of simplicity and chastity, and have an attractiveness, pleasingness and persuasiveness not possessed by originals. These examples, and the notice pertaining to them (found on the engraving); merit very close study.

**Some Revealing Re-set Advertisements**

Another engraving is shown to illustrate how to "lay out" or design an ad-

vertisement for sending to the printer. A little practice and study will soon enable any intelligent man to do very good work. Just here it is to be said that many ad-writers write or print in, in small type, the text or "copy" of their advertisement—this in their design. Far simpler, better and kinder is it to write out the text or copy of the advertisement separately, with the typewriter or in long hand, and to mark its various divisions "a," "b," "c," etc., to correspond with the divisions of the "layout." Then pin layout and copy together, and send to the printer. The printer can see at a glance just how you want your advertisement to appear, and he can calculate the size of type to use from the number of words in your copy, and the space you have assigned them in your "dummy" or "layout." Memo: Make your layout or dummy the exact size of the space your advertisement is to occupy. Then both you and the printer will be able to see just what your desire is in the matter of disposition of copy, size of "body" and "display" type, white space effects, and so on.

It is to be remembered that type is rigid, not elastic. Which means that just so many words of type can be put into a square inch.

The ad-compositor measures the space in the dummy or layout which

the ad-writer has indicated "a," "b," "c," etc., corresponding to similarly marked sections of the "copy" or text of the advertisement. Then he counts the words in the copy. Then he makes his calculation, thus ascertaining that the copy will require to go in 6-point, 8-point, 10-point, 12-point, 18-point, etc. With this knowledge possessed, the printer can go ahead safely—that is if the adwriter has been reasonably precise in measuring his copy and the divisions of his layout.

By 6-point, 8-point, etc., as applied to type is meant that number of lines that make an inch in depth. There are 72 points in an inch. So copy set in 6-point will have 12 count-lines to the inch. To get an interesting illustration of what is signified by points, go to your Bell Telephone book. There the numbers and names are set in 6-point black face (12 lines to the inch); and residence or occupation, and street addresses, in 6-point light face type. Off-

(Continued on page 56.)

The engraving is provided to show how to lay out or design an advertisement for sending to the printer. In this "layout" or "dummy" no provision is made for the inclusion of "cuts" or illustrations. The idea is to indicate to the untutored ad-writer a better way of preparing his dummy or design than the way practised by some, which is to write or print in, on the dummy, the text or copy of the advertisement. See note on this subject in the accompanying article.



# APPLY A COST SYSTEM TO YOUR BUSINESS

A Cost System is Simple as This Article Shows—A Knowledge of the Cost of Doing Business is Both Satisfactory and Essential—It Causes the Merchant to Speed Up Sales and to Abandon Cut-price Sales—Getting a Profit on Effort as Well as on Capital—This in Addition to Your Salary.

By John C. Kirkwood

**T**HE very first thing to be done by the man who would know his selling costs is to know and record the various items that together constitute the cost of doing business. To know and record these items calls straightway for methodical accounting. Fortunately the separation, calculation and recording of the various items constituting selling cost are exceedingly simple operations, within the ken and ability of any man.

To ascertain the cost of doing business:

## 1. Charge interest on capital.

Charge the rate of interest it would earn if invested in gilt-edge mortgages or bonds, say 6 per cent. By capital is meant net assets—inventory, cash, accounts receivable.

## 2. Charge Rent.

Charge rent even if you own your premises. Should this be the case put down as rent the amount they would bring if occupied and used by another—say 8 per cent. of market value, plus repairs, taxes, and water.

## 3. Charge Your Own Salary.

Put down an amount representing your salary worth to your business—a sum probably double that paid your highest paid employee. Include in this the worth of the services of any member or members of your family not on the pay roll, yet who render your business a service worth real money.

## 4. Charge Salaries of Hired Help.

Omit from this, if you are so minded, the salaries or wages of the one or more engaged mainly or solely in the work of delivery, charging such wages under the item of delivery.

## 5. Charge Fixed Expenses.

Included here are such determinable or known items as insurance (fire, casualty, plate glass, partnership), taxes, telephone rental, water rates, light and fuel.

## 6. Charge Freight.

Include here freight and express on incoming goods; the cost of packages or packing, drayage; duty paid (if any).

## 7. Charge Delivery.

Include here wages of drivers or messengers; horse and wagon, or motor car; stable or livery or garage items; repairs, supplies, freight and express items on outgoing goods, wrapping papers, packing, twine, etc.

## 8. Charge Incidentals.

Include here stationery and office

*Many take stock about twice a year. If this is your practice you will be in an excellent position to begin right away doing business on the basis of the known cost of operating your business.*

*Success is becoming more and more dependent on a knowledge of the cost of doing business and on intelligent, purposeful and successful effort to recover this cost plus a profit on your effort.*

*The accompanying article will prove very helpful to those who want to be successful merchants. The matter is set forth lucidly and soundly, and we sincerely trust that many of our readers will resolve and keep their resolve to conduct their business on the basis of known and actually recovered costs, plus a desired profit on effort.*

supplies, postage, telephone calls, telegrams, exchange, cleaning, miscellaneous repairs, etc.

## 9. Charge Advertising.

Include here newspaper and other forms of publicity, including printed matter, catalogues, novelties and other disbursements properly coming under this head.

## 10. Charge Donations and Subscriptions.

Include here special discounts or allowances made, or goods given in the name of charity, benevolence and good-will.

## 11. Charge Losses.

Include here bad debts, shrinkage, leakages, shortages, thefts, spoilage allowances, discounts, and losses not provided for elsewhere.

## 12. Charge Interest Paid.

Include here interest paid on borrowed money, and interest lost on uncollected book accounts, and cash discounts forfeited because of inability to take them.

## 13. Charge Depreciation.

Include here the depreciation on buildings owned and employed by you in your business; and depreciation on furniture, fixtures, horses, vehicles, stock, etc.

Here one has a haker's dozen of headings under which to record the many items that constitute, when aggregated, the annual cost of doing business.

### Easy to Record Selling Costs

With these headings and helps it should be a simple matter for any dealer to set down his selling costs, day by

day, week by week, month by month, quarterly, semi-annually and annually.

Each individual disbursement has to be recorded sometime, somewhere, somehow. Why not record it in its right place at the right time and under its proper heading? Thus will the dealer have the record or records necessary and desired. He will know then just what it is costing him to run his business.

### Costs Studied More Closely

In the foregoing presentation of group headings some may possibly be merged with others. For example, Advertising may be included under Incidentals; and Interest may be included under Losses. Donations and Subscriptions may be included under Incidentals. But there is an advantage in the separation of these several classes of expense: They reveal boldly, challengingly and perhaps shockingly classes and amounts of expenditures capable of reduction, and perhaps calling for reduction.

Also in the foregoing presentation of the factors of selling costs, Freight on incoming goods is included. Many will say that Freight, Express, Drayage and Packages or Packing should be added to the invoice price immediately; and in saying this they are quite correct. But not always is this class of expense included in the marked cost price of goods. On articles of heavy weight—such as sugar, nails, coal, for example—the freight expense is immediately added to the invoice price by all wise dealers, but on many lines the practice of many dealers is to ignore in their cost marking the item of freight, or delivery-to-store expense. Accordingly, in the enumeration of the factors of cost, as above, Freight is set down, and when this annual aggregate expense is reduced to a percentage of sales, it can quickly be added to invoice prices. For this reason is Freight on incoming goods included among the factors of costs.

### Recovering One's Losses

Under the heading of Losses are to be assembled all such expenses and losses not properly belonging under other headings. Bad debts should be charged here, for so will they be recovered by being assessed against all customers as a whole. Leakage, shortage, shrinkage and spoilage should be charged here, for thus will their costs be recovered.

The average dealer treats bad debts, leakage, shortage, shrinkage and spoilage as irrecoverable, but this view and practice are unsound and dangerous.



All such losses should be charged into the cost of doing business, so they may be collected and recovered.

Leakage, shortage, shrinkage, and spoilage, in the aggregate, may amount

**DO YOU KNOW?**

*A competent authority has, by careful investigation of over 1,500 retailers in each line, and in every section, developed the following facts:*

	Turn Stock per year No. Times	Cost to Do Business Per Cent.
Grocers . . . . .	10	16
Dept. Stores ..	7	26¼
Druggists . . . .	4	24¾
Dry Goods . . . .	4	24
Hardware . . . .	3½	19½
Furniture . . . .	3	24
Shoes . . . . .	2	23¼
Clothing . . . . .	2	20¼
Jewelers . . . . .	1½	25¾

to a very considerable item, and are incident to the doing of business, to providing the public with a service needed and desired by them. Therefore the public as a whole—the dealer's customers as a whole—should pay for such losses.

**When Goods Are Sold Below Cost**

Under the heading Losses can be included the loss sustained in the sale of staples that do not and will not, as things are, bear their proper percentage of advance to cover the costs of doing business. Sugar and nails are two familiar and common examples of merchandise which sell retail at a very small percentage advance on invoice cost. Suppose that the actual cost of doing business is 25¢ of the invoice price, and a staple sells at an advance of only 10¢ on invoice price. then there is a clear loss of 15¢ on the annual sales of this particular commodity. The total loss, as represented by this 15% loss, should and must be recovered, and, therefore, must be collected in the sales of merchandise on which can be imposed the full costs of doing business.

**Interest on Outstanding Accounts**

Under the heading of Interest Paid there should be included the interest lost on outstanding accounts. These accounts may total, say, \$1,000 at any and all times during the year—this in a business done on a capital of \$5,000 or so. They represent non-earning capital. But capital should bear interest. Reckoning interest to be earned at 6%, there would thus be an item of \$60, when the average amount outstanding is \$1,000, to be charged as an operating cost.

**Providing For Depreciation**

Under the heading of Depreciation should be included all items relating to property, furniture, fixtures, and delivery equipment whose inventory value diminishes each year through use, loss of style, etc., wear or damage and which in the course of time require to be discarded or replaced. The percentage

amount of annual depreciation for each article or possession will probably vary, being 5% in the case of a possession good for 20 years, 10% in the case of a possession good for 10 years, and 20% in the case of a possession likely to require replacement in 5 years.

A special bank or ledger account should be opened for charges of this sort—a sort of sinking fund account, which can be reckoned as capital. In this way the money necessary for replacing worn out or useless or valueless equipment will be provided systematically, and will be instantly available when needed.

**Recording the Items of Cost**

The thing remaining is the essential thing—the recording of these costs methodically, fearlessly, and accurately—and in recovering them from sales. This is the hard thing—hard because of the average business man's lack of system, will power, resolution and well-disciplined habits. You can lead a horse

**WHY BUSINESS MEN FAIL**

*According to a statement by Edward N. Hurley, vice-chairman of the Federal Trade Commission, there were 22,000 failures in the United States in 1915. Ninety per cent. of them resulted from cut-throat competition prices. In an investigation made by the commission since its appointment, 200,000 out of 260,000 firms had no method of determining cost; of these, 100,000 firms did not earn a penny, and little, if any, provision had been made for depreciation. In another survey of a national industry it was found that twenty-seven large corporations, representing an investment of \$12,500,000 and annual sales of \$8,000,000, had earned only \$300,000—a little less than 3 per cent. on the capital stock, and altogether they had charged off only \$69,000 for depreciation. The number of small businesses run on odds and ends or on bank check stubs is amazing*

to the water, but you can't make him drink. You can show a merchant how to ascertain and recover his selling costs, but you can't make him record and get them back. It is a matter for the individual himself whether or not his performances shall be in accord with his knowledge and conscience. At the same time it is earnestly hoped, now that retailers have been shown how to ascertain, record and recover selling cost, that many of them will become possessed of the purpose, resolutely maintained, to conduct their business intelligently, knowingly, with full light on matters that aforesaid may have been hidden in darkness.

**Getting a Profit on Effort**

In what has been said, the matter of getting a net profit on one's effort has not been considered. Provision has been

made for a salary for the proprietor or partners; but the matter of a profit over and above all costs of doing business is a thing by itself. The desired profit—\$1,000, \$2,000 or so—must be

**STOCK AND HOW TO KNOW IT**

*You must know your stock and its weaknesses at all times.*

*You may be passing merchandise through your place of business at a loss.*

*The only system which successfully stands the test is organized, systematized and daily visualized business.*

*The wiser the man and the better the institution, the closer is everything watched, and the less guessing indulged in.*

*The easiest way to take stock is to prepare for it.*

added to the costs of doing business as above defined and elaborated, and the sum of the costs of doing business and the profit on effort desired will give the merchant the full sum he must obtain in a year over and above the invoice cost of goods sold. For calculation purposes the cost of doing business should include the sum one desires as profit on his effort.

**Sales Must be Stimulated**

But putting down all costs and adding the profit on effort desired is not any guarantee or pledge that the merchant will get this gross sum. To get this sum he must sell enough goods—must have a minimum annual turnover, and must obtain an advance on invoice cost of goods sold sufficient to give him all costs plus the desired profit.

Suppose, for example, that the costs and profit, as above set forth, total \$5,200 in the year, or a neat \$100 a week. Then it becomes clear that the merchant must sell enough goods each week, on an average, throughout the entire year, to give him \$100 a week above the invoice cost of his goods. Suppose his average advance on cost is 25%, then it means that his average weekly

**HOW TIME INCREASES COST**

*In an eight-hour day you have only 480 minutes. Thus, whenever you waste five minutes you decrease your value 1 per cent. Your stock falls from par to 99 per cent. If you waste 50 minutes your stock falls to 90, and so on. Few of us ever have a day at par. If you borrow \$120,000 at 5 per cent. you are paying 4 cents a minute. If your accountant makes a mistake, and you borrow it a day too soon he causes you a loss of \$20. Many a business man has gone down to bankruptcy because he did not realize this ruthless persistence of interest. Interest is like the tortoise in the well-known fable—it is slow, but it never stops to rest.—System.*



sales must be \$500, of which \$400 will represent invoice costs, and the other \$100 the gain over cost. \$500 a week sales means an annual turnover of \$26,000.

If the merchant averages only 20% advance on cost, then it means that to obtain weekly \$100 above invoice costs, he must have average weekly sales of \$600, made up of \$500 invoice costs plus \$100 advance. In this case his turnover would require to be \$31,200.

So it becomes clear that if turnover (goods sold) falls below \$26,000 in the one case, or \$31,200 in the other case, the costs of doing business, plus the required profit for effort, are not obtained.

When the merchant perceives in advance—which he can—just how much he must sell yearly and weekly to recover his costs and obtain his desired profit, he knows just what effort he must put forth to keep up sales to the necessary weekly minimum. Certainly he dare not go on, trusting to luck, as so many do; nor will he be content with just hoping and trusting; on the contrary, if he is made of the right stuff, he will speed up his sales and his sales staff, and begin to study his business as never before. He will do his utmost to swell the sales of goods on which he can obtain an advance over invoice cost of 30%, 40%, 50% or more; and he will not be over-eager to spend much time, or have his staff spend much time, in selling goods on which only 10% or 15% or so is obtained over invoice cost. Also, he will not be very enthusiastic about bargain sales or clearance sales when ordinary or regular prices surrender all or nearly all the advance over cost contained in them. Big turnover in which there is insufficient advance on invoice price will look less good than a smaller turnover which contributes an adequate advance over invoice cost.

**COMMERCIAL FAILURES**

*Taking it all round, 1916 was the best business year the United States ever experienced; yet there were seventeen thousand business failures. Compared with twenty-two thousand the year before, this is encouraging; but practically one out of a hundred of all concerns in business failed, and, year in and year out, through good times and bad times, the proportion of failures never varies very far from one per cent.*

*In only two hundred and sixteen of the seventeen thousand failures did the liabilities exceed one hundred thousand dollars. Nearly all the failures, in other words, were of small concerns.*

*Credit men assign many reasons for these failures, such as lack of experience, insufficient capital, injudicious extending of credit, over-buying—which merely means unwise buying—and so on. But we venture to guess that one cause was present in nearly all of them, to wit, poor bookkeeping. They did not keep books so as to know exactly what it cost them to do business and precisely how they stood all the time.*

*We recommend again to every business concern an accounting system that will show costs accurately—Saturday Evening Post.*

All this goes to prove that being a real, profit-making merchant is something vastly different from being just an ordinary storekeeper.

**Analysis a Secret of Success**

Analyze! This is one of the first words to be learned in the language of efficiency. Always it should be remembered that the prudent man who has an

ideal record of costs, and applies his knowledge practically, is the one who out-distances all his competitors in the long run. Also, one needs to remember that 90% of the men in business are getting no profit from their effort—this because they are ignorant of, or unwilling to take the trouble to ascertain, the costs of doing business, and whether a profit on top of costs is being earned. The necessary knowledge is so simply and surely possessible and the trouble so very minor, that one wonders why any dealer should continue ignorant or indifferent, especially when ignorance and indifference are robbing him of due compensation or remuneration for the labor and skill required on his part in the conduct of his business and for the risk involved—the risk of his capital.

**COST OF POLICE CLOTHING**

AS an indication of the increased cost of clothing it is interesting to note the prices paid by the City of Toronto when recently placing a contract for the uniforms for firemen and policemen. The price paid for officers' uniforms was \$37 and the men's uniforms were \$36.50. Odd trousers were ordered for the police force at the price of \$11 per pair.

**ORGANIZES BALL TEAM**

The R. G. Long Co. have secured a franchise in the Toronto Senior City League and will be represented by what is believed will be a very strong team. The name of the team has not yet been decided upon. The move, of course, is two-fold—to do something to stimulate clean sport and to further advertise the "Bob Long" line.

Nipissing Stores, Ltd., men's furnishings, Sault Ste. Marie, is to be succeeded at Port Arthur by Coulters, Ltd.



**A Good Clothing Trim**

*While almost exclusively a clothing window the use of palms, flowers and attractive show cards does much to take away the deadly monotony that so often is apparent in a window of this type. The free use of price cards is also a commendable feature of this window that must have made sales.*





# HATS *and* CAPS



## STILL HIGHER HAT PRICES IN PROSPECT

Furs Made Big Advance During Month—Straw Braids Also Take the Elevator — Embargo on United States Hats Not Considered Probable

**E**VERYTHING points to still higher prices in felt hats for Spring, 1919. Hatters' fur has advanced during the month \$1 per pound, and supplies are becoming more and more difficult to obtain.

### Embargo on French Fur

The French Government has placed an embargo on all hatters' fur exports, and in Great Britain home requirements are given preference, so there is practically no supplies coming from there either.

The shipping difficulties from Australia are continually on the increase. It is reported that some shipments have been as long as six months on the way. As it is the intention of the Allied Governments to still further restrict shipping on the Pacific in order to increase the Atlantic tonnage necessary for the conduct of the war, these difficulties and delays will be still further increased.

### Fair Fall Business

Travelers have mostly made their trips for Fall and report fair business. Retailers apparently feel that in number of dozens sales will be somewhat restricted but the increased prices will hold up volume.

### Talk of Embargo From U.S.

The hat trade, as well as all other branches of the men's wear business, was considerably interested in an announcement from Ottawa that an embargo was to be placed on a great many lines of manufactured goods coming into this country from the United States. There was a good deal of speculation as to whether this would include felt hats. As Canadian hat factories are already filled up with business and could accept no more if it were forthcoming, such action on the part of the Government would undoubtedly cause a hat shortage. This announcement also stated that a tax of 10 per cent. would be placed on the Canadian manufactured article to offset the duty that would be lost by the restriction of imports.



Apparently the whole announcement was premature as there has been no further confirmation. Later reports would indicate that so much opposition developed that the plan has been dropped. At any rate it is temporarily shoved on one side by more momentous matters.

### Straw Hats Delivered

Straw hats and Panamas that were bought ahead have been pretty well delivered. Both retailers and jobbers will be disappointed if this does not turn out to be a phenomenally heavy Panama season. The high price of straw boaters will undoubtedly tend to help Panama sales.

### A Novelty Panama

A novelty line that is being taken freely by some retailers—although others look at it a little askance—is a Panama with a bound edge. This is supplied in the color to match the band: If the band is white the binding is white. If the band is olive green so is the binding. The brim on this hat is given a slight pencil curl. Time will tell as to whether this will be a seller or not.

### Straw Braids Up

As in felts so in straws, prices are advancing tremendously. Much sennet braids are imported from Japan and increases during the past month in the cheapest grades of these have been equivalent to \$1.50 per dozen. Further an advance of 75c per dozen for bleaching has been added. In the finer grade hats the increase is equal to \$3 per dozen.

When, in addition, it is remembered that there are increases in the cost of leathers, tips, bands, boxes, cases and labor, it will not be hard to figure out that much higher prices are yet to come.

### Long Delayed Shipments

Shipping difficulties also enter into the straw hat industry. One shipment of Japanese braids being consigned to a New York hat house left Japan in March, 1917, reached San Francisco in October, and has not yet been delivered to the purchaser.

### Styles Remain Staple

There are no indications of any change in styles. It would seem that higher prices are undoubtedly causing a slight reversion to the hard hat. Many a man figures that he will get much longer wear out of one of these than he will from the soft felt, and in this he is undoubtedly right. This increase is however only limited and the creased crown soft felt hat with medium width brim will continue to be the big staple seller.

As the season opens it becomes still more apparent that green and near green shades will lead the color list. Next in popularity will be brown and gray with blues making a bad fourth.

The silk finish hat will find some favorites and will be about the only thing in the way of a novelty. These will be mostly in light weight and in fact all felt hats will tend to lighter weight than formerly.

### Straw Hat Season Soon

Inside of the next month the straw hat season will be beginning to open up. With warm Spring weather and sunny days the Summer of 1918 should prove the biggest hot weather-headwear season on record. Owing to the short Summer last year, many men did not buy straw hats and others that usually buy two bought only one. There will thus be few resurrections from the clothes closet. It is hardly probable that Providence has another cold wet June in store. The higher prices prevailing will possibly also tend to stave off the \$1 sales, the profit-killers of the summer hat business.





# COLLARS & SHIRTS



## FALL SHIRT RANGES NOW FAIRLY COMPLETE

Tremendous Advances Expected For Spring, 1919 — Will Recent Slump in Cotton Affect Prices?—Big Trade Being Done in Soft Collars—An Argument in Favor of New Collar Price

**F**ALL shirt ranges are now in travellers' hands and, as predicted in earlier issues of MEN'S WEAR REVIEW, much higher prices are in evidence.

The lowest price in most ranges is \$12 per dozen, with the popular selling lines running around \$13 to \$15.

In styles there is little change. The number of lines with soft collars to match is a little more limited for Fall than for Spring, as was to be expected. A great many of the lines shown for Fall are made up from cloth purchased months ago and stored for this purpose.

### Much Higher Prices

And as to the future? There seems no reason to expect anything but tremendously increased prices for Spring, 1919. One manufacturer, who has just returned from a buying trip to New York, writes MEN'S WEAR REVIEW as follows:

"I have just come back from New York, where prices seem literally to have run wild. There are no cheap goods on the market, and no fancy goods which can be sold next year for less than \$27 per dozen, and there will unquestionably be a shortage even at these prices. All percales are so high that there does not seem to be a possibility of using them in Canada. Fibre silks are shown in great abundance, and are very handsome indeed. They are certainly coming into their own as regards a place in the trade. Pure silks are very dear and practically impossible in a reasonable quality in so far as Canada is concerned, though I believe there is a very good sale for silk yardage in New York."

All information that is available takes the trend of the above. There will be a certain shortage of cloth, and in addition prices will be very high.

### British Situation

From Great Britain a certain amount of shirting cloths are still obtainable, but prices are equally high. Viyella flannels are practically unobtainable at any price, as the British Government takes preference here. One line of Irish jacquard cloth that could be profitably made into shirts a year ago for \$24 per dozen is now being sold at \$30, and when Spring

lines are opened later on this same number will have to sell for \$48 per dozen, a practically prohibitive price.

### Some Statements Made

One manufacturer claims that \$19.50 per dozen will be the low-priced shirt for Spring 1919; while still another sets a retail price of \$4 as the lowest figure. While these figures are doubtless somewhat exaggerated, they will give some idea of the feeling in the trade.

Still other manufacturers will go so far as to say that they cannot see ahead further than the Spring of 1919. In most cases sufficient material has been found



to supply that season's requirements. A great deal of this has been secured at less than prevailing market figures. The prices that will be asked plus the difficulties of getting supplies at any price, when it will become necessary to once more go into the market, seem to many of the manufacturers impossible barriers to the conduct of a profitable season's business.

### A Slump in Raw Cotton

There is some speculation as to what effect the recent slump in raw cotton will have upon future prices. Much seems to depend upon price regulating restrictions that may or may not be introduced at Washington. A sensation was caused by one representative introducing a measure to fix the price of raw cotton at 20c to the grower. While this is not looked upon as worthy of really serious consid-

eration in the face of the opposition that would develop from a United South, it shows that a feeling exists that further advances should be prevented.

### Manufactured Lines Not Affected

At any rate, up to the present the slump in the raw product has had no effect upon spinners' prices. In fact, cotton yarns in certain counts advanced 3c per pound the very day that raw cotton touched bottom figure.

Canadian cotton mills claim that prices were never based upon top notch cotton, and although the drop in the raw material may check future advances, that they will have no effect upon present prices; that, in fact, these must yet advance to put them on a level with the market.

Meanwhile retailers are buying freely, taking in many instances immediate deliveries of shirts that will be held for Fall business.

### Some Novelties Shown

In the Fall ranges now being shown there are one or two novelty ideas worthy of mention. One is a white silk shirt, with fancy striped silk collar and soft cuffs to match the collar. Incidentally white silks are reported to be having good sales. Some pleated bosoms are also shown. In two samples seen by MEN'S WEAR REVIEW these bosoms were of pleated silk, with cuffs to match, while the body of the shirt was made from a plain cotton material. While this idea is not new, it is thought it will be more frequently resorted to in order to hold down prices.

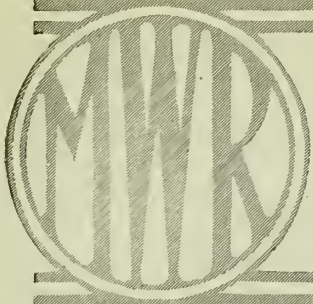
Advices from New York show that prices there are equally "up in the air." It is stated that most manufacturers will not attempt to produce lines for Spring to retail at less than \$2, and a number of the shirt houses that have always featured quality will make \$18 as their lowest figure.

### New Collar Price

The change in collars seems to have been effected without much embarrassment to the trade. Undoubtedly there will be rather less collars sold, as one at a time will now be the rule. One retailer

(Continued on page 56.)





# KNITTED GOODS



## GOVERNMENT ORDERS OF \$5,000,000

Published List of Contracts Placed With Canadian Knitting Mills During 1917—List Issued by Quartermaster's Department of U.S. War Office.

THE Quartermaster's Department of the United States War Office has made public a list of contracts made between April 12 and December 19, 1917. These include a number of Canadian mills and will make interesting reading as it will give some idea of the volume of this business that has been handled in this country. It is understood that there have been other contracts let since the first of the year and of course they are not included in this list.

### Stockings—Wool, Heavy Weight

	Pairs
Atlantic Underwear, Moncton, N.B. ....	120,000
Boyd, Caldwell & Co., Lanark, Ont. ....	519,600
T. A. Code, Perth, Ont. ....	101,400
Finnie & Murray, Winnipeg, Man. ....	27,000
J. G. Field, Fairstock, Canada. ....	68,088
Griffith-McNaughton, Ltd., Arnprior. ....	12,280
Garayt Knitting Co., Montreal, Que. ....	188,340
Glen Woolen Mills, Glen Williams, Ont. ....	66,000
Geo. E. Hanson, Hull, Que. ....	120,000
Hawthorne Mills, Carleton Place, Ont. ....	402,000
Holeproof Hosiery Co., London, Ont. ....	30,600
Johnson & Shardlow, Lennoxville, Can. ....	240,000
Kingston Hosiery Co., Kingston, Ont. ....	756,000
Mercury Mills, Hamilton, Can. ....	356,000
Mitchell Woolen Co., Mitchell, Ont. ....	276,000
Melrose Knitting Co., Glen Williams, Ont. ....	336,000
John McMurchy & Sons, Brampton, Ont. ....	480,000
MacKenzies, Limited, Ottawa, Ont. ....	253,140
McMahon, Granger & Co., London, Ont. ....	253,140
Northern Knitting Mills, Chesley, Ont. ....	25,560
Penmans, Limited, Paris, Ont. ....	1,168,800
Robinson, Little & Co., London, Ont. ....	7,240
D. W. Smart Co., Toronto. ....	15,028
Wreyford & Co., Toronto, Ont. ....	44,400

Total number of socks ..... 5,671,076

### Winter Weight Drawers

Aboud & Bousemara, Montreal, Que. ....	456
W. R. Brock Co., Montreal, Que. ....	2,368
Dods Knitting Co., Orangeville, Ont. ....	84,000
Duchesne & Co., Montreal, Que. ....	420
Gault Bros., Montreal, Que. ....	4,860
D. Graham, Sons & Co., Inglewood, Ont. ....	24,000
Hodgson, Sunico Co., Montreal, Que. ....	3,930
Kingston Hosiery Co., Kingston, Ont. ....	50,000
Mercury Mills, Hamilton, Ont. ....	40,800
P. B. Martin, Montreal, Que. ....	1,720
McCall, Sheehyn & Son, Quebec, Que. ....	1,819
Penmans, Limited, Paris, Ont. ....	600,583
A. Racine, Montreal, Que. ....	3,146
Reliance Knitting Co., Toronto, Ont. ....	36,000
Schofield Woolen Co., Oshawa, Ont. ....	16,203
Standfields, Limited, Truro, N.S. ....	30,000
Thibaudeau, Freres & Co., Quebec, Que. ....	1,200
Thos. Waterhouse & Co., Ingersoll, Ont. ....	84,000
Zimmerman Mfg. Co., Hamilton, Ont. ....	180,000

Total number of drawers ..... 1,165,505

### Woolen Gloves.

Brampton Glove Co., Georgetown, Ont. ....	150,600
Ferguson & White, Stratford, Ont. ....	420,000
Mitchell Woolen Mills, Mitchell, Ont. ....	490,000
Stratford Glove Makers, Stratford, Ont. ....	726,600
Scotch Glove Co., Stratford, Ont. ....	440,000

Total number of gloves ..... 2,236,200

The prices paid for these garments are also given and these vary considerably, but it is safe to estimate that \$5,000,000

has been spent in Canada among the different knitting mills. There is hope that this business will be kept up throughout the coming year.

It is noted that contracts for finer grades of underwear and cotton hose were all let in the United States as the facilities to handle this class of goods seem to have been sufficient. Few of the United States mills were, however, equipped with the machinery necessary to knit the coarser garments suitable for trench life.

### PIONEER PASSES

ON April 11 the death occurred of Hyman Vineberg, aged 68 years. He was one of the pioneers of the Jewish community of Montreal, having settled there

about fifty years ago. He took an active interest in commercial affairs and was a life-long member of the Shaar-Hashomayim Synagogue. H. Vineberg of H. Vineberg & Co., clothing manufacturers, is a brother.

### CLOSES MONTREAL FACTORY

THE Crescent Manufacturing Company announce that they are discontinuing making Crescent shirts in Montreal; these hereafter will be made in the Van Allen factory in Hamilton, which has long been under the control of the same firm. This factory will in the future turn out both Crescent and Van Allen shirts and one staff of travellers will carry both lines.

The closing down of the Montreal plant has been decided upon owing to the extraordinary conditions of the world's markets; materials are hard to procure, some almost impossible at any price, and cotton goods have all advanced to unprecedented figures. Facing this situation this company has decided to concentrate shirt manufacturing in the one factory.

## HOSIERY SHORTAGE PREDICTED

Difficulty in Getting Necessary Yarns—Believed Underwear Supply Will be Ample—U. S. Knitting Mills Loaded With Government Business

MANUFACTURERS and jobbers insist that there will be a hosiery shortage this coming Fall. This applies particularly to cashmere and worsted lines. The great difficulty is to obtain yarn supplies. One large mill has written leading jobbers cancelling some lines that had been booked for Fall. The inability to secure yarn is given as the reason.

Others again are accepting business, but only in very limited quantities. In no cases can jobbers secure the desired quantities.

### No Signs of Improvement

The Canadian Wool Commission announced a couple of months ago that it was hoped this situation would be relieved as arrangements were being made to increase the allotment of "French" process yarns to this country. So far apparently there has been no noticeable result of any such movement and in view of the news regarding the whole woolen situation in Great Britain it is highly improbable that the expected increase will materialize.

There is really little to report in the knit goods situation at the present time.

Fall business has been cleared up and sorting on Spring lines has not yet opened up.

It is not expected that there will be any shortage in underwear for Fall unless Government requirements should become more noticeable. Placing business is reported to be only fair. Some jobbers report that it was up to expectations as many feel that retailers are carrying heavy stocks and have decided to reduce these this coming Winter. In cotton goods for Spring sorting there are fair stocks on hand in most warehouses and in the majority of cases these can still be bought at prices prevailing when Spring business was first opened. Mills have, however, advanced their prices in the interval and once jobbers' stocks become depleted these advanced prices will have to be asked from the retailer.

### U. S. Mills Very Busy

In the United States all mills, both hosiery and underwear, seem to be completely filled with Government business. The necessity of hurrying up the different drafts has caused still heavier demands upon the knitting mills.





# NECKWEAR



## JAPANESE CREPES AND PATTERNS BIG SELLERS

Craze for Bright Colors Even More Pronounced—Are Smaller Shapes Likely?—Neckwear Silks Advancing in Price—Serious Tie Lining Situation Develops.

**M**ANY a man coming down Yonge Street, Toronto, during the second week in April thought he had been struck with lightning until rubbing his eyes again he realized that it was only a reflection from a tie display in Imrie Bros.' window. Were they loud? Well, even Bob Fleming's street cars seemed to slip past silently in contrast.

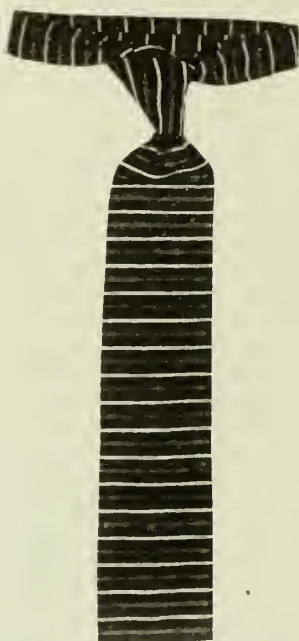
It is said this particular showing sold well and is an indication of the trend of the day.

### Japanese Effects Sellers

Everywhere throughout the country the flashiest of flashy neckties have been seen, many of them in Japanese effects and Japanese patterns on crepe failles and foulards. What is more they have been selling.

Some manufacturers are inclined to think that this phase will wear itself out, but so far there is no indication of such a change of heart.

"All printed patterns are selling well and the louder the pattern the better,"



*A Mogadore stripe in cross bar effect shown by Tooke Bros.*

is what is heard everywhere. Undoubtedly Japanese crepes have had a big run. There is considerable difference in opinion among the manufacturers as to how these goods will hold up, but what is of the most importance, they sell and sell fast and bring good prices too.

Such houses as have not handled the real Japanese crepes have handled similar patterns printed on foulards, grenadines, and crepe failles.

### A Slight Slacking Off

Manufacturers report a slight check in the demand for neckwear, although it is believed backward weather conditions have been largely responsible. However, there is little complaint to be made as business has been splendid all Spring and retailers report a nice Easter trade.

There is absolutely no reason to believe that this condition will not continue throughout the Summer, although there may be slack spells.

### Clothing Prices Help Neckwear

One tie manufacturer believes that higher prices in clothing help the tie business. The average man who has been used to buying three suits a year at \$25

will hang back from this when he finds the cloth he desires priced at \$50 or \$60. But he will feel that he has to have something new to brighten things up and a new tie will present itself as the solution where a small investment will have to some extent the desired effect.

### Silks Advancing

Neckwear silk is very firmly held. Raw silks have also advanced during the past month and the whole market has toned up in sympathy. Tie houses report lines to retail at 50c as practically finished and there are no prospects of future supplies.

### Linings High and Scarce

One of the difficulties that tie manufacturers are facing is the shortage and high price of tie linings. Formerly these came almost entirely from Great Britain. Shortage of supply in this market is causing manufacturers to look elsewhere. Canadian cotton mills simply will not accept the business and United States



*Showy, but popular, from the range of E. & S. Currie.*



*One of the popular Japanese crepes shown by W. Milne.*





Bat Wings  
\$4.25 the dozen

## Seasonable Cravats

### All Silk

Perfectly printed foulards  
in numerous neat designs  
suitable for Bat Wings or  
Flowing end scarves



Large flowing end  
Four-in-hand  
\$6.00 the dozen

Permit us to send you  
an assortment

You'll be more than pleased  
with them

**A. T. REID Co., Ltd.**  
TORONTO  
*Makers of Better Class Cravats*

prices show advances of 50 per cent. to 75 per cent. over figures heretofore paid. As an example of what this means, linings that used to cost about 18c will now run, landed, from 45c to 50c. Recently one tie house received a quotation from a British mill. The lining specified used to be laid down in Canada at 15c a yard. The new price was 27c f.o.b. London, England. When 32½ per cent. duty plus freight and insurance rates is added, it is easy to see what this means.



The ground of this tie is a rose pink. Shown by Niagara Neckwear Co.

"Linings may well have as much influence over the price of neckwear as the silks themselves if this keeps up," is the way one manufacturer described the situation.

**Smaller Shapes Coming?**

New York reports a slight tendency to work away from the larger shapes. A narrow folded-in four-in-hand, intended to be worn with close-fitting collars is reported to be finding a good sale. Grenadines are stated to be among the best sellers in high-grade neckwear. A certain amount of French silks in this class are still coming through but assortments are very limited.

A large trade in bat-wing bows is looked for by everybody. The fact that these can be procured to retail for 50c in a nice range of patterns will undoubtedly help the sale.

Wash neckwear is also reported to be moving fairly freely, although after all this has always been a somewhat limited business with the Canadian men's wear man. The Summer season is rather too short in this northern clime, and the selling time is thereby much restricted.

Some retailers state that the restriction of window lighting is interfering to a certain extent with neckwear sales. Undoubtedly many ties are bought from window displays. However, Saturday nights are the big necktie nights and the light is allowed then.

**FALL SHIRT RANGES NOW FAIRLY COMPLETE**

(Continued from page 52)

said that was not an unmixed evil, as a customer would have to call that much oftener in order to keep his collar wants supplied, and this would give the men's wear dealer so many more opportunities to interest him in something else. While, of course there are weak spots in this reasoning, as every retailer knows, such as an opposition store happening to sell the other two collars, still it is a point worthy of consideration.

The sale of fancy silk collars continues very heavy. Many who thought these would wear themselves out in a month or two are surprised at the way the demand keeps up.

In fact, soft collar trade all through the range is phenomenal. This includes the number that are sold with the shirts, in cloths to match. One authority takes the stand that the soft collar will soon almost entirely replace the laundered collar. He bases this reasoning on the way that the soft cuff has practically ousted its starched cousin. While few will agree that this reasoning is exactly logical, there is no doubt that soft collar sales are vastly increasing, and what is more, are selling the year around instead of constituting an exclusively Summer line. This demand is equally noticeable in the United States as in Canada.

No change has as yet taken place in waterproof collars. Retailers seem to expect that same will soon materialize, as big orders are being placed.

One of the shirt manufacturers is introducing what is called a double wear cuff. It is so made that the cuff will fold easily and perfectly either way, and so finished that either side is the right side. The interlining is cut away at the fold and reinforced to the two outer pieces by rows of stitching, yet the stitching does not show, no matter which side of the cuff is turned out.

There is said to be a strong demand for this type of cuff in the United States, where it is being featured on many of the higher-priced shirts.

**AD-WRITING AND DESIGNING**

(Continued from page 47.)

hand, one would say that the black face type is the larger. Technically it is identical in size with the light face type--both are 6-point.

**Words in Square Inch**

Now, with this understanding of how type sizes are indicated, the following calculations will be interesting to the untutored ad-writer.

Square inches	WORDS TO THE SQUARE INCH			
	Sizes of Type			
	6-point	8-point	10-point	12-point
1	47	32	21	14
2	94	64	42	28
6	282	192	126	84

The ad-writer himself should be careful to provide approximately the right number of words to occupy the space allowed in his dummy or layout in the desired size of type face.

The foregoing is semi-technical, yet

it is something that the ad-writer who is trying to do good work should know. *The above examples of reset advertisement freaky treatments. The resets are by o* If any man wants to know more about this and other phases of advertisement construction he can buy books on the subject.

**Summing it All Up**

This contribution to MEN'S WEAR REVIEW started out with the suggestion that illustrations be used to make advertisements more attractive and interesting, and to give them added selling value.

Then it went on to state that simple news about goods or service makes the best-liked kind of advertising. Then followed something about advertisement-composition. The thought is: The pre-black face type is the larger of the two. Technically it is identical in size with paration of advertising is a simple *nts illustrate how much better simple pl ne of Canada's best typographers, Joe Ottawa. Read his notes on the engraved* enough thing. No mystery or difficulties surround the writing and designing of an advertisement. There are some—nay, many—things to be learned, and as one goes far in his studies and practice, one will be acquiring new and highly interesting and useful knowledge about advertisement writing and designing, and about the functions of advertising. Just now, however, we are concerned with some basic, A B C things, readily comprehensible and really very useful. One must always begin at the beginning—build on foundations or bases and it may be that for some readers of MEN'S WEAR REVIEW what has here been written and presented will be of the nature of useful and desired basic material.

**GOVT. COMMANDEERS UNITED STATES WOOL**

JUST as we go to press word has been received that the United States Government has decided to commandeer the United States domestic wool clip and pay about 65 cents a pound, which is approximately the price paid for wool on July 30, 1917.

It is reported that the reason why the United States Government has done this is to stop speculation and steady prices. This will have a beneficial effect on Canadian wool because it will assure a fair price to the grower and the ultimate buyer. Approximately 10,000,000 pounds of wool will be shipped to the United States this season, where it will be considered on the same basis as United States domestic wool.

**FOR RENT**

**SPACIOUS STORE VACANT RIGHT ON** Market, Hamilton, one block west James, half block north King. Established stand for men's wear business. Former tenants did successful clothing business. Right location for farmers, working and middle class trade. Thos. Ramsay, 15 Market Square, Hamilton.





# Wolthausen

Cover Your Requirements at Once

We are preparing, to the best of our ability, under existing trying circumstances, to meet all the demands for Fall models. You will help us materially—and help yourself too—by letting us know at once what you need.

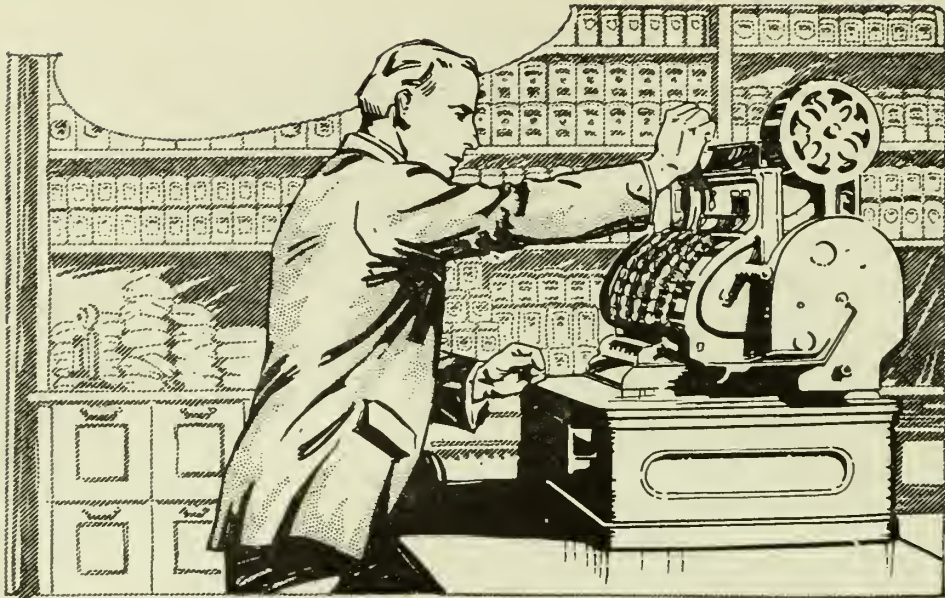
The Wolthausen Hat Corporation Limited

BROCKVILLE, CANADA

MONTREAL  
Mappin & Webb Building

TORONTO  
Cosgrave Building

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



## War conditions make accurate information very necessary

Canadian merchants are now troubled with new war-time conditions that require special attention.

(1) Turnovers are greater, but with less profit. (2) Clerks are scarcer, more costly and less efficient. (3) Overhead has increased out of proportion to profits.

To meet these conditions and maintain a normal percentage of profit, it is essential for the merchant to get his business figures promptly and accurately every day.

A National Cash Register will give you

just the figures you most need to obtain complete control of your business.

With an N.C.R. System you can tell whether your turnovers and overhead are in proper proportion to your profits.

It will tell you whether you are getting all your profits—and enable you to know that the money is actually in the bank.

It will show which clerks are efficient, how many sales each is making, how much they amount to separately and together, and what kind of transactions they are. It will show which clerks are accurate, and which are making costly mistakes.

### *A National Cash Register will stop the guesswork and the losses*

— — — — — *For further information fill out this coupon and mail it to-day* — — — — —

Department No. C-14.  
The National Cash Register Company  
of Canada, Limited, Toronto, Ont.

Please give me full particulars about the way an N.C.R. System will stop guesswork and losses.

Name ..... Business .....

Address .....



# Corn Flower Cravats

*Bring Summer With Them*



Many Designs  
Colorful Tones

\$5.50 per  
Dozen



*Niagara*

*Novelties*

ALL MADE WITH

“MITCHELL SLIDE EASY” BANDS

ORDER BY MAIL

NIAGARA NECKWEAR COMPANY, LIMITED

NIAGARA FALLS, CANADA

Offices: Toronto, Winnipeg, Calgary, Montreal, 301 St. James St.; Melbourne, Australia, Sydney, Australia, McRorie & Co. Pty. Ltd.; Buenos Aires, Suipacha 341, Luis Bocchio; Amsterdam, Jacobs & Vles; Caracas, S. America, Rafael Pardo; Auckland, New Zealand, W. R. Rainier; Guayaquil, Ecuador, Lima, Peru, Romanet & Co.; Barbados, B.W.I., Wm. Wilson, Ltd.; Vancouver, 601 Mercantile Building; Valparaiso, Chile, Monte & Petit Bon; Kingston, Jamaica, N. Chas. Henriques; Barcelona, Spain, Mignel Rojo Grane, Kristiania, Muller & Oddmar; also in Columbia, Mexico, Brazil, British Guiana, Trinidad.

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

# 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.  
PHILADELPHIA.....1033 Chestnut St.  
BOSTON ..... 31 Bedford St.  
CHICAGO..... 223 W. Jackson Blvd.  
SAN FRANCISCO  
Postal Telegraph Bldg.  
ST. JOSEPH, MO.... Saxton Bank Bldg.

BALTIMORE ..... Coca-Cola Bldg.  
ST. LOUIS ..... 928 Victoria Bldg.  
ST. PAUL ..... 238 Endicott Bldg.  
TORONTO..... 14 Manchester Bldg.  
WINNIPEG ..... 400 Hammond Bldg.  
MONTREAL.....Room, 508 Read Bldg.  
VANCOUVER...506 Mercantile Bldg.

Copyright 1917, J. L. Stifel & Sons

For the very latest Models in  
Boys' Coat or Vest forms see

**DALE**



Canada's  
Leading  
Manufacturer  
of Display  
Forms

Everything for the  
Better Display of  
Merchandise

DALE WAX FIGURE CO., Limited  
109 King Street East, Toronto  
MONTREAL OFFICE  
J. Bogat, 142 Bleury Street

# SHIRTS

That are superior in quality,  
distinctive in style and reliable  
in manufacture.

# SHIRTS

that offer the utmost in value.

*A large range ready  
for your inspection.*

The Deacon Shirt Co.  
Belleville, Ontario





## Where the latest trend of fashion is correctly mirrored

You can always look for the very latest and snappiest things in Men's Togs in the WEARBEST assortments.

Wearbest clothes are stylish without being bizarre and the fabrics are always the pick of the market.

Add to that fact the excellence of Wearbest Tailoring and you will readily see what a splendid selling proposition we offer you.

Prepare now for the good extra business by laying in an ample stock of Wearbest values.

*Write us and arrange for our travellers to call.*



## The Wearbest Clothing Mfg. Company

*Makers of Stylish Clothes for Men and Young Men*

149 NOTRE DAME STREET WEST, MONTREAL



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





Fine for your juvenile department!

LION BRAND BLOOMERS

The dependability of these good-looking Boys' Bloomers will be a factor in building up your juvenile trade.

Parents like them for their wearing qualities while their natty, good looks appeal to the wearers.

Select your stock from our complete assortment.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

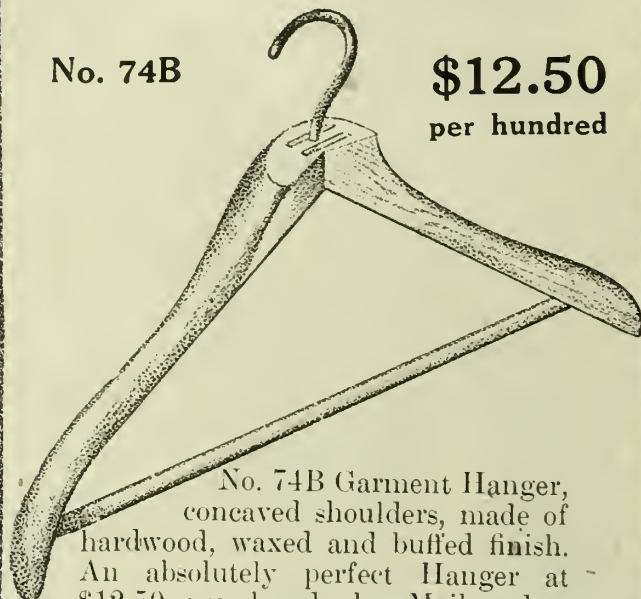
Factories: Clinton Goderich Exeter Seaforth

Taylor-Made

Garment Hangers

No. 74B

\$12.50 per hundred



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

The Taylor Mfg. Co. Hamilton Ontario

FOR THE MILLIONAIRE

Made in Canada



For Canadians

FOR THE MILLION

Real Trouser 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

"Craftana" Registered No. 262,011

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.



J

## THE NEW WAY SYSTEM



Clothing Department of Bibby's Limited  
Kingston, Ont.

## A NEW WAY STORY

Truth is stranger than fiction, and the truth of the efficiency of the New Way System is best shown by results.

The photograph above illustrates the condensation of stock, the one hundred per cent. display and the spaciousness of the selling space in the Clothing Department of Bibby's, Limited.

The results from the selling point of view are beyond belief in every installation, as depleted staffs are able to handle increased business, with a consequent reduction of overhead.

Bibby's, Limited, are installing the New Way System throughout their store, the photographs in the reading matter showing their new Gents' Furnishing Department equipped with New Way Units.

Full particulars on request.

---

## 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.*



# Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?"

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was 'Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and

Just what does the FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is \$3.00 (52 issues—Saturdays); or 4 months for one dollar.

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

Send <sup>me</sup> THE FINANCIAL POST (weekly, every Saturday). Subscription price of \$3 will be remitted on receipt of invoice in the usual way. Have addressed to

amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding THE POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?"

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are "cashing in" on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

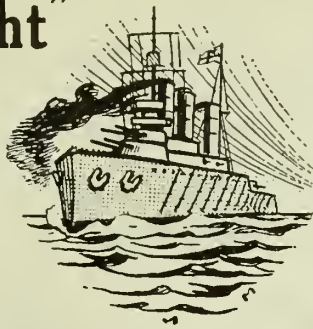
\* \* \* \*

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle—What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.



**"Dreadnought"**  
The Glove  
Invincible



Strong and Durable. Note special thumb and finger protectors. All seams reinforced. Made in Horse-Hide and Buckskin.

The very thing for Railway Men, Iron Workers, Etc.

Other cheaper grades. All wonderful values.

Write for Samples and Prices

**Montreal Glove & Mitten Works**  
12 Bernard Street - - Montreal



**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.

**Dubrue Mfg. Company**  
164 McGill St. MONTREAL

*Taylor-Made*

**Garment Hangers**



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

**\$7.50** PER HUNDRED

*Orders shipped the day they are received.*

*The Taylor Mfg. Co.  
Hamilton Ontario*

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



12 to 18½



13 to 17



12 to 18½



14 to 19

# KANTKRACK

Trade Mark

Registered

—the brand of the perfected Composition Collar

The supreme linen-like finish and all-round dependability of KANTKRACK Collars have made them steady favorites with every man to whom practical economy appeals.

For the KANTKRACK Collar has all the appearance and all the style of the real linen collar, but there's one big difference—KANTKRACK Collars never cost a cent in laundry bills. A little sponging with clean water makes a KANTKRACK good as new and ready for immediate wear.

Every customer's taste can be suited and every size neck can be fitted from the KANTKRACK assortment.

Get the KANTKRACK reputation working for you.

Sole Canadian Manufacturers for the Onli-Wa Tie Holders.

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

Est' in U.S.A., 1879

HAMILTON, CANADA

Est. in Canada 1907

## INDEX TO ADVERTISERS

A		Goodhue, J. B., Co., Ltd.....	20	Parsons & Parsons Can. Co.....	66
Arlington Co. of Canada, Ltd., The	23	H		Palm Beach .....	8
American Pad & Textile Co.....	17	J		R	
C		Jones Bros. Mfg. Co.....	63	Racine, Alphonse, Ltd.....	12
Crescent Mfg. Co., Ltd.....	24	Jackson Mfg. Co., Ltd.....	62	Randall & Johnston Co.....	19
Canadian Panama Hat Co.....	2	K		Reid, A. T., & Co., Ltd.....	55
Can. Consolidated Rubber Co.....		Kitchen Overall and Shirt Co.....	10-11	S	
Inside back cover		L		Semi-Ready Co.....	1
Craftana Co.....	62	Lang Shirt Co.....	14	Stifel & Sons.....	60
Coppley, Noyes & Randall.....		Lace Goods Co.....	65	T	
Inside front cover		Leishman, Wm. H., & Co.....	9	Taylor Mfg. Co.....	16-62-65
Curharrt Hamilton Cotton Mills, Ltd.	22	M		Tooke Bros., Ltd.....	Back cover
Cluett, Peabody Co.. Front cover and	21	Monarch Knitting Co., Ltd.....	4	V	
D		Miller Mfg. Company.....	13	Vineberg Pants Co.....	20
Deacon Shirt Co.....	60	Milne, Wm.....	5	W	
Davis Bros.....	62	Montreal Glove Works.....	65	Wearbest Clothing Mfg. Co.....	61
Dale Wax Figure Co., Limited.....	60	N		Wreyford & Co.....	20
Dubrulle Mfg. Co.....	65	Niagara Neckwear Co.....	57	Williams, Greene & Rome.....	6 and 7
F		National Cash Register Co.....	58	Wolthausen, The, Hat Corp., Ltd....	59
Fashion-Craft .....	15	P		Z	
Fit Reform .....	17	Provencher, Geo.....	20	Zimmerman Mfg. Co., Ltd.....	18
G					
Gillette Safety Razor Co.....	26				





## “DOMINION RAYNSTERS”

Even a raincoat can be made to have a smart, dressy appearance. That is why our Dominion Raynsters are so popular. The fit and the finish appeal to careful dressers who are looking for smart effects.

In that respect our designers are experts. They give “*Dominion Raynsters*” a distinctive style that pleases the trade because it satisfies the buying public. Don't accept our statement for that fact, but look around and make comparisons. The more you do the more you will be convinced that the “*Dominion Raynster*” is the raincoat you should carry in stock.

*For further particulars, write  
to our nearest branch.*

**Canadian Consolidated Rubber Co.,  
Limited**

**Head Office: MONTREAL**

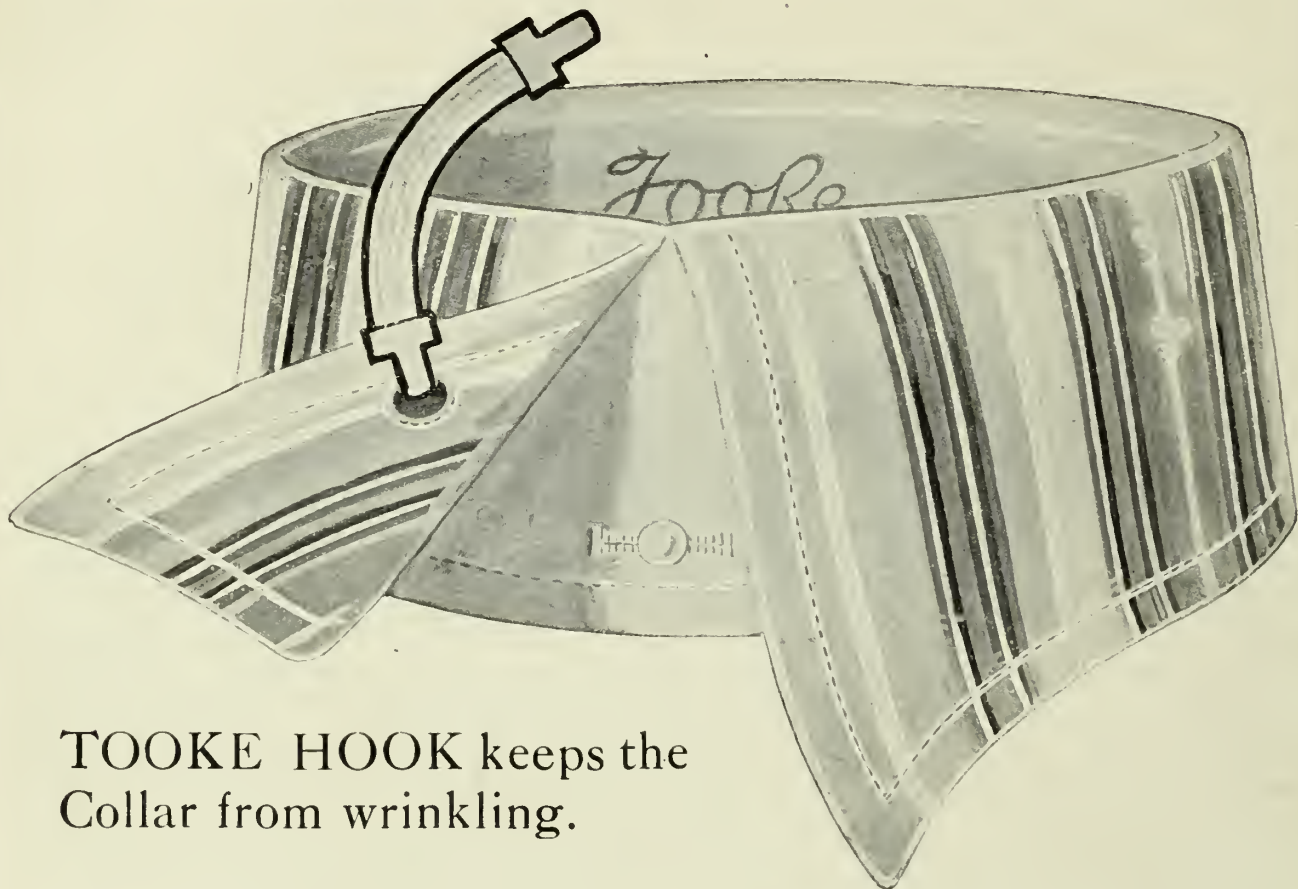
Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton,  
London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina,  
Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.

**DOMINION RAYNSTERS ARE MADE IN CANADA**

*Tooke*

# SOFT COLLARS

WITH PATENT HOOK



TOOKE HOOK keeps the  
Collar from wrinkling.

This is the IDEA—

that has revolutionized and popularized the Soft Collar in  
Canada.

THE TOOKE HOOK IDEA was originated within the walls  
of our own Plant and is now an exclusive feature of the famous  
line of TOOKE SOFT COLLARS. Our showing for the coming  
Season is the best and largest assortment ever produced.

We are mailing to all our customers our new and profusely  
illustrated Catalogue. If yours does not arrive, advise us.

Goods ready for immediate delivery.

**TOOKE BROS., Limited**

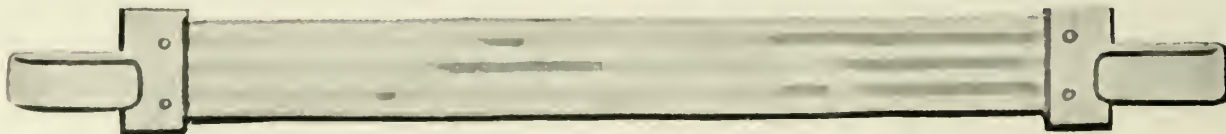
MONTREAL

TORONTO

WINNIPEG

VANCOUVER

“The Exclusive Tooke Hook”



PATENTED APRIL, 1917



# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, JUNE, 1918

No. 6



The Guaranteed

*Forsyth*

SHIRT



# GOING UP-TOWN

Perrin Freres & Cie., who have been located for many years in the Mark Fisher Building, wish to announce that they will remove on May 1st to much larger and more convenient quarters at 37 Mayor Street, Montreal, in the

**SOMMER BUILDING**





# Milne's Neckwear News for June



## *New Italian Goods Just to Hand*

We have the first shipment of this trade-winning line to reach Canada for some time.

The goods we are making up in three shapes at \$16.00, \$18.00 and \$20.00.

The \$20.00 shape you will be particularly interested in. It is a hand-made tie, and straight cut. Those who have been able to try it out this early find it a winner.

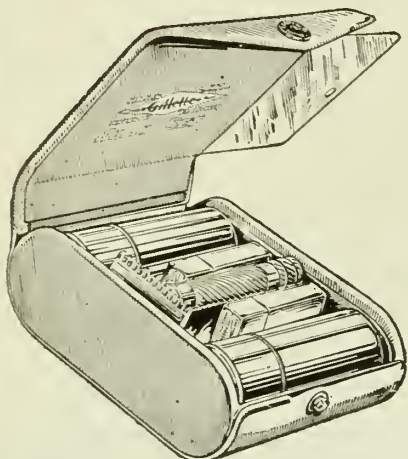
*One of our new Italian silk cravats in the \$16.00 shape.*

**WILLIAM MILNE**  
50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING.  
ALWAYS INSPECT THE MILNE OFFERINGS.

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

# 24-Hour Days are all too short to keep far ahead of the Demand for Gillette Razors and Blades

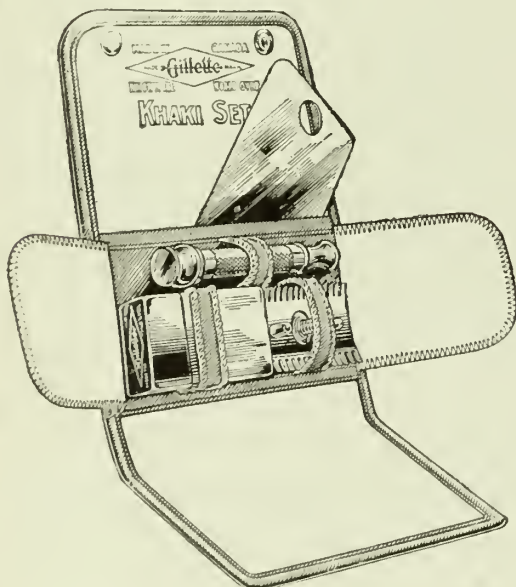


Combination Khaki Set No. 18

**I**N spite of the fact that the capacity of the Gillette factory has been several times multiplied since 1915—in spite of working day and night—we are barely able to keep up with our orders.

These come not from Canada alone, but from Australia, South Africa, New Zealand, Tasmania, Fiji Islands, India, and every Allied country except the United States. In the Boston Gillette Factory they are driving ahead on orders for over a million razors and thirty-six million blades for the U.S. army and navy. Sales to Canadian and Allied soldiers and sailors are tremendous.

Of course we are glad to hustle on these military and naval orders, but it limits the time we can give to our regular Canadian trade. You may be sure we are doing our best to supply every Gillette dealer in Canada—but you will be wise to place an order promptly covering your Summer's requirements.



Soft Roll Khaki Set No. 19

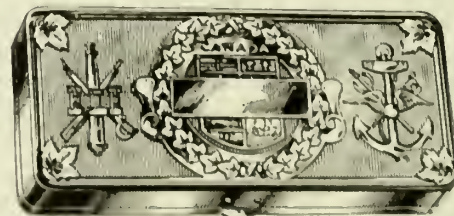
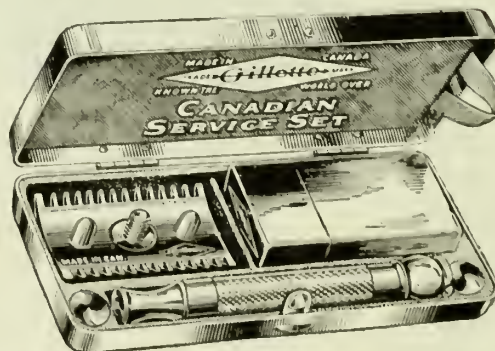
We will ship each order as soon as we can, so that you may be able to take care of your regular customers and of the big demand from the men of the new army. Don't stint your order—it will be easier to sell more than to get more!

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

Office and Factory

65-73 St. Alexander St.

Montreal



Canadian Service Set No. 20



Canada's Oldest and Largest  
Tailoring Institution  
Established 1885



## “Tailors to the Canadian Gentleman”

**D**ealers find Hobberlin Tailoring Service profitable because it enables them to serve not only the man of average means, but the trade of those who previously insisted upon high-class custom tailoring. It was because of the men of standing in every community in Canada who found Hobberlin tailoring entirely to their satisfaction that the phrase “Tailors to the Canadian Gentleman” was adopted.

Hobberlin Tailoring meets every requirement from the popular priced business suit to the morning or frock coat. Customers find in a Hobberlin Suit or Overcoat the essential factors - Style, Fit, Workmanship in ideal combination. They realize that the success of Canada's greatest tailoring organization is based on

## SERVICE & QUALITY

*Today is not too early to write us about  
Hobberlin Agency for Fall 1918.*

The House of  
**HOBBERLIN** *Limited*  
9 - East Richmond St. Toronto, Ont

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

# Summer Togs at Miller's are now ready for Sorting

We are now well stocked with as smart a lot of Summer suits as you could wish to see—every one styled and tailored in harmony with fashion's very latest demands.

Miller-made Summer weight Clothing offer your customers an ideal combination of style and value.

Sort over your requirements on this line now and when ordering don't forget



**We can make immediate deliveries, but first come will get the best selections.**

## The Miller Walking Breeches

♦ A Real Seller for the Military Trade

The soldiers' custom is now particularly worth while. The new armies are mostly made up of men who have been earning good money right up to the time of their call. These men will have plenty of money to spend upon "extras," such as the Miller Walking Breeches, and their custom will go to the dealer showing these lines. The Miller Breeches are, without doubt, the most popular line to be had for your military goods displays.

Make your store headquarters for the soldiers' trade by showing the Miller Walking Breeches regularly.

### SORTING SPECIALS

**White Duck, Khaki Duck and Flannel Trousers.**

**Lustre Coats.**

**White Duck Coats.**

**Dusters.**

**Tweed Pants.**

**All ready for immediate delivery.**

## The Miller Manufacturing Company, Limited

*Makers of the Famous Miller Breeches*

44 York Street

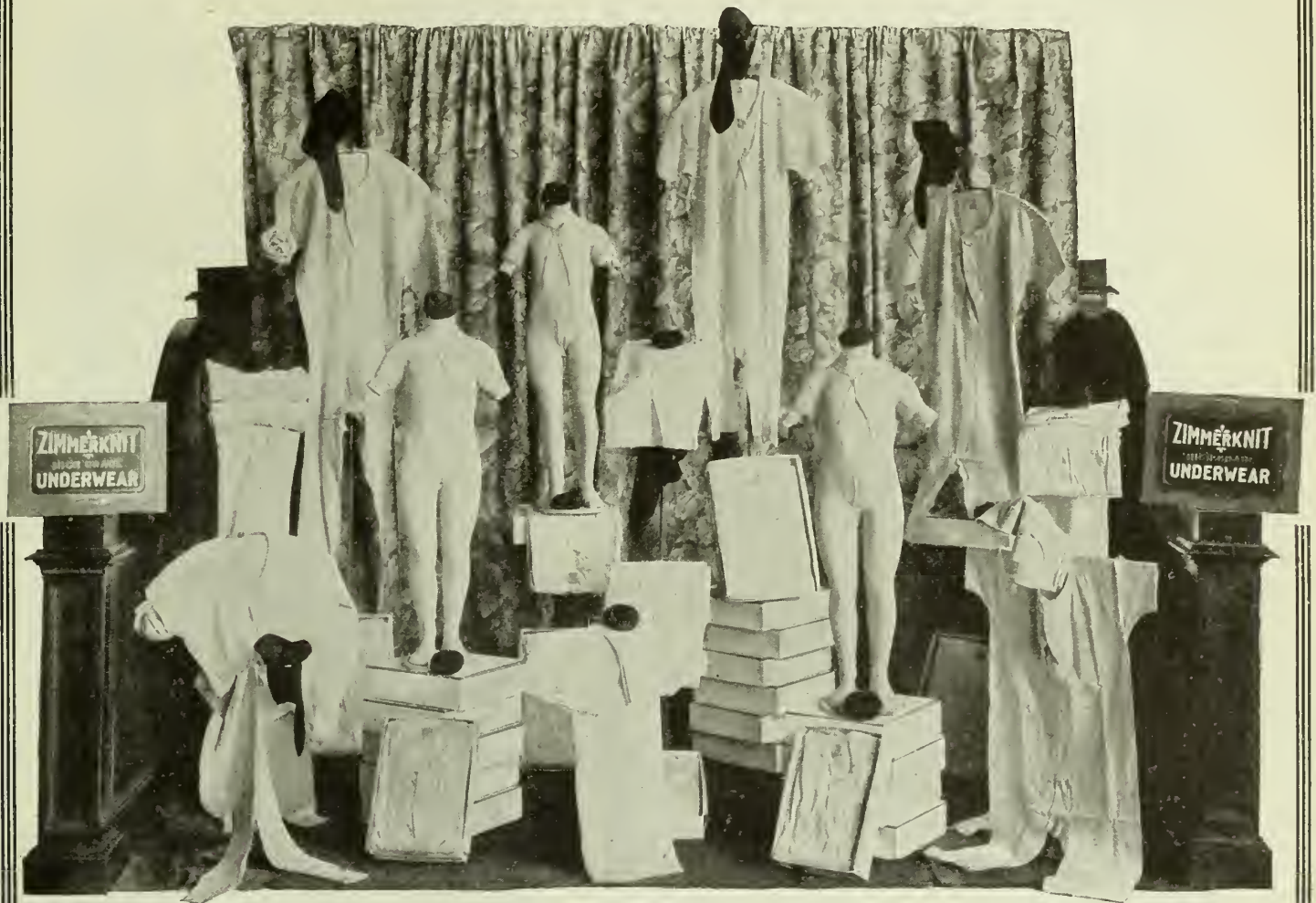
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Toronto



## Zimmerknit Window Trimming Suggestion No. 3



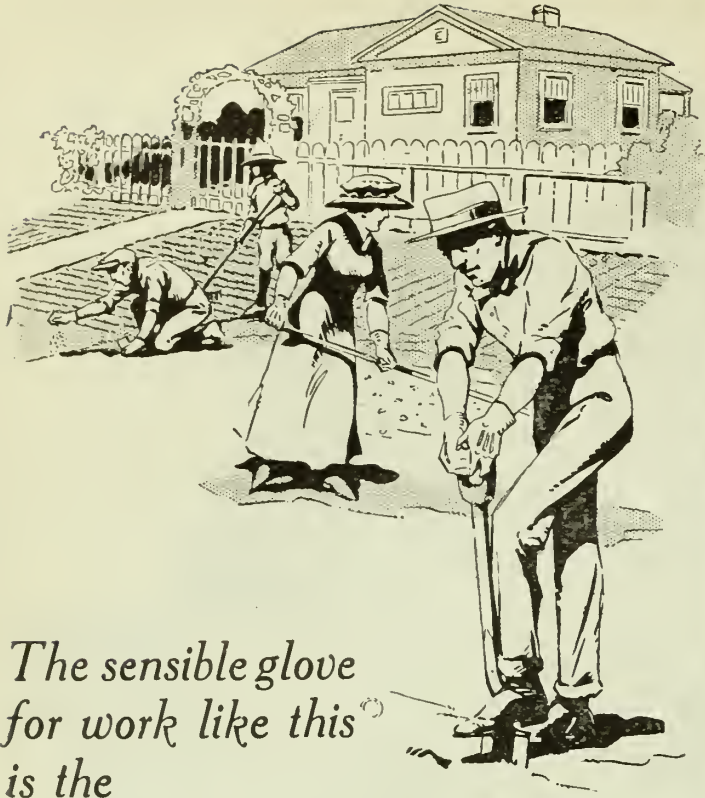
Hatch One-Button Combinations for Men, Women and Children, made in Zimmerknit fabrics and of Zimmerknit Quality are steadily increasing in popularity. Mr. W. G. Moir, President Display Men's Association, has prepared the above as a window trimming suggestion for dealers who appreciate the opportunity for sales and profits in featuring Hatch One-Button Combinations.

Information as to materials and colors used will be furnished to any dealer who will send us a postcard.

**ZIMMERMAN MFG. CO., LTD.** HAMILTON  
ONTARIO

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





The sensible glove  
for work like this  
is the

**TAPATCO**  
REGISTERED BRAND TRADE MARK

Be sure your stock of Tapatco is amply large to meet the big demand certain to materialize this season because of increased food production activities.

A good display of Tapatco Gloves will appeal to the workers of your town — the Backyard Gardeners, the "S.O.S." Boys and very many others.

And there's a variety to suit every taste:

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

## The American Pad & Textile Company

CHATHAM, ONTARIO



*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*



We can now fill your Sorting  
Orders on these

## SCARCE GOODS

Union Suits in Balbriggan, Porous, and "Aertex" Cellular.  
Black and Khaki Cashmere Half Hose. Fancy Mixture English Half Hose. Black and Red Blazers, etc.

*We are Dominion Agents for*  
**YOUNG & ROCHESTER, LONDON**  
Factories, Londonderry

Manufacturers Shirts, Neckwear, Dressing Gowns, House Coats.

**TRESS & CO., London and Luton**

Manufacturers High Class Hats, Caps, Velours and Felts, Service and Sporting Caps, Straws. "Emcodine" and "Glengardeau" Trench Coats.

## MILITARY GOODS

For C.E.F., R.A.F., and U.S. Army Officers and Cadets. We carry complete lines: Fox's Puttees, "Ivy" Puttees, \$15 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, \$4.50. Badges for all ranks.

SERVICE CHEVRONS

## Wreyford & Company

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

85 King Street West Toronto, Canada

# Our Special Summer Offer

Our motto always is to work economically for the benefit of our customers, to put up our merchandise for a lower price than elsewhere, and a better quality.

Therefore, we have put up a nice range for Summer wear in Men's and Boys' hats and caps, especially in men's silk hats and caps.

*Samples sent on request.*

## The Boston Cap Co.

Kellert's Building, 338 St. Urbain St.  
Montreal, Quebec

# "Craftana"

Registered No. 282,000



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

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

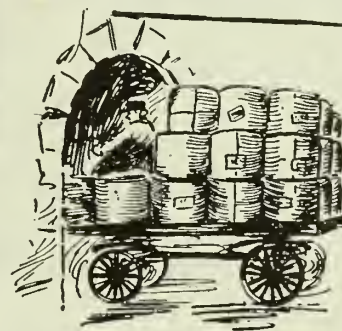
Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

**THE AOME OF PERFECTION IN FOOTWEAR.**

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



## MOVING!

*May 1st to new, larger  
and more modern  
premises at*

**489 ST. PAUL ST. W.**

(Swift Copland Building)

Where with more room and modern facilities we hope to be able to serve you still better than in the past.

Thanking you for past favors and trusting to have your continued patronage.



**ARROW ARMBANDS,  
LEATHER BELTS,  
ELASTIC BELTS, etc.**

**Arrow Garter Mfg. Co.**

489 St. Paul St. W. - MONTREAL

# "SPERO" TAILORS' LININGS

Stamped "SPERO" MAKE on selvedge

BRANDED



SUPER-STANDARDISED QUALITY  
IN COTTON GOODS  
"THE BEST IN THE WORLD"

That is all you want to know  
about Linings for the Tailoring Trade!

GUARANTEED

**RELIABLE**

AND

**DURABLE**

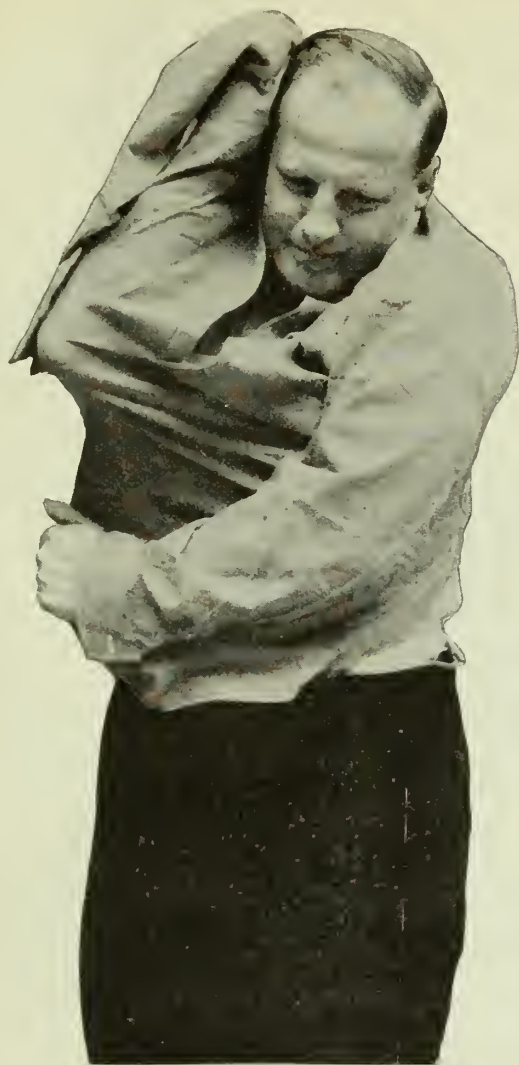
Prove it yourself—ask for patterns—  
we solicit comparison

*RICHARD HAWORTH AND COMPANY LIMITED*  
MANCHESTER, ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, RAISERS, FINISHERS AND SHIPPERS

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





OLD STYLE



NEW STYLE

Here's a Trade Winner  
*The "Railroad Signal" Shirt*  
 In Coat Style

All your customers will want this Working Shirt. No more struggle to get dressed. New comfort and the old wearing qualities.

These Coat Style Working Shirts are made in ample sizes. You'll want an ample stock.

*Union Made—Made to Fit*

Manufactured by

The KITCHEN OVERALL & SHIRT CO., Limited  
 BRANTFORD, ONTARIO

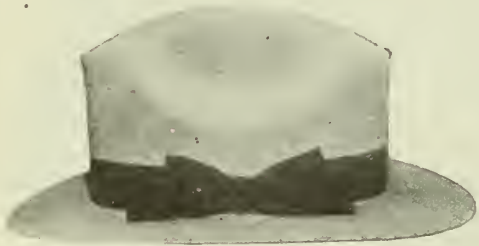
279 College Street  
 TORONTO

803 New Birks Bldg.  
 MONTREAL

407 Hammond Block  
 WINNIPEG

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

How are you off for  
**PANAMA HATS**  
 and  
**STRAW HATS**  
 for  
 MEN, BOYS and CHILDREN?



No. 81761



No. 81750

*Special lines in children's  
 straw and linen hats at  
 low prices to clear.*



HIS MAJESTY GEORGE V

In **FALL HATS** we offer you splendid values in the well-known **MONARCH HATS**.

Good dealers everywhere are familiar with the selling value and popularity of our **MONARCH LINE**.

**L. Gnaedinger Son & Co.**

90, 92, 94 St. Peter Street, - MONTREAL



### Distinctive Stylish Shirts

We now offer you an exceptionally attractive range of shirts, superior alike in quality, value and excellence of patterns.

See these splendid shirts before you cover your new requirements. It will pay you.

**The Deacon Shirt Co.**  
 Belleville, Ontario

## 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





BY THIS LABEL YOUR CUSTOMERS HAVE RECOGNIZED  
**QUALITY CLOTHES**  
 FOR MANY, MANY YEARS

YOU KNOW that **FASHION-CRAFT** Clothes bring to bear on your store their Dominion-wide position of leadership—with a service department that adds prestige and distinction worthy of the best type of progressive merchant, and of the refinement, elegance and quality of the clothes themselves.

YOU KNOW the ready acceptance of **FASHION-CRAFT** Clothes by men of instinctive good taste in all parts of Canada.

YOU KNOW that such purchasers are the type that you welcome in your store.

DID YOU KNOW that in a good many localities agencies for these clothes are still open?

CAN YOU longer neglect the opportunity, if **FASHION-CRAFT** Clothes are not represented in your town, of identifying your store with their reputation and type of patronage?

**Fashion-Craft Mfrs. Limited**  
**Montreal, Que.**



## An N.C.R. System will solve your war clerk problems

Canada's merchants are face to face with new and serious problems.

(1) Salespeople are very scarce. To make up for this deficiency it is now necessary for storekeepers to adopt modern methods that will produce better clerks.

(2) Clerk hire is much more costly than formerly. To meet this condition it is necessary for clerks to serve more customers and complete more sales.

(3) Salespeople now to be had are new to the work. They have had little or no training. They are less skillful. They are not as good business producers as they

might be. To overcome this handicap the merchant is in urgent need of store methods that will instruct and assist the newcomers to become highly efficient.

The merchant with these problems on his hands owes it to his business, his family and himself to instal an N.C.R. System without delay.

A National Cash Register will give you protection, quick service and economy.

It will enforce accurate, unchangeable records. It will speed up your service so that more sales can be made per clerk. It will stop guesswork and losses. It helps make good salesmen.

### *A National Cash Register will soon pay for itself out of what it saves*

- - - - -For further information fill out this coupon and mail it to-day- - - - -

Department No. C.2  
The National Cash Register Company  
of Canada, Limited, Toronto, Ont.

Please give me full particulars about what an N. C. R. System will do for my store.

Name .....Business .....

Address .....



MADE IN CANADA



# ARROW SHIRTS

have sleeve lengths to fit every man, as they have several sleeve lengths to each neck size. This is a distinct feature of Arrow Brand Shirts and affords, with good style, durability and variety and correctness of patterns, a perfect fitting shirt in every way. Arrow shirts are being widely advertised in Canada.

CLUETT, PEABODY & CO., INC., Makers  
TORONTO - WINNIPEG - VANCOUVER

# M. MARKUS & SONS

ESTABLISHED 1888

The Button and Trimming House of Canada

for the Wholesale

CLOTHING, FUR, KNITTING, AND CUTTING UP TRADE

have removed to

New and larger premises, 17-19 ST. HELEN ST.

MONTREAL

where they carry the largest stock in their line.

# KANTKRACK

Trade Mark

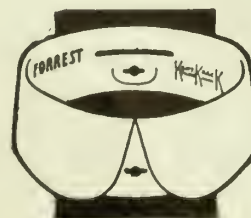
Registered

One Grade Only and that the Best

The Brand that guarantees you a  
satisfied customer



12 to 18½



13 to 17

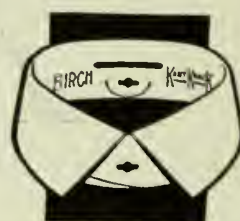
Not alone because of its remarkable linen-like appearance, but also because of the real, sound, practical economy it represents is the KANTKRACK Collar to-day the favorite composition Collar.

Every one of your customers will be interested in a collar that gives all the appearance and all the style of the laundered linen article **without the laundry bills.**

Sponging with soap and water makes a KANTKRACK Collar clean and white and ready for instant use.

With a size and style to suit every requirement, your stock of KANTKRACK Collars will keep moving briskly.

Try what a little display will do. We are Canadian Manufacturers for the Onli-Wa Tie Holder.



14 to 19



12 to 18½

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK Composition Collar

Est. in U.S.A., 1879

HAMILTON, CANADA

Est. in Canada 1907

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# The Latest Fad in Neck Dress

Made from Tub  
and Fibre Silks  
in Beautiful  
Stripe  
Effects

SIZES 13½ to 16  
Guaranteed  
Fast Colors  
Height 2½  
inches



Shipments  
made same  
day your  
order is received

The  
"Oh! Boy"  
\$2.15 per doz.

*These fancy Silk Collars have swept into popular favor, eclipsing in sales any item of wearing apparel featured in recent years. Dealers are urged to get them on their shelves and "keep up on sizes," as they are due for a long run.*

**STANDARD NECKWEAR COMPANY, BOSTON, MASS.**



# Carhartt's Work Trousers



## Honestly Made for Service

The sure way to help your customer economize is to supply Carhartt's sturdy and strong Work Pants. They are made of the best Cottonades, are double stitched, best grade of buttons and trimmings are used—and they are sold under the regular Carhartt guarantee.

The four garments shown here illustrate the values we are giving, ranging from \$18 to \$21 per dozen.

Order sample dozens, or if you prefer, we will gladly send individual pairs for your inspection.



## Hamilton Carhartt Cotton Mills, Ltd.

Toronto Unit

TORONTO  
VANCOUVER

MONTREAL

WINNIPEG  
LIVERPOOL, ENG.

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The "Daddy"  
OF THE  
Label Attached to the  
Pocket in the  
Garment

For over a quarter of a century FIT REFORM has continued to occupy the same enviable position amongst makers of high-class tailored clothes.

FIT REFORM were the first to adopt the registered brand label, in the pocket of each garment, with price attached, which method has been so much copied by others.

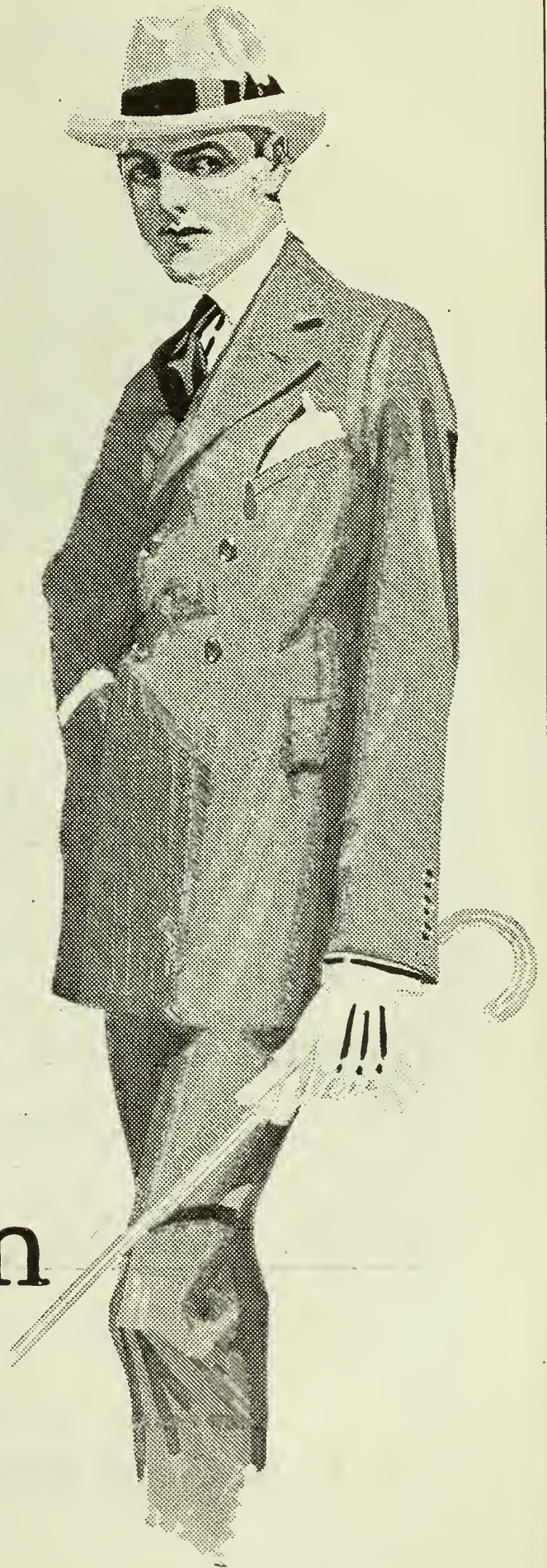
In the various cities and towns, where FIT REFORM are represented, one will note that FIT REFORM holds sway amongst good dressers, and whilst some may wander and try other makers, they invariably return to the fold and acclaim FIT REFORM as "Daddy of them all."

# Fit-Reform

E. A. Small Company  
LIMITED

112 Beaver Hall Hill - Montreal

*We are open to make appointments in towns where we are not now represented.*



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

# THE TRADE MARK



OF

THE FREEDMAN COMPANY

MANUFACTURERS OF

Popular-Priced, Satisfaction-Giving  
Clothing, for

MEN, YOUNG MEN AND BOYS

NOTE

“*'Tis the Quality Behind the Name that Counts.”*





*A guarantee  
of Glove  
Perfection*

*Look for this  
mark on the  
Fastener*

This BRAND on a GLOVE FASTENER is your customer's GUARANTEE of VALUE, and your GUARANTEE of your customer's future GOOD WILL. GLOVES so branded may be depended upon to possess

*The latest  
STYLE*

*Perfect  
FIT*

*The highest  
QUALITY*



on

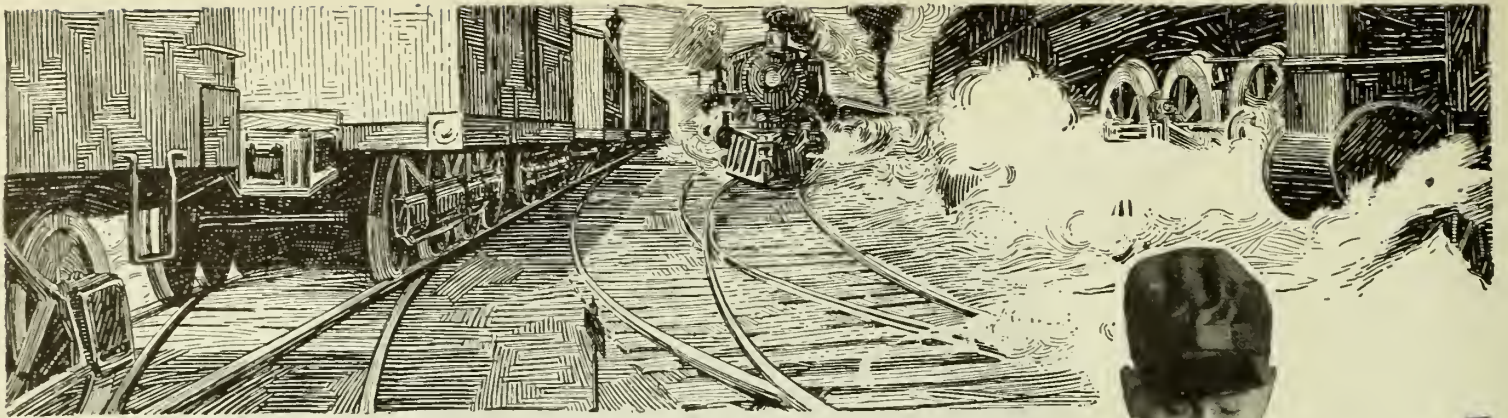
WORKING GLOVES  
OVERALLS  
SWEATERS  
WORKING SHIRTS  
CLOTHING SPECIALTIES

Makes it certain that these goods have unusual selling possibilities. Acme lines have long been noted for their value, their style, and their customer-pleasing qualities.

*Get connected with ACME values*

**ACME GLOVE WORKS, LIMITED**  
**MONTREAL**





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.

**J. L. STIFEL & SONS**

*Indigo Dyers and Printers*

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 Philadelphia...1031 Chestnut St.  
 Boston...31 Bedford St.  
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 Baltimore...Coca Cola Bldg.

San Francisco  
 Postal Telegraph Bldg.  
 St. Joseph, Mo.  
 Saxton Bank Bldg.  
 St. Louis...928 Victoria Bldg.

St. Paul...218 Endicott Bldg.  
 Toronto...14 Manchester Bldg.  
 Winnipeg...400 Hammond Bldg.  
 Montreal...Room 508 Read Bldg.  
 Vancouver...506 Mercantile Bldg.



REGISTERED



*Miss  
 Stifel  
 Indigo*

Copyright, 1917, J. L. Stifel & Sons







# A Tip for Fall Buying—

## The “Beaten Path” leads to Racines

WISE merchants are careful to avoid the fallacy that prices have reached the top and that, therefore, early Fall ordering is inadvisable.

This is “Penny Wise” policy. And “Pound Foolish” is the merchant who is not preparing **now** to cover his Fall requirements.

### The “Beaten Path” leads to Racines

Specialists in Men's Furnishings.

Standard lines (registered and approved by the best trade).

**Shirts:** “Racine,” working; “Hero,” fine; “Strand,” (Chemise de luxe); “Lifesaver” overalls; “Samson” pants, “Record” sox.

Let us hear from you. Prices lowest for quality merchandise.

## Alphonse Racine, Limited

*Everything in Men's Furnishings*

60-82 ST. PAUL ST. W.

MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.

Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.



*Cooltex*  
W.G.R.

The new and improved Summer garment featuring one-button closing down the leg and adjustable waist band. A garment that is designed to satisfy. Immediate delivery. Write us for particulars and prices.



TRADE  
*W.G.R.*  
MARK

*The mark that is a sure sign of quality*

Williams, Greene & Rome Co., Limited, Kitchener, Ontario



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 8

TORONTO, JUNE, 1918

No. 6

## CONTENTS

Canada Sends a Message to Chicago .....	25
Newly Acquired Space Made Into Boys' Section .....	27
Store Devoted to Military Outfitting .....	28
Increasing Importance of Chauffeur Business .....	29
Summer Specialty Lines in Men's Wear.....	30
Law Frowns Upon Deceptive Trade Marks....	32
Automobile Accessories of a Men's Wear Store .....	34
Some Retail Advertising .....	35
Editorial .....	38
Building on Advertised Lines .....	39
Four Stores Join In Mail Order Idea .....	40-41
Markets .....	42
Saving Travelers' Time .....	44
Why Clothing is Advancing .....	45

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## *In Buenos Aires—*

The world's most fastidious market, where men are better groomed than in any other of the world's great capital cities, **TEXEND** (elastic) and **TROPICAL TEXEND** (non-elastic) Braces are favorites, selling in larger quantities than any other brace made. This Canadian product, down in Buenos Aires, is meeting to a nicety the very exacting requirements of this most particular clientele.

*Trade D Mark*

# **TEXEND BRACES**

Originated in Canada, are steadily gaining a world-wide reputation as the brace for gentlemen. This season, on a big scale, they are being put on the market in the United States. Canadian merchants featuring **TEXEND BRACES** for the better class trade are supplying their customers with a "Made-in-Canada" product of greater merit than imported lines.

*The*  
***Dominion Suspender Co., Ltd.***

*Originators of "Texend" Braces*

*Niagara Falls*

*Canada*

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







# Men's Wear Review

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

VOL. VIII.

TORONTO, JUNE, 1918

NO. 6

## CANADA SENDS A MESSAGE TO CHICAGO

Frank Stollery, the Toronto Men's Wear Dealer, Addresses Men's Wear Association of Chicago—Tells Optimistic Story of Business Conditions in Canada

**A**T the annual banquet of the Men's Wear Association of Chicago, at the Hotel La Salle on April 24, Frank Stollery, the well known Toronto men's wear dealer, was the speaker of the evening. He gave an inspiring address showing how business had fared in Canada during three years and a half of war and how the business men of this country had risen to the occasion and had come through with flying colors.

In opening his address, Mr. Stollery took his hearers back to the quiet business conditions that existed in Canada in the latter months of 1913 and the early days of 1914, before war was ever dreamed of, but when economic conditions and bursting of the real estate bubble had started what turned out to be a period of real hard times in Canada. Times when men did not know where to go for work and railway corporations and similar concerns were hiring all the laboring help they wanted for \$1 per day.

### Conditions at Commencement of Hostilities

"When war hit us," said Mr. Stollery, "on the top of the conditions that already existed, the world rocked in chaos. In this particular it is worth while remembering that we in Canada faced a situation far different than you in the United States had to face upon your entry into the war. The financial markets of the world did not know how to adjust themselves to the new conditions. Exchanges everywhere closed and the whole business world was in chaos. When your country entered the war the same conditions did not exist. The world had become accustomed to war and what it meant and it was already known that business could be done and successfully done even under the shadow of the greatest struggle that this old world has ever known.

"In the latter months of 1914, however, business fell away sharply. The citizens of Toronto were thinking more of the bulletin boards than they were of buying merchandise. In fact our turnover for

these months showed a drop off of 30 per cent. from the previous year. This forced us, after a couple of months, to readjust our entire business. Wages had to be cut, all possible extraneous expenditures had to be done away with, and buying was curtailed with the idea of reducing stock and getting into as sound a position as possible to meet whatever was ahead. In doing this it seemed the wise policy to follow, but although we did not realize it we were working towards the very end that we were trying to avoid. When orders ceased from the retailers, factories had to shut down and men were turned out of work or worked under reduced wages, and in consequence they in turn were unable to buy wearing apparel.

"In May, 1915, the bottom of the slump appeared. That month our sales showed a 50 per cent. drop from the preceding year. From then on, however, conditions began to change. Munition orders began to come to the country. People began to make good wages; labor became scarce and a little more optimistic feeling became noticeable. At this time we decided that if we were going to go under we would at least do so prepared to do business. We reasoned that we would have to have stock if we were going to continue in business at all, and saw signs that goods were going to become scarcer and much higher in price. We started, in consequence, to buy and other large concerns doing the same before long the word went out through the land by the mouths of the commercial travelers that business was not so bad after all, and orders were soon rushing in for merchandise in such a manner as to make deliveries next to impossible.

### Matters Take Better Turn

"In addition it must be remembered that people had curtailed all through 1914 and the early part of 1915. They really needed goods and once the optimistic feeling got abroad that wages were going to be good and work plentiful they started to buy. As a result, in 1916, in

spite of the fact that thousands of men were leaving for overseas from our city we finished the year with a 30 per cent. gain over 1915. This increase in business kept up through 1917. We were selling better goods to an even larger number of customers. In 1917 we waited on 50 per cent. more customers than in 1915, and our gain in volume was 30 per cent. over the best year we had ever had previously, namely 1912."

### Toronto's Enlistment Figures

Mr. Stollery then laid stress upon the number of men that had been taken from Toronto and compared what similar enlistment figures would mean in a business sense to Chicago.

Altogether there had roughly speaking gone from Toronto about 60,000 men which would be equivalent to 300,000 from Chicago. Of these about 10,000 had laid down their lives on the field of battle, a list which would have to be increased to 50,000 from Chicago. to be in the same proportion. From the whole of Canada there had roughly speaking been about 500,000 men join the colors. For the United States to suffer as proportionately as big a withdrawal of their man power, at least 7,500,000 would have to be called into uniform. Mr. Stollery mentioned these facts to show the men's wear dealers of Chicago that business would still be done even if still more and more men were drafted into the United States army.

### Conditions Which Had Helped

Referring to the various conditions that had helped to keep business good during these latter days, Mr. Stollery said:

"Of course the 60,000 men who went from Toronto did not mean that we lost in its entirety that much business as the friends and relatives of these men still lived in the city and they continued to buy much for them, even after they were in France, and send it over to them.

(Continued on page 33.)





### Boys' Clothing in Easter Display

*A splendid display that must have sold much boys' clothing. Backgrounds were of gold Rope-Tex which harmonized with the polished oak floors. Flowers are used to emphasize the Easter idea but this is not overdone. A complete range of boys' furnishings is shown as well as clothing. It is possible that price tickets might have been more freely used but apart from that this window would appear to be beyond criticism. The backgrounds used are unusual for this type of window and it is claimed that they showed up the boys' clothing to perfection. Window was trimmed by Stewart Clarke, for Begg & Company, Hamilton.*



# NEWLY ACQUIRED SPACE MADE INTO BOYS' SECTION

Lindsay Store Places All Boys' Lines Together—Some Simple But Effective Display Devices—Reserve Clothing in Enclosed Cabinets in Basement

IT is only necessary to observe the space and attention that is being given to the boys' section of the men's wear store in nearly every part of the country to bring home the realization that this is an end of the business that is rapidly coming into its own. The

## Management of Men's Store Separate

The men's wear section of Dundas & Flavelle's is more distinctly a separate department than is usual in a store of this nature, in that the manager, Mr. Brimmel, is a co-director with Mr. Staples, who is in control of the main

from below each ticket, having sufficient length to hold a dozen fine socks or a half dozen heavy ones. Each line, size and price is thus clearly shown to the customer, and the sale can be made almost instantly without pulling boxes out of shelves or opening bundles. Like most practical selling helps, it is simplicity itself, but none the less useful. Below this sock stand on the level of the counter are compartments sectioned off at the correct width to nicely hold the glove stock. This is arranged in sizes, a size to each section, each glove being individually priced. Semi-fine lines are only displayed here, mostly wool-lined and the lighter grades of working gloves. Here also it is possible to wait on a glove customer with the least possible loss of time.

## Enclosed Cabinets for Reserve Clothing

Another feature that the MEN'S WEAR REVIEW man noticed was a built-in cabinet in the basement stock room for reserve stocks of blue and black serge suits. These are thus hung upon racks out of the dust, but do not take up the valuable space of the upstairs cabinets, which can be all devoted to forward lines.

Further changes are contemplated in the way of a new cap stand, new sectional wall fixtures, and so forth, which when installed will make this department of the Dundas & Flavelle store take second place to none.

N. & D. Cohen, men's furnishings, Windsor, Ont., has sold to S. Schwartz.

S. Goldstein, men's furnishings, Montreal, Que., has sold stock.

J. J. Hannan, men's furnishings, Montreal, Que., has sold out.

Ansley-Dineen Co. are taking over the agency for Christy's, London, Eng., for the Province of Quebec. Mr. Dineen is about to make a trip covering this new territory.



*This space, which was recently added to that available in Dundas & Flavelle's store, Lindsay, was devoted solely to boys' wear. Neat clothing cabinets hold the clothing stock.*

large wages that boys are earning, the high-priced garments that it is consequently possible to sell the boy, are two factors that have awakened the average retailer to the fact that there was a harvest here that was not being properly garnered. In addition, military calls have decreased the supply of young men customers to a certain extent, and this has resulted in still further attention being paid to the boys' trade.

## Large Space for Boys' Wear

A MEN'S WEAR REVIEW representative was impressed with the space given over to this line in the men's wear section of Dundas & Flavelle's departmental store in Lindsay, Ont. Considerable room that had been devoted to offices not directly connected with the retail business became available, and advantage has been taken of this to establish an independent boys' department.

## Raised Above Store Level

This department is raised a couple of steps from the level of the main store, and all lines for boys are concentrated in the allotted space. Wall cabinets have been introduced for the clothing, while sweaters, gloves, and similar lines are displayed on suitable tables. The whole arrangement makes it possible to get the boy and his mother in a quiet place at the back of the store, and once there it is easier to sell a whole outfit than it would be if it were necessary to run to the hat section for a hat, the shirt section for a shirt, and so forth.

store, yet each works along independent lines.

## A Handy Sock Rack

Mr. Brimmel has recently constructed a sock rack which is simple enough, but its advantage during rush hours will be apparent to all dealers. The lower section is devoted to lined gloves during the Winter months, and is also made with each compartment the correct size for sport shirts, to the display of which line it is devoted during the warm weather.

This sock rack, an illustration of which is given with this article, is merely a stand with a ticket holder at intervals and a needle-pointed spike protruding



*The extremely practical sock rack shown in this illustration is very simple but its value as a selling force is patent to all.*



# STORE DEVOTED TO MILITARY OUTFITTING

Wreyford & Co., of Toronto, Have Branch Store of This Nature at Niagara-on-the-Lake—  
Changes That Are Noticeable in This Business From the Early Days of the War

**I**S the military business worth while bothering about in this year of 1918, or has the time gone past when such lines can be profitably and safely handled in the men's wear stores? Apparently it depends upon the locality and the way the business is gone after.

Wreyford & Co., who have been operating military supply stores throughout the province ever since the commencement of the war, evidently have found it to be paying them, as they have recently opened a new branch at Beamsville to serve the men from the Flying Corps that will be stationed there this Summer, and are still carrying on their stores at Niagara-on-the-Lake and the two Toronto branches.

A representative of MEN'S WEAR REVIEW recently visited the store at Niagara and talked the question over with the man in charge, and was interested in finding out the changes that were taking place in the trade that was being done.

## Fancy Lines Not So Good

"In so far as what might be called the fancy end of the game," we were told, "that is such lines as badges, buttons and emblems, the business is not nearly what it has been. This is easy to account for, for several reasons. The novelty of the war, of uniforms, of the whole business, in fact, has worn off. Girls are not so busy collecting these emblems from their friends in khaki as they were in 1914 and 1915. Then, too, there is a slight tendency on the part of some of the drafted men to feel that what the Government will not give them in the way of equipment they will do without. In consequence, where we used to buy a great gross at a time of many of these lines, we now buy single dozens and sometimes even less. In one way we are better pleased, as this was the one line that was usually added by everyone carrying military supplies where the greatest danger of loss really existed if the end of hostilities came suddenly, as practically all other lines could eventually be sold to civilians."

## Polish Men Spenders

Business in Niagara has been greatly helped all Winter by the location there of the Polish Legion, largely recruited in the United States and being trained for

service by the French and British officers jointly. These men are all volunteers and nearly all have plenty of money, although their pay is insignificant, they being paid on the French basis of 40c per day. The business with these fellows has largely been in lines that are not so directly military, but include underwear, gloves, socks, and, in fact, all lines of regular furnishings.

## Shorter Time in Canada

There are also noticeable other changes in the business that is being done in this line. The men are not being left in Canada for training for as long periods as they were in the earlier days of the war. In consequence, they are always coming and going. Wreyford & Co. have found, in so far as their Niagara store is concerned, that it takes a little while for newly enlisted or drafted men to find out what they want, and they are only beginning to be good spenders when they get notice to pull out. In consequence, latterly it has been found that word that a detachment is pulling out for overseas means that there will be good business for a couple of days, as most of the men think at the last minute of some stuff they would like to take with them.

Wreyford & Co. carry quite a complete stock in their Niagara store, and there is little that can be asked for either in the way of military apparel or the useful little sundries, such as shaving supplies or toilet articles, that is not handled. One line that has proven to be a big thing is the line of military trunks that are sold, of course, to officers only, and which are usually only bought at the last minute when the officer finds he is ordered overseas.

To sum up, this firm believes that there is still business to be done in supplying the wants of the men in khaki, but realize that conditions have changed, and that it will be more along the line of near necessities that will be desired hereafter. Moreover the method of locating troops in large camps means that the business will never again be the worth-while line it was to stores not so advantageously located.

A. W. Caswell, men's furnishings, Saskatoon, Sask., has been succeeded by Caswell's, Ltd.

## TWO KINDS OF SALESMANSHIP

**I**HAPPENED to be on a shopping trip with friends, one day recently, and saw two excellent examples of salesmanship—plus and minus. Billy had to have a hat and mother said, "Let's try the 'World,' they sell everything there."

We finally found the children's hats in the back of the store, where children wouldn't so likely be stepped on, and where huge piles of clothing would hide them. After a husky "R. F. D. No. 2 type" clerk had finished a lengthy visit with one of his relatives, he decided to give us his attention. My friend explained that she wanted a hat for her boy.

"Something about a dollar?" the clerk asked in a this-is-a-small-sale tone of voice.

Father said, "Never mind the price, show us the hat" and the clerk came back with, "Take the boy's hat off — what size?"

I could see father getting mad, but he picked up the boy and sat him down on the top of the glass display case. Mother finally selected a dollar cloth play hat and we left the store.

"Now, let's go to a real store and buy a hat," was all father had to say as we got into his car. We went down street a ways and into a store father selected.

Everyone looked pleasant and a courteous floor walker spoke to father's boy and personally escorted Billy to the children's department in the centre of the store. We followed.

A young lady picked him up and stood him on a little platform with a protecting rail about it. This stood directly in front of a narrow display case, back of which was a mirror. This made Billy almost as tall as Dad.

Hats? Well, hats must have been her specialty, for she had a fine looking hat on the boy in a jiffy and had him admiring himself in the mirror behind the case.

Price wasn't mentioned until father asked the price of a dandy little Panama, and he paid the bill like a good sport. The hat was worth the money and the satisfaction of good service was worth more. Mother felt it was too much money to pay for a boy's hat, but it was certainly a nice store and the young lady was pleasant and Billy liked her.







*This window was directly responsible for the sale of a number of chauffeurs' uniforms and outfits.*

## INCREASING IMPORTANCE OF CHAUFFEURS' BUSINESS

How Montreal Firm Makes Special Efforts to Capture This Trade—Considers His Windows Most Effective Medium—Sales When Made Well Worth the Trouble of Going After Them.

“**T**HERE is a big business to be done in this line right now. It is steadily increasing, and in the years to come I see no reason why it will not be a factor in the clothing trade, at any rate in so far as the larger centres are concerned.”

A MEN'S WEAR REVIEW representative was talking the situation over with one of the department managers of R. J. Tooke's, Limited, Montreal.

### Canada Takes Third Place

A recent item in the daily press stated that Canada now held third place in the countries of the world for the number of motor vehicles owned and operated in the country. When the extremely limited population of this country is considered that is a rather startling statement, and would serve to show that “little ol' Canada” was prospering, war or no war.

A large number of these machines will be owned by men wealthy enough to have their own chauffeur, and this will mean a gradually increasing demand for uniforms.

R. J. Tooke have been making quite a bid for this business in the city of Montreal, and claim that they are well satisfied with the results of their efforts.

### Use Windows Freely

The windows have been the medium most largely used in showing this line and several effective trims have always brought results.

### For Bigger Centres Only?

It may be claimed that this is a business that is only possible for the dealer

in the large centres and in a measure that is true. Business getting methods, however, are always interesting and as the years go by there is little doubt that even the smaller centres will have their uniformed chauffeurs.

The usual uniform is the plain blue serge suit trimmed with black braid. At the present time they cost a lot of money as they are usually made from the best grade of imported serges and a well tailored garment is always demanded. The Montreal firm referred to keeps one or two suits made up, on hand, as they show off in this way to special advantage.

Accessory lines that can be sold and displayed with the uniform itself include overcoat, cap, gauntlets, leggings, and gloves. Long duster coats and overall combinations are also articles that come under the same category.

### Window Sold Six Suits

A display that has particularly good selling value and to which sales of at least six uniforms could be directly traced was recently shown in one of the Tooke windows.

A set of auto tires was borrowed from a friendly automobile accessories dealer with stands or holders to hold the tire upright. These were set up on slightly raised pedestals well to the back of the window—the size of the window should determine the size and number of tires used.

A few yards of ribbon were used to brighten up the general effect and smaller accessories filled in vacant spots on the window floor.

A couple of palms on pedestals were still further decorative features.

A made up chauffeur's uniform, a regulation long coat, gauntlets, leggings, gloves, caps and “dusters” were all prominently displayed and the use of the tires and other accessories in a men's wear window was decidedly effective in drawing attention to the real display, the goods that it was desirable to sell.

### Car Owners Interested

In a number of cases, automobile owners dropped in to examine the garments themselves to be sure of good material and workmanship and in nearly every case the chauffeur was sent in later to have his measurements taken.

### Try and Sell Outfit

Every effort is made in making a sale of a uniform to enlarge the order to include the whole outfit. With the great coat added there are still leggings, gloves and cap and the sale if thus completely achieved is one of sufficient magnitude to be well worth the time and effort put forth to secure it.

The owner is also urged to buy at the same time the summer dusters, the argument of the desirability of saving the expensive suits being advanced. In these also, the better qualities, made from high grade Shantung silk and running in price from \$18 to \$25 each, seem to be the sellers.

A good salesman will not consider the outfit complete until a suit of overalls of some kind or another that can be hastily pulled on over the good clothes when repairs become necessary is added.



# SUMMER SPECIALTY LINES IN MEN'S WEAR

Extra Hour of Daylight Should Vastly Increase Demand For These Goods—Window Displays the Most Effective Way of Securing New Business—Large Stocks of Precarious Lines Need Not be Carried

**W**HEN considering the various ways in which business, lost through conscription, may be made up in other lines, how many men's wear dealers consider what might be called the "Summer specialty" lines? We refer to such lines as golfing and bowling garments, and all other apparel suitable for outdoor wear, for camping, for canoeing, for the motor boat, and for the garden.

## That Extra Daylight Hour

Among the effects already noticeable from the Daylight Saving Bill is the determination on the part of the great class of business, office, and professional men to spend the extra hour of daylight in the open air. This may be purely devoted to some form of recreation or it may be combined with some attempt to ward off "the high cost of living" by cultivating the back yard garden. It is more than likely, however, that many men will have time to devote to such games as golf, bowling or tennis who were deprived of the privilege of enjoying these healthful pleasures through lack of leisure during daylight hours.

## No Excuse Now

Busy men have often been heard to remark, "I would like to play golf," or "I would like to get my hand in at bowling," but end their remark by saying, with a sigh, "but there is so little daylight left by the time I have got home and got my supper out of the way, that it is not worth while bothering."

The extra hour of daylight is now going to make it possible for many of these men to join those, more favored, who have already had time to devote to outside sports.

## Will Want Special Clothes

This should mean something to you, Mr. Men's Wear Dealer. These men will not want to wear their business or office clothes out to the golf links or bowling green, and to the canoeist or motor boat enthusiast still other forms of apparel are necessary.

R. J. Tooke, Limited, of Montreal, is one firm that reports this class of business more active this year than for some time past, largely, they believe, due to the extra hour of daylight. Other firms throughout the country report the same condition to exist in their localities. This being the case, should it not be well worth the while of the men's wear merchant to make an extra effort to secure this business? There are a number of ways that could be tried and which would be almost sure to bring results.

## Use Windows Freely

First and foremost is the free use of properly planned and arranged window displays. Practically all merchants who make a real bid for the class of business referred to lay stress upon the importance of the window display. A display that will have some real selling value should be so arranged as to catch the enthusiast's eye and the use of golf sticks, tennis rackets, canoe paddles, or some of the other paraphernalia of sport, decidedly will have this effect.

## Mailing Lists

Next to the window display the use of special mailing lists has been found



*Business in golfing clothes such as these is becoming an item to be considered in many stores.*

very effective. It is comparatively easy to get a list of the members of golfing and bowling clubs or tennis enthusiasts. A carefully worded circular letter to these, describing the lines that they would be particularly interested in would be bound to bring results.

The use of newspaper space devoted to these sporting lines, for a couple of issues should round out the campaign.

## Big Stock Not Necessary

"But it will be necessary to carry a lot of rather precarious stock to get this business," says one man. Not at all necessary. The class of clothing used in different communities, for the various sports, varies. Thus all golfers do not wear regular golfing suits. Those who do prefer to have them made to individual measurements and in consequence no stock of these need be carried save one sample suit to be used in window displays.

Golf hose need only be bought in very limited quantities as the range is necessarily restricted, and these can also be sold to cyclists and campers.

Other lines, such as outing shirts, sweater coats, jerseys, gloves, caps, flannel trousers or those of the "ice cream" variety are always salable and there need be no fear of carrying a stock over.

## Knitted Jacket Used

Dealers claim that golfers are more and more demanding a knitted jacket, replacing the tweed Norfolk to a very large extent. Most of these are made in Norfolk style, with patch pockets and belt, but are found to lend themselves more easily to the movement of the body than is the case with the tailored garment.

## Sell Swimming Suits

Then there is the swimming suit business. Of course, every men's wear dealer handles these, but it is wonderful how real attention to the line will vastly increase their business. Many men who prefer to buy a real good Cashmere article, accept a cotton Balbriggan line because it is the only thing that the dealer has to offer.

The whole subject of selling "Summer specialty" clothing has been merely skimmed over in this article. Enough however, may have been said to make the retailer think for himself of some way that he could get busy and increase this end of his business.

Gordon Anderson, men's furnishings, Vermilion, Alta., has been burned out. Trevelyan Bros., men's furnishings, Beamsville, Ont., have sold out.





## An Easter Display

*Owing to the nature of this window it was particularly difficult to get a first-class photograph of it. As seen by a representative of MEN'S WEAR REVIEW it was a very striking display. While "style" was the predominant feature, price was not overlooked and small price tickets told their story throughout the display. One of the Easter windows of the R. H. & J. Dowler store at Windsor, Ont.*



# LAW FROWNS UPON DECEPTIVE TRADE MARKS

But If Manufacturer Uses a Name or Mark on His Goods Which is Not Intended to Deceive the Buyer He Stands Good Chance in Court of Law—Sample Judgments Throwing Light on Legal and Illegal Names.

Written for Men's Wear Review by A. B. Kerr.

**M**ILLIONS of dollars are spent annually advertising trade marks. Look through the advertising pages of any magazine or trade paper, you will be surprised at the number of advertisements emphasizing the one big feature that the name is your guarantee or that the quality goes in the goods before the name goes on.

The object of advertising a name is to familiarize the public with the goods advertised and to educate them to associate the name with a superior product. One of the largest advertisers in the world, after spending millions of dollars exploiting a name which was associated with his products, decided to change the name and educate the public to a new name which in the opinion of the firm was more suitable. As a boy I never knew a soda biscuit by any other name than a "Christie." I simply associated the name Christie with soda biscuits, and when I went to the grocer's for a pound of soda biscuits, I invariably asked for a pound of "Christies."

Nearly everything we use is standardized and trade marked. Nearly all package goods bear a trade mark. It is, as a rule, a guarantee of the manufacturer as to the quality of the contents. In other words the manufacturer stands prepared to accept the verdict of the public as to the quality of his goods as represented by the trade mark.

Some men's wear manufacturers consider their trade marks one of their largest assets. The modern merchant has filled his shelves with trade marked goods knowing well that behind the trade mark stands the guarantee of the manufacturer. According to history many of the old time merchants were noted for sharp dealing. Some of them bartered, cheated, and even swindled customers by substituting something which they claimed was just as good but which in many cases was a very inferior article, until by advertising, the merchant and the public became familiar with trade marks and to know the quality and quantity for which they stood.

## Law Protects Trade Marks

The law respecting trade marks is extremely interesting. In cases where a name has been associated with a well known product for a great number of years and the merchant and public have become accustomed by advertising to associate the name with a certain article, the court will protect the use of the name and restrain by injunction any infringement of that right.

This is not an article on the value of advertising trade marks but a review of some of the legal aspects attaching to trade marks and the manner in which

the court deals with alleged infringements of the rights of individuals to the exclusive use of a certain trade mark or name associated with their product and on which they have spent a considerable sum of money for a number of years in building up a reputation.

## Trade Mark Should Not Deceive

The real question which the court has to try in a case of alleged infringement of a trade mark is whether what the defendant has done is calculated to deceive or whether there is so much imitation that goods bearing the one mark may readily be mistaken for goods bearing the other and whether a more careful inspection than an ordinary purchaser would be likely to give is necessary to distinguish the mark and appearance of the former goods from those of the latter.

When an action is commenced having for its object the restraint of an alleged unfair competition in trade carried on by means of an employment by another of a trade mark identical or nearly identical with the plaintiff's there must be established in order for the action to be successful the existence of the trade mark, the plaintiff's right to exclusive use therein and the fact of an imitation and the absence of license or acquiescence on the part of the plaintiff.

Where it can be shown that a dealer has imitated an article in his store and offers it for sale as the genuine article, even though he has only made a single

sale, that is sufficient ground for an injunction and the dealer will be restrained from making any further sales.

If the defendant uses a distinct and obvious trade mark on his goods which he is alleged to be passing off as the plaintiff's, and if he states plainly and in clear type that these goods are manufactured by himself, there is a very strong indication that the defendant has no intention of deceiving the public and it is doubtful in such a case if the court would restrain him.

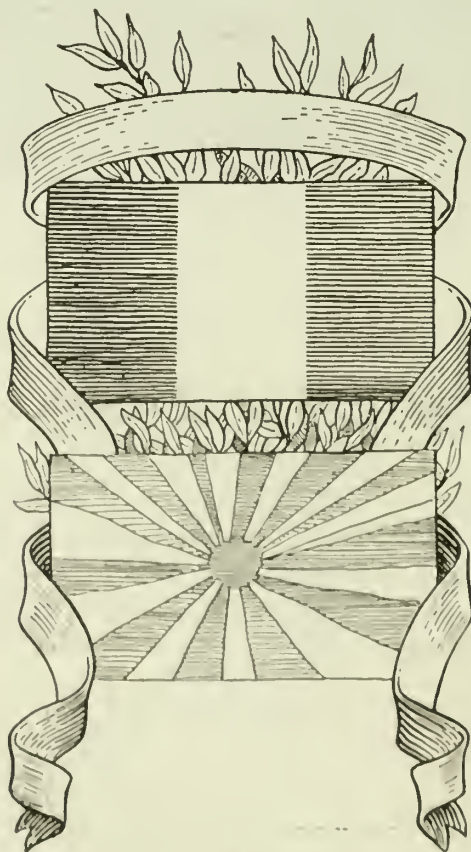
When the defendant has not used the registered trade mark but something to be considered similar to it, the plaintiff has to satisfy the court that the use of this is calculated to deceive. But when the defendant has taken the material and essential part of the plaintiff's trade mark, the burden is upon the defendant then to disprove the probability of deception and not upon the plaintiff.

If the plaintiff cannot prove that the public are deceived or that there is a reasonable probability of deception he has no right to interfere with the use of the name of others. All the court can do is to say that no trader can adopt a trade mark so resembling that of a rival as that the ordinary purchasers purchasing with ordinary caution will be misled.

## Purchaser Must Not be Misled

If a purchaser looking at an article offered to him would naturally be led from the mark impressed on it to suppose it to be the production of a rival manufacturer and would purchase it in that belief then the court considers the use of such a mark to be fraudulent. In fact it has been held that if the goods of a manufacturer have from the mark or device he has used become known in the market by a particular name, the adoption by a rival trader of any mark which will cause his goods to bear the same name in the market may be as much a violation of the right of that rival as an actual copy of the device itself.

In an English case of *Lever vs. Goodwin*, the plaintiff's soap was gotten up in a special manner. This was copied by the defendant and the court held that there was a double fraud committed. First: the fraud perpetrated on the ultimate buyer of the goods, and secondly: the fraud perpetrated on the manufacturer who lost part of his trade. In these classes of cases the retail merchant is rarely deceived. He knows as a rule what he is buying, and if there is a fraudulent device he is rarely taken in by it. But in such a case the manufacturer puts an instrument of fraud in the hands of the merchant. The merchant, of course, is not liable for selling the goods but it has often been argued that he is





liable and that the manufacturer should not be held liable for the fraud of the merchant or his salesmen. That is not the correct view of the case. The question to be decided is whether the defendants have or have not knowingly put into the hands of the retail dealer the means of deceiving the public.

Where the goods of one manufacturer are so arranged as to resemble those of others engaged in the same trade as, for example, starch put up in packets of a certain color and appearance, the similarity common to all does not of itself expose the manufacturer to an action. But it makes it incumbent upon him to see that his distinguishing mark is really distinguishing and where a manufacturer has been in the habit of packing or putting up his goods in a peculiar or distinctive manner he will be entitled to restrain another from imitating his packages.

The court has held that the firm name "Cut Rate Store" as applied to a retail business is merely a descriptive term in common use which will not be enjoined against a person subsequently using the same term in a similar business adjacently located.

A trade mark is only a "badge of identification." It may be equally wrong to imitate a trade name or the appearance of goods so as to pass off the goods as those of another.

#### Descriptive Words Not Registrable

A very interesting case arose in 1916. The Bowker Fertilizer Co. sought to have the words "Sure-Crop" registered. The Commissioner of Patents refused to register the words on the ground of an existing trade mark of the words "Shur-Crop" registered by Gunns, Ltd. The court held that the words "Shur-Crop" or "Sur-Crop" as applied to fertilizers were ordinary descriptive words of the quality of the article and incapable of acquiring a secondary meaning and not registrable as a valid trade mark. They therefore upheld the ruling of the Commissioner of Patents and ordered the Trade Mark "Shur-Crop" to be expunged from the register.

In the Bowker case the company had sold their goods for years, both in American and Canadian markets, before the other company commenced the sale of their fertilizer under the name of "Shur-Crop" and they had spent thousands of dollars in advertising.

In the case of Horlick's Malted Milk, the trade mark had been in actual use and the user had been such as to render it distinctive. Food products bearing as a conspicuous identifying feature the word "Horlick" have been sold in the U.S. and Great Britain and the Colonies for over 40 years and the cost of advertising the name was more than a half a million dollars. It was held in this case that a trade mark when uncommon and distinctive from long usage is registrable as a trade mark under the Canada Trade Mark and Design Act R.S.C., 1906, Chapter 71.

Under the practice which has grown up, many registrations of names have

been made such as "Christie" for bisuits; "Winchester" for rifles; "Yale" for locks; "Kohler" for bath room fixtures; "Mueller" for plumbing fixtures; "Pears" for soap; "Oliver" for plows, and "Stafford's" for writing inks, etc. The courts have held that these names have become adopted to distinguish the goods of one particular maker and that a serious injustice would be done not compensated by any advantage to the public if they were not allowed to register these names.

#### An Action Lost by Plaintiff

Another interesting case was decided by our courts last year, this was the case of Prest-O-Lite vs. People's Gas Supply Co. The Prest-O-Lite Co. manufacture tanks for the storage of acetylene gas and were proprietors of the trade mark "Prest-O-Lite" which was embossed on each tank. The People's Gas Co. manufacture acetylene gas and purchased tanks and charged them with gas which they sold or exchanged. They covered the trade mark of the Prest-O-Lite Co. with a label fixed to the tank by shellac which could only be removed by scraping with a knife or other sharp instrument. In an action by the Prest-O-Lite Co. for an infringement of their trade mark the court held that the action must fail and that the People's Gas Co. did all they could reasonably be expected to do to prevent any prejudicial use of the trade mark.

The Criminal Code prohibits trading without the consent of the owner in bottles which have upon them the trade mark or name of another person and this has been held wide enough to cover trading in bottles to which the name of the owner is affixed by means of paper labels. As far as I know this is the only prohibition with respect to trade marks under the Criminal Code.

The court rarely, if ever, gives pecuniary damages. They will restrain by injunction and in isolated cases they have awarded small damages. The difficulty of fixing the amount is largely responsible for the small number of these cases.

#### CANADA SENDS A MESSAGE

(Continued from page 25.)

"The main reason for increased business, however, was the high scale of wages prevailing. The production of munitions and other articles had brought about a labor shortage and in consequence much higher wages. Everybody was working and receiving more money than ever before in their history.

"The laboring men of the town were working in three shifts. One third of their time working, one third sleeping, and the remaining third spending. Boys were earning men's wages and spending like men. Before the war started boys would come in and buy a 50c cap; now it was the ordinary thing for one to come in and spend \$2.50 for one. The higher prices in themselves naturally brought a bigger volume without any increase in overhead.

"Since the war started the larger cities

have drawn on the farm and suburban populations. The men have been attracted to the city by the high wages of the factories.

"Another reason for the gain in business was the fact that many men, when they were making less money, had their wives buy their small supplies of furnishings at department stores. Now that they are earning more they are taking more pride in their clothes; they want to do their own buying and patronize the exclusive men's wear stores.

"Buying ahead in greater quantities than we really needed has been an incentive to go after business. We are carrying large stocks, but it is paying us to operate in this way. Our troubles and problems over, there are the ones that you are facing to-day. It is the duty of all of us to be optimistic; pessimism will never win the war or anything else. Hold an objective in front of you and stick to your guns until you are needed at the front. The men over there will hold the line if the nation behind them holds fast."

Mr. Stollery then went on to tell of some changes in policy that he had adopted partly as a result of war conditions. One was the changing of the dates of the annual Winter sales.

"Whereas before the war," he said "we used to put on our Winter clearing sales right after Christmas and carry on all through the month of January, we decided we were making a serious mistake, particularly in a country with climatic conditions such as Canada has to contend with. The month of January is the first real Winter month of the year, consequently, by putting winter goods on sale then we were cutting into the one month of the year when we ought to be selling Winter goods at a profit. Then again, there was the month of February, that was always a dull month anyway, and one which needed something to stimulate it. After thinking the matter over we decided to start our Winter sales during the last few days of January and continue throughout the month of February. We thus did a larger proportion of Winter business at a profit and stimulated business in the very dull month of February.

Still other changes that Mr. Stollery mentioned included the introduction of a number of ladies' lines in many of the men's wear stores in Toronto with very satisfactory results all around, lines such as hosiery and sweaters being particularly favored.

#### PAYING INCREASED WAGES

MEN'S WEAR REVIEW learns that a number of the clothing manufacturers of Montreal have decided to adopt a higher wage schedule thereby allaying the unrest that has existed in these circles for some little time past. Organizers from the United States have been active stirring up trouble and it is thought that the manufacturers who have taken this stand have rather cut the ground from under their feet.



# AUTOMOBILE ACCESSORIES OF A MEN'S WEAR STORE

Special Campaign to Sell Auto Owners—Great and Ever Widening Field Here—Lists of Owners of Cars Should And Can be Obtained—Those Who Are Trying It Say It's Worth While.

## FIRST OF A SERIES

**T**HIS article is the first of a series that will be run in *Men's Wear Review* giving some energetic methods that have been adopted by men's wear retailers to bring new trade to their store. We are all so apt to get into ruts, to take the business that comes easily and neglect that which has to be gone after. Conditions are such, however, that the merchant desiring to increase his business or indeed to hold his own has got to wake up. He will have to reach out for new customers to replace those which enlistment has taken from him. In the article herewith given one merchant has gone after the automobile customers; has done it systematically, secured the necessary mailing lists. Other merchants differently situated have evolved still other schemes. These will be given from time to time in the columns of *Men's Wear Review*. Such articles are bound to be helpful and an inspiration to all men's wear retailers.

**D**O all men's wear dealers realize the importance of the automobile and the effect that it is having upon the business of the country and in particular the retailing of men's apparel?

That a number of the up-to-the-minute merchants are awake to the possibilities of the field that is being opened to them by the popularity of the "tin Lizzy" is becoming more and more apparent.

### After Auto Owners

An Eastern Ontario retailer of men's wear recently made a regular campaign after the business of all the automobile owners in his district. This included all within easy drive of their city. Lists were secured of all owners of cars and these were circularized. Their attention was drawn to the automobile accessories

of the men's wear trade. Everybody is familiar with the term "Automobile Accessory." To apply that term to a section of the men's wear store was novel enough to be sure to attract attention.

### Men's Wear Accessories

In detail, then, the merits of these "accessories" were set forth—gloves, overalls, caps, driving coats and similar lines being described.

MEN'S WEAR REVIEW was told the result was up to expectation and the increase in business was very marked.

### Window Trim Used

A special window trim was used to back up the campaign wherein the more accepted lines of auto accessories such

as tires and fittings were used to add to the "automobile" effect.

### To Follow This Up

This is one side of the story. There is another. The list of the automobile owners is also a list of men who may reasonably be expected to be buyers of good clothes to a fairly liberal extent.

A follow-up campaign could be inaugurated wherein the men who have been solicited for "accessory" business could also have their attention drawn to the other departments of the store. The accessibility of the store for automobile owners could be played up and stress laid upon the fact that particular attention was paid to the automobile trade.

### A Good Side Line

A side line that a number of men's dealers have introduced effectively is lap rugs for the cool weather. These help to make a tasteful window display when dressing a window along the lines suggested, and also a nice business is reported by a number who have tried it.

Continual thought along this line will doubtless unearth other articles that can be profitably and tactfully added to the accessory department.

### The Field Has Widened

There is still another feature of the use of an automobile list. It shows most definitely how each individual merchant's field has been widened by the development of the automobile industry. Where  
(Continued on page 36.)



Splendid Window Trim "Automobile Accessories."



# SOME RETAIL ADVERTISING A WASTE OF MONEY

How Much Should Advertising in the Local Newspaper Cost in Proportion to Sales?—  
Opinion of a Recent Retailers' Convention—Where Even Low Cost Newspaper Advertising is Run at a Loss—The Only Kind of Advertising That Pays.

**A**T a recent convention of retail merchants held in Hamilton, Ont., this question was asked:—

"How much should I spend in advertising in my local newspapers? I have not used them before. About what percentage of sales should my advertising cost me?"

There was a consensus of opinion in favor of from one to three per cent. on sales as the practical reply to the question.

This would mean that a merchant whose turnover amounted to \$30,000 a year might be spending from \$300 to \$900 a year on advertising in his local press with profit.

He might be spending less than that and losing by it without knowing of his loss.

## More Counts Than the Cost

In advertising to bring results to a retail business of any kind more than just the cost counts. A retailer may complacently regard a turnover of \$30,000 per year, and an advertising expenditure of from \$300 to \$900 per year and say to himself "I am keeping within the limits set at that convention of retailers in Hamilton. My advertising is not costing me more than the other fellow's. I am all right as regards advertising."

And yet that retailer may be all wrong as regards advertising. Every cent of his advertising appropriation may be a lazy cent only half or one-third to one-quarter employed. Some of his cents may be absolutely idle, absolutely wasted in valueless advertising. And all the time his appropriation may be well within the one per cent. or the three per cent. limit on sales. He may be spending only one-tenth of one per cent. on sales and still losing money on advertising. Very often the man whose advertising appropriation exceeds the one to three per cent. limit is losing less money in advertising than the man who is timidly spending only a tenth of one per cent.

The merchant spending the larger percentage on advertising may be advertising effectively if perhaps extravagantly; the merchant spending the trifling percentage may be advertising ineffectively though, he may think, economically.

More than the cost counts in advertising.

Almost invariably the merchant who is a grudging spender as regards local newspaper advertising, who simply "sticks in an advertisement," to oblige the newspaper proprietor, lets it stand unchanged from month to month and grins regretfully or groans when he has to pay the bill, is really getting hardly any good out of his advertising expenditure whether it be one per cent., or one

tenth of one per cent. of his turnover. This sort of advertisement is a fair sample of the kind of advertisement referred to:

JOHN SMITH  
Ladies' and Gents' Outfitter  
Quality and Service  
Come in and see our Range

Beyond the fact that this announcement keeps the public informed that John Smith is a ladies' and gents' outfitter, the advertising value of the expenditure laid out on it is practically nil. The fact that John Smith calls himself a "Gents'" outfitter throws doubt in the minds of the class called "High Class Trade" as to the question

of "Quality and Service" to be expected. The fact that John Smith has a welcome for those who would like to see his range has a certain kind of quality about it which may bring a quiet humdrum customer in once in a while, but as advertising it is not nearly informative enough to spend money on. Now if John Smith happened to be a hardwareman and had said:

"Come in and see our ranges," his advertisement would have been quite noticeably better value for his money. Why? In the reason why you will discover a sound principle of remunerative newspaper advertising for any retail business.

Fix People's Minds on Facts  
In connection with the ladies' and



## Men's Clothing of the Higher Standard

### STYLE, FIT, WORKMANSHIP

This advertisement is a plain invitation to walk in here and obtain clothes satisfaction. When you see our clothes in comparison with others, you will see at once a certain distinction. The suit is an example of expressive tailor work and will hold its shape until threadbare. Men who want Quality clothes will find them here and the cost no more than the ordinary kind. Call and see us to-day, or if

you would rather.—We have the agency for a first-class line of clothes, and have on hand an excellent display of the latest samples. We can satisfy you, no matter which you prefer. Come in to-day and let us demonstrate to you

*This advertisement is an example of how it should not be done. A glance at the cut used shows why this advertisement should not prove "a plain invitation to walk in and obtain clothes satisfaction." Showing a style at least four years out of date is one reason why more retail advertising does not bring results.*



gents' outfitting business the word "range" means just everything and just nothing at all to the average person's mind.

In the word "range" as applied to the hardware business there is a definite picture of something substantial, an array of neat nicked and efficient looking kitchen ranges. Any man and every woman reading the advertisement on that understanding would get a good clear idea that John Smith was in business to sell ranges, had something worth showing, and was ready to welcome visitors to his store. This is an idea always worth getting into possible customers' heads if a man is out to sell ranges, and it is worth paying a little to a newspaper to convey that idea to the community at large. But merely to go that far is not by any means effective and worth-while advertising up to the value of say even one per cent. of turn-over.

#### Your Advertisement Must Work for You

When you have goods to sell, and go in for advertising space in the local paper to help you sell them, get away for ever from the idea that you are conferring a favor on the newspaper by advertising. If the proprietor of the local paper is evidently glad to have you advertise with him, you may like to think that you are to that extent keeping up home industry, but the only way your advertising can ever really benefit your local paper is by bringing you results in good profitable business. To make it do that is very much your business. The local paper will probably print anything you write down for them to print, and you may even find a strong disposition on the part of the foreman printer to want you to run an advertisement which needs no change of type from week to week, or from month to month, or even from year to year.

The kind of advertisement the foreman printer on some local newspapers really delights in is run by some banks. It comes in the form of an electro cut with just the name of the bank, and of its manager set forth in clear type, and a few figures showing assets, and a word or two saying that savings bank deposits are accepted from a dollar up, and that the safest way to send money is by means of the bank money orders of that particular bank. These advertisements cannot be changed even if the printer wanted to change them. They run the same week after week. They may do for banks. They won't do in retail business.

#### Make Your Words Worth While

There is no real money value to your business in an advertisement which you never change. You pay for space in which to print your business message. If your message is stale and flat it will also be unprofitable to you and to everybody else. Your advertisement must be interesting, new, fresh, bright, bringing an idea of benefit to its readers, and then it will bring profit to you. You must change your message frequently, and

make every word of it count as a sales-getter.

Unless you are to get business from your advertising, and steady business and new business, and plenty of business, you may just as well give the money you propose to spend on advertising to the nearest charity, and don't trouble your local newspaper to set up any advertisement for you at all. It won't help you to have an advertisement inserted that is just going to fill space (for which you are paying) and bring you no results. It won't help your local newspaper to have that kind of advertisement from you any more than it would help your business to have a customer buy a pair of boots from you that she never could possibly wear, and had to keep them in the parlor for her lady friends to look at.

There are four essential things that your advertisement must do and do every day if it is to bring you business, and earn its right to appear in the local newspaper.

1. It must arouse the interest of all who see it. If you use the same old copy day after day and week after week your advertisement will certainly not arouse any interest in anybody.

2. It must hold the interest steadily. Again if you must use old stale copy left in the paper for a long time your advertisement cannot hope to hold interest.

3. It must arouse in the readers whom it interests the desire to possess the goods advertised.

Once again, old stale copy will not do this unless you are willing to run steadily over your firm name an announcement like this:

"Five Dollar Gold Pieces on Sale Daily for Four Dollars." Even if you did that, the chances are the desire to possess the goods advertised would be overcome by doubts as to the truth of the advertisement, and you'd not only lose on sale, but you'd lose on every doubt that arose that which is worth more to you than money, namely the reputation of your store.

4. Your advertisement must awake action in the mind of every reader. It must tell them what to do and where to go to get hold of the goods they desire to possess.

People buy newspapers to get news, and you can make the news about your goods so interesting and so attractive to them if you choose to take the trouble that they will never overlook your advertisement any more than they overlook the local news items, births, and marriages.

#### REQUIRED MORE ROOM

M. MARKUS & SON, of Montreal who style themselves the Button and Trimming House of Canada, have removed to new and more commodious quarters at 17-19 St. Helen St., in the former Gault Bros. building. These larger premises were necessitated by their steadily increasing trade. A short time ago this firm celebrated its 30th anniversary since it commenced business.

#### AUTOMOBILE ACCESSORIES OF MEN'S WEAR STORE

(Continued from page 34.)

25 miles over "cord-a-racket" roads was a day's journey in our father's time, the most decrepit "jitney" of them all will cover it now in a little over an hour.

Consequently trade may be drawn from localities, farming sections, outlying villages and so forth, that formerly were considered absolutely "out of bounds." There are thus added to every town thousands of customers who may be reached and who can reach the store doors in nearly as short a time as the town dweller can go downtown.

Moreover this thing is only in its infancy. In spite of the war pleas for economy and the high price of gasoline, thousands of new car owners are being "born" every day. Farmers are getting undreamed of prices for their farm products. More and more of the old-time buggies and democrats will pass into the scrap heap. Every new automobile purchaser within 35 miles of your town is a prospect immediately.

#### Should Get List

In order to intelligently canvass this trade a list of automobile owners is necessary. Records are kept in the licensing department at the Provincial Parliament Buildings, but these are in such form as to be of small value.

Might Directories Limited, however, have made classified lists of owners for each town, village, township, and so forth. From this firm complete records may be obtained for comparatively little cost. The advent of the automobile is one of the greatest advances in modern times. It may be the means that will widen the possible clientele of a small town merchant 100 per cent. Those merchants who have awakened to this fact and who are reaching out after the new business all report the results well worthy of the attempt and this unanimous opinion should cause the last "doubting Thomas" to get busy.

#### FIFTY YEARS YOUNG

LYON COHEN, president of the Freedman Co., Montreal, and also president of the Clothiers' Manufacturing Association of Montreal, celebrated on May 8th his 50th birthday. Mr. Cohen claims to be 50 years young as he is still in the prime of a vigorous manhood and takes part in many philanthropic enterprises outside of his numerous business activities. Mr. Cohen is most proud of having two sons in khaki; Capt. Horace Cohen who went overseas with the 163rd French-Canadian regiment and Lieutenant Nathan Cohen who is at present attached to a regiment in Montreal. The birthday was made the occasion for numerous presentations from various societies to which Mr. Cohen belongs as well as from many of his personal friends. What Mr. Cohen values the most, however, was a presentation from the office staff and another from the factory staff of the company of which he is the head.





### Giving Prominence to Neckwear

*Right in the centre of the store of R. H. & J. Dowler, Windsor, Ont., at the front entrance stands this tie circle. The feature of same is the large stock kept on display on racks arranged according to prices. Underneath also entirely under glass is carried the balance of the stock. Price lines are kept together and the display racks are above those of same price in the cases.*



# MEN'S WEAR REVIEW



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No. 6

## EDITORIAL BRIEFS

AND NOW still further restrictions are to be put upon interior lighting. Men's wear dealers should be careful to check up their lights and see whether they conform with the order of the Fuel Controller, issued May 1, which restricted the amount of light for interior purposes to one watt per square foot of floor space.

\* \* \*

THE STORY in this issue which tells how one men's wear dealer made a special drive after the furnishing business of automobile owners in the district adjacent to his store will serve to make thinking merchants wonder if there are not some energetic measures of a similar nature that they also might not take to keep up turnover.

\* \* \*

STRAW HAT prices in this year of grace 1918 with the prospect that these will be still higher in the season that is to come in 1919 should be sufficient to make every dealer in "lids" realize the folly of price cutting before the selling season is half over.

## USING AGGRESSIVE METHODS

IN this issue the story is told of a men's wear merchant who believed that he could increase his business in the little clothing wants of the motorists by an active campaign. He took the trouble to obtain lists of all motor owners within twenty miles of his store, circular letters were sent to them, and this was backed up by special window displays devoted to these lines.

It is by such methods as these that men's wear merchants will maintain their turnover even while more and more of their customers are drafted for overseas service. For such, there are good times ahead, 1918 will continue to be a banner year, but the total volume of business done in men's wear stores, may be, in fact probably will be, slightly restricted.

The merchant who is too lazy, too indifferent or too blind to his own interest not to grasp every means to secure the business which he feels should be his has little reason to expect anything but a substantial slump in his sales figures.

## MAKING ADVERTISING EFFECTIVE

ARE the public becoming calloused to ordinary advertising appeals? Many men's wear dealers have reported to MEN'S WEAR REVIEW that

they believe this to be the case. It is only necessary however, to glance over the columns of the large city dailies to realize that the great departmental stores still have faith in the pulling power of printer's ink.

The trouble with a great many merchants when preparing advertising lies in their use of too many generalities. The public are thoroughly "fed up" with such stereotyped talk. They want news, genuine news, about the goods in stock, their style features, their wearing qualities and their price. Such advertisements will always be read.

## THE STRAW HAT PROBLEM

IF there ever was a year which offered a splendid opportunity for hatters to break away from the time-honored custom of slaughtering straw hat prices when the season is about half through and much of the real hot weather still to come, it should be this very year of 1918.

With straw hat prices soaring to figures never before dreamed of, with every report coming to hand accentuating the difficulties in securing straw braids even at the high prices prevailing and with the certainty that high as this season's prices are they will be greatly exceeded in 1919, does it not seem ridiculous in the extreme to throw such valuable merchandise away at a loss?

In addition it must be remembered that men are not looking so much for bargain merchandise. They are willing and able to pay a fair price for a good article. Everywhere we hear that felt hats from \$6 to \$10 are the big sellers. If a man wants a straw hat in the summer of 1918 he will be willing to pay for it. Of course if it is offered to him for \$1 he is not going to pay \$4.

Men's wear merchants and hatters should strive to reach some understanding along these lines. Let this year be the one when this evil, that from time immemorial has sapped the profit from the straw hat game, should be eradicated once and for ever.

## THE RETURNED SOLDIER

ONE of the big problems that confronts the industrial and business community is the assimilation of the returned soldier. Already 35,000 of these men have been returned from the shell-pocked fields of Europe as unfit for further military service. There are between 20,000 and 25,000 Canadians still in English hospitals.

To train these men in schools in such a way as to fit them to take up some sort of vocation would necessitate large training centres. At most it is estimated not more than twenty or twenty-five courses could be provided for them. If these men were to get their training with employers some 175 occupations would be open to them.

It has been deemed advisable by the Government that these men should receive their training under the conditions they will earn their livelihood in. To this end the Government has taken steps to get the co-operation of employers in this matter.



## BUILDING ON ADVERTISED LINES

Brantford Merchant Bases His Whole Business Upon Standard Lines—Tries to Secure Exclusive Agencies Where Possible—Novel Buying Policy Advanced

A little over eight years ago W. D. Coghill opened a small men's wear store in the city of Brantford. To use his own words, "There was nothing special about me and there certainly was nothing special about the store which I opened, that having been changed overnight from a fruit store." Mr. Coghill therefore thought over the best means of building up a little trade for himself. He decided to specialize on well known, nationally advertised, trade-marked lines.

For instance, he found that a certain brand of high-grade workmen's gloves, extensively advertised, was not handled in Brantford. He secured the agency for this line with results that were immediately noticeable. He followed this by an equally well known brand of overalls.

For these lines he secured exclusive agencies and with these as his cornerstone he started in to build his business along the same plan.

### Handles Women's Hosiery

One line that he has developed considerably has been his hosiery trade. In this he caters to the women as well as the men. He has secured the agency for four or five well known brands and he is able by specializing on these to bring trade even past the splendid departmental stores for which Brantford is so justly famous.

As an instance of the class of business he does, Mr. Coghill mentioned to MEN'S WEAR REVIEW selling a pair of overalls and a pair of silk stockings at the same time to a well known Brantford lady.

Mr. Coghill lays stress upon the fact that his business is secured almost exclusively by depending on these well advertised and widely known brands. As stated before his store is small and but little money has been tied up in fixtures. Notwithstanding this, a very substantial little trade at small expense is being carried on over his counters.

### Novel Buying Ideas

Mr. Coghill has some ideas on buying which are well worth recording. He sums these up by stating that one should buy on every rise in the market, when it is steadily advancing as it has for the past two years. He claims that this is necessary so that one can gradually unload these advances on to the public. If one advance is skipped the price has got to be suddenly increased to the public, so much so that it scares people away, while buying on every rise makes it possible to keep average cost at a fair price and make money. He has followed this policy out faithfully on such lines as overalls and underwear and now has quite a stock that averages to

cost much below present market values.

While some merchants might feel that such a method of building business would not be the one they would care to follow, preferring to establish a reputation for their own goods, it is well worth noting the demand that exists for trade-marked, nationally advertised goods and the merchant who persistently flies in the face of this demand is making for himself a hard row to hoe.

### NETTLES FOR TEXTILES

The Weekly Bulletin issued by the Department of Trade and Commerce at Ottawa contains the following report which indicates that there may still be untried raw materials for the textile in-

## SUITS, STILTS, SATISFACTION

Being the Simple Story of the Way One Brockville Firm Increased Its Boys' Clothing Business—Merchants Everywhere Paying Attention to This Department.

EVERYWHERE men's wear dealers are awakened to the importance of the boys' clothing department. Every effort is being made to increase this business and to attract the boys' trade to the store.

The Robert Craig Co., of Brockville, Ont., have recently tried out a scheme they claim has been very effective. Simply speaking, it is the giving away with each boy's suit or overcoat purchased a pair of stilts. Naturally this aroused a great deal of interest among the boys.

### What They Say

H. P. Conklin, of the Robert Craig Co., writes as follows:

"This we might say is the second season we have been trying this scheme, and we find it very successful. It not only gets the boys interested in our clothing department, but we are satisfied with the amount of money invested, it has brought us three times the amount of extra business.

"These stilts cost us, laid down, about seventy cents per pair.

"We would certainly recommend this system to any concern handling boys' clothing and furnishings who wishes to get in touch with the growing boy of this age."

The experience of most retailers seems to prove to them that something along this line of advertising is particularly effective with boys. It is not hard to imagine that the boy without a pair of these stilts, who sees his chum with them, will make the lives of mother

dustry which may come to the rescue of wool, cotton, flax and silk, all of which have been doing their bit to supply war demands:

"The short supplies of raw materials for the textile industry such as flax, hemp and cotton, has caused the Danish industry to experiment with substitutes for these articles and recently the Danish Government has voted kr. 10,000 for such experiments, which will be devoted principally to finding out the best means for doing away with the woodstuff and the stalks of the nettle. When the nettle is harvested, the leaves and tops are cut off and dried and used as cattle feed. The pulp in the stalks is done away with through fermenting. In Denmark this is done partly by the aid of cold water and partly with hot water. Afterwards the stalks are dried and then it is easy to take away the woodstuff from the fibres. The fibres which are left and which will replace hemp and cotton are thereafter worked in special machines and spun into yarn of different fineness, according to whether it is to be used for weaving cotton-like goods or coarser grades of weavings.

Experiments are also being carried on with reference to the value which the leaves and tops of the nettle have as fodder for cattle and swine.

Such experiments are also being made in Norway."

**These Wonderful Adjustable Hi-Lo Stilts Free With Every Boy's Suit Purchased at Our Store**



Hi-Lo Stilts are fitted with adjustable stirrups graduated to four different heights, which can be raised or lowered at will, enabling you to use these stilts with perfect safety by adjusting the stirrups to the lowest notch to begin with, and gradually raising them as you acquire greater skill in stilt walking.

Hi-Lo Stilts are painted red, durably constructed in every particular, and usually priced at \$1.00 in retail stores.

You will be the envy of all your playmates if you possess a pair of Hi-Lo Stilts.

**The Robert Craig Co. Ltd.**  
**30 KING ST.-WEST**  
 Boys' Clothing Specialists

and dad miserable until a new suit has been purchased from the Robert Craig Co.

While this scheme is not particularly new, it serves to emphasize the opportunities that exist, in increasing the business of the boys' department if some "ginger" is put into the merchandizing machinery.





## Four Stores Join

New Liskeard Firms Unite to Combat Mail Order House Catalogues to Cover Whole Section, the Cost to be

**O**UT of the North Country comes the news that a new idea is being evolved to meet the mail order competition of the large department stores. The idea is for four stores of different classifications to combine in the issuance of a catalogue to be distributed throughout the country in that district. The idea was conceived by merchants in the town of New Liskeard and the firms which have entered an agreement to carry out the project are the George Taylor Hardware Company; Wesley McKnight, men's furnishings; Elliott & Co., dry goods; S. Greenwood & Sons, grocers.

### Will Give Complete Selection

By combining together in the issuance of this catalogue these merchants have in reality all the advantages of a department store or mail order house. One of the reasons for the loss of trade to the mail order houses in the past has been the advantage of wide selection which the consumer has had. For instance, if an order were being made out for some groceries to the mail order house and a small order for hardware amounting to \$1 or \$2 in value was needed it was a simple matter to include the order in the one with the groceries. Very often the consumer would be content to buy at the local grocery store if it were not necessary to make the buying trip especially for the article or articles in question. When the consumer starts to make out an order he usually goes over his complete list of wants. The merchants of New Liskeard have found that quite a lot of business has been slipping away because the consumers have been inclined to make up these combination orders.

### Catalogue to Be Issued May 1

This arrangement has progressed so far that these four concerns have each agreed to contribute \$200 toward the expense of the catalogue. The catalogue will comprise between 1,400 and 1,500 pages. With hardware, groceries, dry goods and men's wear the lines will be as complete as any consumer would wish for. Some of the merchants who conceived the idea took it up with the Board of Trade with the hope that all the merchants could be interested in the scheme. This was later found to be impracticable and it remained for the merchants themselves to take the initiative in the mat-

ter. The result of these deliberations was that four concerns decided to go into the scheme.

### Four Responsible Business Houses

It was, of course necessary to get concerns into the arrangement who would have the confidence of the community, stated the manager of one of the companies, in describing the scheme to *MEN'S WEAR REVIEW*. These concerns who have decided to go into it are well-established and have a business connection in the community extending back for some time. Not content with this assurance to the community we have made arrangements with the bank to make the financing of the proposition comparatively simple. The bank will make adjustments according to the amount due the various stores from each of the orders.

### May Send Order to Any One of Four

The arrangement has the advantage of constituting each of the parties to the agreement a committee to see that the balance of the order is filled out properly. For instance, if the order were mailed to the dry goods store and there were orders for the other three stores contained therein, the dry goods store would undertake to see that the balance of the order was secured and shipment made at the same time. This would be accomplished by getting in touch with the other concerns and having them deliver ready for shipment the goods required. In this way the one order from the consumer would suffice to set the wheels of trade in motion within the town and so relieve them of the necessity of making a special trip to do the purchasing.

When an order of sufficient size is

### WHY THE CATALOGUE HOUSES FLOURISH.

He was asked for a little article. Did he say, "I'm sorry, we are out of that article to-day, but we will have it shortly."

No, Sir!

He said: "We don't keep it, there is so little call for it that it doesn't pay to keep it."

When it was mentioned that with parcel post he could take orders for such little things, get them quickly, make his customers happy and add greatly to his trade, he said it was too much bother.

Besides these people were catalogue house people anyway, and only bought from him something they couldn't get, and he didn't care whether he accommodated them or not.

Can you beat it?

From Hardware Age





# In Mail Order Idea

Activities—Provide Machinery For Giving All Round Service—  
Shared by All—The Banks Give Their Assistance.

thus made up the saving in delivery charges would be considered as compared with the mail order house. For the goods are usually sent by express from the mail order house. Where carrying charges are included in the price of the article this must of necessity be added to the cost of the article. Where the consumer pays the express charges on receipt of goods it comes out of his pocket more directly. Express charges are based on the weight of parcel and distance to be carried by the express company. Whether the consumer pays the express charges or whether the mail order house pays them, they are eventually added to the price of the goods. Carrying by express is more expensive than carrying by freight, when the goods are brought in in large quantities. The retail store has the advantage in this respect in that it is closer to the point of distribution. This works out to the advantage of the retailer when the price of way freight shipments is considered as compared with the cost of carrying in carlots. For instance, two of the items instanced were those of paper and nails. By way freight the cost of shipment of paper from Toronto to New Liskeard is 56c per hundred pounds and on nails 59c per hundred pounds. When these commodities are brought in in carload lots the cost is 39c per hundred pounds. This difference is often sufficient to allow the retailers a good margin and at the same time allow him to undersell the mail order house. As an instance where it is possible to beat the mail order house take the sale of oyster shell, used to a large extent for poultry. The department store sells this at \$1 per hundred pounds plus the freight which costs 62c per hundred to New Liskeard from Toronto.

This oyster shell can be laid down in New Liskeard to be sold at \$1.25 per hundred and when the freight delivery charges of 15c per hundred are added to other points in the district the cost to the consumer is brought to \$1.40. The cost to the consumer from the mail order house on the other hand is \$1.62. This enables the consumer to save 22c per hundred by buying locally. If quantities of 500 pounds are purchased at one time the price is \$1.32 per hundred pounds. In large quantities such as this the clear saving would be 32c per hundred pounds.

This is but an instance of what can be done in the way of meeting the mail order competition. Furthermore, there

## FIGHTING THE FIRE WITH FIRE

The Catalogue House fattens on the profits on the business that the local merchant throws his way. They prosper because they give a service that the public demands, a service that could be better given by the local store.

What is the answer? A better service by the store, a service such as is rendered by the stores mentioned in this article.

The Catalogue House has no talisman of success. It finds out what the people want and gives it to them in the easiest way.

The local store has every advantage of location, of knowledge of their trade, of ability to deliver more promptly, and the chance of meeting complaints with a personal explanation.

The remedy is to give Catalogue House service, and then forget about the Catalogue House.

is an advantage to be given the consumer in the matter of quicker delivery. With the retailers on the ground nearer to the point of distribution the consumer can have his goods delivered in most instances the same day and the outlying districts the day after the order is sent. With the mail order house it often takes much longer.

## New Idea in Distribution

The idea which is being evolved in this instance is indeed a new one. It will be watched with a great deal of interest by merchants everywhere. It means that the merchants of a particular community are combining their efforts to give as complete a service as the mail order house. It would seem to have all the advantages of the mail order house in convenience in ordering goods, with some of the disadvantages left out. For there would be the same range of goods to select from, the assurance that the order will be filled without further trouble on the part of the consumer, prices would be equally as low as the mail order house, and delivery would be better.

Irving's Ltd. has been incorporated at Ottawa with a capital of \$20,000 to manufacture and deal in all kinds of wearing apparel and materials used in manufacture of same.

Harold W. Parr recently joined the staff of Dunns, Limited, men's wear dealers, Saskatoon, Sask. He was formerly with the Fawcett Hardware Co., of same city. Mr. Parr is recognized as one of the leading window display men in Canada, having secured many prizes in various contests.





# MARKET REPORTS



## THE MARKETS AT A GLANCE

**I**T being just between seasons in practically all lines of the men's wear trade there are few market changes of importance to record. The market as a whole has been very firm with raw cotton the one weak feature in it. This staple of the textile trade has shown a tendency to still lower prices on account of good crop reports, restricted exports, and rumors of Government price control. Manufactured goods, however, have shown no sign of weakness and are firmly held in all lines from the yarns to the finished fabrics; in fact advances are recorded in a number of lines.

The news regarding the woolen situation is not so satisfactory as it might be. A number of the manufacturers seem to be doubtful if they will ever receive all their allotment from New Zealand and Australia owing to the shipping conditions. The Canadian clip which is being collected this month is likely to show a considerable increase in quantity over that of a year ago and it is expected that there will be more attempt to retain it in this country although to do so it will have to be bought in open competition with United States buyers.

Overall prices have again been advanced; the better lines are now \$27 per dozen with \$29 asked for Fall placing. It is stated that overalls manufactured from denims at the prices that are being asked to-day by the mills would have to be sold at \$35 per dozen to allow the manufacturer any profits.

An advance is expected to materialize in the next few days in some lines of waterproof collars. Linen collars remain steady although the price in the United States has been advanced to a par with that prevailing here.

Neckwear silk is very firm, an advance having taken place in the Japanese raw market of nearly 20 per cent. In addition dyers are asking much higher prices and all manufacturing costs are going up.

Business in general may be described as fair. The warm weather that prevailed during the latter days of May certainly helped thing along to some extent and conditions generally were better than they were a month ago when for a while business was very quiet. Neckwear manufacturers in particular report a revival in business that is partly accounted for by the holiday trade centring around Victoria Day. The trade generally seems to have adopted a conservative attitude of reducing stocks and only buying ahead for lines that it seems likely will be in scarce supply in the near future.

## COTTON WEAK

**No Sign of Raw Cotton Recovering at Present—Market Still Seems Top Heavy—All Manufactured Articles Firmly Held**

**COTTON.**—During the month there has been no inclination on the part of the raw cotton market to recover the ground lost in the sudden slump of a little over a month ago. News that comes to hand seems to be continually bullish and what movement there has been has been downwards with slight rallies which are without any real strength to them. The fact of the matter is there is apparently going to be lots of raw cotton in the United States this year as exports are being seriously cut down, and although Government demands are enormous the capacity of all the United States mills has a limit and they can only use up so much cotton. On top of this there is turning out to be a bigger carry-over of the previous season's cotton than was anticipated.

Then again there is no doubt that some form of price regulation is still in the air. If cotton had continued to climb the way it had been doing ever since last October this would have doubtless materialized before this. The reports from the crop area, while variable somewhat with the weather, are on the average good and show that a bumper crop should be harvested this year.

The situation in so far as all manufactured goods is concerned is directly opposite to this. There is no sign of prices coming down and from the spinners to the weavers a firm attitude of "take it or leave it" is noticeable. The fact is that while there is plenty of raw cotton there is not enough cotton yarn or cotton materials and it is consequently a seller's market. Such being the case spinners and weavers can hardly be blamed if they hang on to present prices until such time as they have exhausted the supplies of raws bought at top figures. It is possible that there will be a slight weakness

noticeable in cotton yarns and consequently cotton fabrics when the spinners are in a position to once more go out into the market and buy cotton, but it is thought the majority of them are loaded up for months ahead at the high prices. Shirt and overall manufacturers in Canada have only one story to tell. Cotton prices may be down, they say, but we are being asked continually higher prices for the cloths that we are having to purchase.

The general feeling in the trade, however, is that the break in the raw product will stave off many advances that would certainly have materialized if same had not taken place. One overall manufacturer told MEN'S WEAR REVIEW that he would not care to speculate on cotton cloths at the present time although he had just bought some and had to pay much higher prices than ever before. There is also a feeling in the manufacturing trade that there is too big a spread between raw cotton and most lines of manufactured cotton fab-



rics and that sooner or later some break is sure to come.

## WOOLS STEADY

**Little to Report in the Wool Situation—  
Fear Supplies From Great Britain  
of Worsted Tops Will be Further  
Restricted**

WOOL.—There is but little to report in the woolen situation. Prices having been fixed in the Boston market and prices of imported British and Australasian wools being automatically fixed by the wool commission there is not much room for fluctuation. Canadian wool is being clipped during the month and it is expected that the total clip will show a considerable increase over last year. It is thought more of this will be bought by the Canadian manufacturers this year than was the case last year when it was reckoned that 90 per cent. of the Canadian clip went to the United States.

There seems every reason to believe that the shortage of worsted tops will continue as these have to be brought almost entirely from Great Britain and the situation over there according to several of the wool men interviewed is chaotic and it is impossible to tell what the next move will be on the part of the authorities. Canada has had fairly generous allotments of Australian and New Zealand wools made to her and there is little doubt that the supply would be pretty well sufficient if there was any surety that it would all ever reach this country. Unfortunately there is still the shipping situation to be considered. There is talk of still further reducing to a very considerable extent movements of wool from Australian ports until the food stuffs that are stored there are transferred to Europe, where they are so badly needed.

Then again there is another rumor that says that practically all shipping will be removed from the Pacific in order to make good submarine ravages. There is therefore naturally a good deal of uncertainty as to just how much of the allotted wool will ever reach this country. In the face of this it would appear wise on the part of the Canadian manufacturers to try in so far as possible to retain the larger part of the Canadian clip in this country. To this end there was some pressure brought to bear upon the Government to have an embargo placed upon the export of all wools from this country but the stand was taken that this would be grossly unfair to the breeders who were building up sheep herds here at considerable difficulty.

Fine yarns such as are used in cashmere hosiery and fine grades of underwear are also still very scarce. In this connection one dealer pointed out the fact that the public very often lost sight of the large amount that went down in the ocean. One large mill recently lost two large shipments, and while the monetary loss is covered by insurance, the fact remains that the yarn itself, so badly needed, cannot be replaced.

## SILKS HIGHER

**Japanese Silk Advances About 20 Per  
Cent.—Silk Dyers Asking for About  
20 Per Cent. Wage  
Increase**

SILKS.—During the month the Japanese raw silk market developed a very strong tone and advances took place that equalled about 20 per cent. The higher grade raw silk, what is known as Double Extra Cracked Kansai, is now quoted \$7.40 as compared with \$6.65 a month ago. In consequence all silks are very firmly held on the New York market and advances have taken place in a great many lines. In addition to the increased price of the raw material manufacturing costs are continually on the jump and the latest is the demand of the silk dyers for a 20 per cent. increase in wages.

Some European neckwear silks are still coming through but only in the higher grades as the Italian and French weavers realize the impossibility of competing with the United States market on the lower priced lines, with all the cards so badly stacked against them as they are by present conditions.

Importation of silk from Japan remains as difficult as it has for a long time. Shipping space is extremely limited and the uncertainty is further agitated by continued reports of embargoes. Stocks on hand are not large and there are no wide varieties, as a result prices are firmly maintained.

## OVERALLS ADVANCED

**This Month Sees a Still Further Advance  
in Overalls—No Prospect That  
Lower Cotton Prices Will  
Cause Any Present Drop**

OVERALLS.—In spite of the fact that cotton suffered a decline of about 10c per pound inside of the last six weeks there has been no change in the situation in so far as overall materials are concerned. The trend there seems to be continually higher with nothing to expect but still higher prices. One of the larger manufacturers discussed the situation with MEN'S WEAR REVIEW, and stated that he was trying to buy denims just the other day and found prices had firmed up considerably even inside the past week. In fact he said that overalls based on the prices that he was asked at this time would have to bring about \$33 per dozen. At the recent convention of the National Convention of Garment Manufacturers held in Chicago, everyone there seemed to look for and expect still higher prices. In fact there is such a demand for denims owing to the huge demands of the United States Government that there is no likelihood of a drop in price in so long as the demand so markedly exceeds the supply.

Overall manufacturers have nearly all advanced their prices again during the month. The higher grade lines made on

what are called railroad patterns are now \$27 per dozen for immediate and anyone wishing to place for Fall delivery may do so at \$29 per dozen.

## HATS AND CAPS

**Fur Becoming Higher in Price All the  
Time—Straw Braids Limited in  
Supply Owing to Shipping  
Conditions on the Pacific**

HATS AND CAPS.—There is little to report in the hat situation this month except the old story of continually advancing prices. There is a great shortage of lines of imported British felt hats and the advances that have taken place in most of these will equal about 50 per cent. since January, when jobbers stocks were bought for the coming Fall season.

Straw season has now opened, and while there are plenty of Panamas and good imitations of same at comparatively reasonable prices, the stock of straw boaters in jobbers' hands is limited and prices are very firm. In this connection it is stated that there may be quite a famine in straw hats next year if the shipping conditions on the Pacific do not improve before then. Most of the straw braids used by Canadian and United States hat manufacturers come from China and Japan and shipping relations with these two countries are becoming more and more difficult and there is talk of still further reducing the tonnage available for use on the Pacific.

## WATERPROOF COLLARS

**Advance Expected in the Next Few Days  
—Linen Collars Steady—Prices  
Advanced in the United  
States**

COLLARS.—At the time of going to press the expected advance in waterproof collars has not materialized, but it is expected that same will take effect in a very few days, at least in so far as one or two of the lines are concerned. Just what this advance would amount to it was not possible to definitely learn, but it is thought that it would likely bring the better branded lines to around \$2.50 per dozen with the retail price at 30c.

Linen collars have held steady at the new price established a couple of months ago, although there have been advances in the United States, the price there having been brought into line with the price prevailing in Canada, namely \$1.60 per dozen. For the first time there has been no retail price suggested, largely owing to recent rulings from Washington prohibiting the fixing of resale prices.

## UNDERWEAR

**Some Mills Will Be Quoting Spring  
Prices Next Month—Business in  
Men's Heavy Lines Still  
Rather Limited**

UNDERWEAR.—There is but little to



report in the underwear situation this month as it is just between seasons. Next month it is expected that some of the mills will be approaching the jobbers with their prices for Spring. There is a good deal of speculation as to how these will compare with the figures prevailing to-day. There is no doubt whatever but that there will be increases, in so far as cashmere and fine woolen lines are concerned, with the possibility of but very limited ranges being shown and these only in restricted quantities.

In cotton goods some of the jobbers do not look for much advance over present mill prices, but nobody expects any decline even though raw cotton has dropped considerably. In so far as the

retailer is concerned it is pointed out that a year ago many jobbers still had some stocks on hand so that they were able to stave off a portion of the advance, but that this year they will have to sell at mill figures with a consequent advance in their prices to the retailer.

There is but little business being transacted in underwear at the present time, the demand for heavy lines of men's underwear for Fall not showing any signs of improvement. It is becoming thoroughly believed that retailers are pretty well stocked in these lines and that last winter did not move as much at the high prices prevailing as had been hoped.

basis. It is stated that the remuneration will be sufficiently generous to insure good wages to the slowest worker.

#### A BRIDEGROOM'S DUTIES

JUNE is at hand. Some of your customers may be among the list of June bridegrooms. They may ask you what their duties are on the auspicious day, how they should perform and so forth. Will you be able to tell them? Below we give the correct information. It is one of the little things well worth knowing.

Among the duties of the bridegroom are the following:

He first selects his best man, either an intimate friend or his brother, who acts as his "chief executive" in arranging all details. Together they choose the ushers, allowing the bride to select the majority.

He pays the fees for the marriage license, clergyman, sexton and the opening and lighting of the church. He provides the marriage ring, the bride's bouquet, the bouquets of the bridesmaids, and if he desires, the cravats and gloves for the best man and ushers. It is customary for him to give cuff links or scarf pins to his attendants as souvenirs. He furnishes the carriages for the ushers to and from the church, that in which he and the best man go to the church, and that in which he and the bride drive away after the ceremony.

If the best man comes from a distance, the groom acts as his host.

It is a habitual but not necessary custom to give a farewell bachelor's dinner a week or two before the wedding for the best man and ushers and his friends. On this occasion the souvenirs for the attendants are placed at the respective plates, and toasts are drunk, the host proposing her name.

#### "SEND CLOTHES, NOT CASH"

News From Russia and Roumania Shows Striking Condition of Famine in Wearing Apparel

A MONTREAL clothing manufacturer the other day told MEN'S WEAR REVIEW the fact that one of his friends has a brother in Russia who recently wrote: "We have plenty of money, it is being issued in great quantities by the Government, and we all spend it like water. Don't send us money, but if you can possibly do so send us clothes; we need them badly and can buy none."

Another man recently came from Europe. He found that in Roumania, too, the situation is bad. "If you can send them new clothing send it; if not, send them old clothing, for they have none, and none is to be bought in the country," he said.

This clothing maker stated that other European countries are in as serious a plight.

Jos. Hanna, men's furnishings, Ottawa, Ont., is now styled Hanna & Boushy.

Mac & Mac, men's furnishings, Regina, Sask., have sold out to A. I. Johnston.

## SAVING TRAVELERS' TIME

Statement Made That There is a Movement in This Direction—  
Increased Expense of Travelling Salesmen—Reduced  
Train Service a Factor.

Montreal, April 17, 1918.

Editor Men's Wear Review:

Dear Sir,—The war is making for us so rapidly to-day that we are overlooking many important changes that we are experiencing in a business sense.

The commercial man is a much happier man than he used to be. The reason is not far to seek.

In the past the buyers of both wholesale and retail concerns have been guilty—unconsciously perhaps—of keeping travellers hanging around before seeing their lines. Such treatment was naturally discouraging to the traveller. It brought unuttered swear words to the tip of his tongue (the knight-of-the-grip never so far forgets himself as to utter them) and it brought big beads of perspiration to his intellectual brow, to say nothing of the loss of time.

There is, however, a marked change in this respect to-day. The greatly changed conditions due to the increased cost of travelling, caused by increased hotel and railway rates, coupled with the reduction in train service have not been lost to the buyers. They realize more than ever the necessity of giving the road man immediate attention and the result is highly satisfying as more territory can be covered at a minimum cost.

To-day the traveller is helped to get the first train out, thus dispensing with the need of remaining over night. This applies more particularly in the smaller towns, where if one cannot get the noon train out, it means waiting one whole precious day for the noon train next day.

The fact that travelling expenses can be kept within reasonable limits by the aid of the new "hurry-up" system is bound to have its effect upon the price of merchandise because prices are necessarily calculated with the travelling expenses taken into account.

There is another important point partially responsible for these changed methods. The buyers, who in many cases

are the merchants themselves, have discovered that their failure to attend to a traveller is sometimes disastrous to them too. Their hesitancy and their delay has meant to them loss of time and money.

In this connection a good story is told. The buyer of an important western concern kept a traveller waiting for two days before deciding to buy. On the very morning that he had finally decided to place his order a telegram was received from the firm this traveller represented stating: "All orders taken from to-day are subjected to an increase of 15 per cent."

Whether such a message was really received or not cannot be vouched for by the writer, but the moral is there anyway.

On the whole the new conditions existing at the present time between buyers and travellers are decidedly encouraging and augur well for the future.

Yours very truly,

LOUIS S. DAVIS.

#### 2,000 BOYS AS FLAX PULLERS

AN announcement that appeared in the daily press a few days ago is of interest to the men's wear trade as it still further emphasizes the importance of the boys' business for the coming year, in view of the fact that so many of them will be working at high wages. The statement referred to was given out after a conference between representatives of the Canadian Flax Growers' Association and Dr. Riddell, superintendent of the Trades and Labor Branch. This conference resulted in arrangements being made by which big camps are to be established at central points where about two thousand boys under military age will be concentrated. Tents, cooking equipment, etc., will be provided by the department. These boys are to be engaged in flax pulling and payment will be made on an acreage



# WHY CLOTHING IS HIGHER

All Materials Advanced in Price, Some as Much as 300%—And Prices Still Rising—Overhead Expenses Also Greatly Increased

**I**N the following table are listed a few of the materials that go into a suit of clothes, giving their average cost before the war as compared with their average cost to-day.

Alpacas	.....\$0.35 yd.	\$0.65 yd.
Buttons	.....1.00 gross	1.35 gross
Canvas	......16 yd.	.52 yd.
Cotton back satin, 22"	......45 yd.	.72½ yd.
General cotton goods	Average advance from 150% to 300%.	
Hair cloth	......18½ yd.	.33½ yd.
Holland	......15 yd.	.50 yd.
Inside vest linings	......15 yd.	.40 yd.
Linen thread	.....2.00 lb.	3.10 lb.
Pant pocketings	......11 yd.	.28 yd.
Rubber	......72½ lb.	1.05 lb.
Sewing silk	.....6.33 lb.	11.33 lb.
Silesia	......08 yd.	.30 yd.
Silks	Average advance 60%	
Silk sleeve linings	.....1.15 yd.	1.90 yd.
Sleeve linings	......15 yd.	.42 yd.
Tapes	.....2.10 spool	4.50 spool
Wadding	.....6.50 bale	16.00 bale

Prices are still rising. Since this list went to press, pant pocketings have been quoted \$0.42! As there has been so much talk about the increased cost of woollens it is interesting to know just what these increases have been. The following figures are authentic:

The well-known American Woolen



A popular model from the wash suit range.

Company style D3192 that sold for fall, 1914, at \$1.12½, now sells for \$3.30. Style 9613/1 during the same period has advanced from \$1.05 to \$3.25. Standard Kersey, 28 ounce, that sold in 1914 for \$2.50 a yard, sold in 1917 for \$6. No prices have been quoted on this fabric so far this year. All the mills formerly making this cloth are now producing uniform fabrics. Standard clay worsteds that sold in 1914 for \$1.55 a yard, sold in January and February of this year for \$4.15. Serges that sold in 1914 for \$1.35 are selling to-day at \$3.50. Twelve-ounce Thibets that sold in 1914 for 55 cents sold in 1917 for \$2.50. No price quoted in 1918.

Even this does not exhaust the list of factors that have increased the cost of a suit of clothes. The increase in price of all foodstuffs and almost every necessity has made it necessary to pay higher wages, while income taxes, excess profit taxes and many other items have increased the overhead expense of doing business.

Since these shifting prices are absolutely beyond the control of any or all branches of the clothing business, the only thing to do is to adjust one's self and one's business to the change and remember that there is a bright silver lining to this particular cloud. This lies in the fact that everyone is busy these days and almost everyone has more money to spend for clothing than in any previous times.

## GARMENT MANUFACTURERS CON- VENE

"WAR SERVICE FIRST" was the key note of the nineteenth semi-annual convention of the National Association of Garment Manufacturers which was held at the Hotel La Salle, Chicago, U.S.A., May 15-17. Among the several hundred garment manufacturers that were present the following were noticed from Canada: Chas. Kitchen, of the Kitchen Overall and Shirt Co., Brantford, Ont.; J. A. Haugh, of the Haugh Manufacturing Co., Toronto; C. A. Graham, of the Great West Garment Manufacturing Co., Edmonton; C. Fell, of Hamilton Carhartt, Toronto; H. M. Levine of The Montreal Shirt and Overall Co., Montreal; Mr. Emery of the King Garment Co., Winnipeg; Mr. Corbett, of Hudsons-Parker, Toronto; P. S. Hardy, L. E. Charron, J. L. Amplement and P. Gagnon of Alphonse Racine Limited, Montreal.

Many interesting matters were discussed largely in connection with conditions that had arisen since the war. The Canadian manufacturers seem to have been impressed with the business-like way that the Washington Government has handled many of the problems that they have been forced to face. They have tried wherever possible to call



One of the double breasted models that have been receiving considerable attention.

practical men into the harness and where this has been done their advice has really been considered. For instance, a committee of three garment manufacturers that were asked to assist the Government in preparing certain garments drafted the patterns and had made in a model factory what was considered the perfect garment of the kind desired. From this garment 500 patterns were made and sent to the various manufacturers throughout the country who were tendering on same.

One of the developments that arose from this meeting was the formation of a Canadian branch of the association. It was felt that better results could be secured from such an association working in harmony with the larger organization across the line. The preliminaries were therefore gone through with and for this year H. M. Levine of the Montreal Shirt and Overall Company will be president, with Mr. Emery of the King Garment Co., Winnipeg, Man., as secretary. The first meeting of the new association will be held in Toronto in September.

THOMAS JACKSON, vice-president of the Jackson Mfg. Co., with head office at Clinton, Ont., died at his home in that town on Tuesday, May 7, after a more or less protracted illness, although he did not actually give up his work until shortly before the end.

Mr. Jackson travelled a lot for the firm of which he was a partner, and was personally known to a large number of men's wear dealers. In his home town he was known to every boy and girl as "Uncle Tom" Jackson owing to the method he had of mixing with the young people in their sports and entertainments.





# HATS *and* CAPS



## TRADE DEMANDING HIGH-GRADE HATS

Harder to Procure Than Cheaper Qualities—Old Price Limits Broken Never to be Reconstructed—Much Higher Prices in Sight in the Near Future—A Good Year to Discontinue Straw Hat Sales

“**T**HE trade is demanding the high priced hats, and these are the very ones of which it is hard at the present time to procure a stock.” The speaker was a Toronto jobber who has specialized on imported hats for years, a particular line of these in fact and has built up a large trade for a certain brand. These he finds almost impossible to procure at the present time,

and yet these very hats are what the trade demands although present prices put them in what might be called the luxury class.

### Price Limits Smashed

This seems to be the report from every source that MEN'S WEAR REVIEW could get in touch with. The trade is demanding the good article in hats as

well as everything else, and the cheaper grades are not selling nearly so freely. In fact there is such a change in the hat business as to make some of the old timers scratch their heads in astonishment. Dozens of men, who never paid more than \$2.50 for a hat in their lives are coming in and looking over the stocks and laying down from \$6 to \$10 without turning a hair. The old chains of price limitation that seemed for so many years to have restricted the hat business to a marked extent have apparently been laid aside, and it is doubtful if they will ever again be as strong a factor as many men are really appreciating for the first time the difference that exists in hat qualities, and hereafter a hat will not be just a hat, but will have to come up to certain specifications to satisfy.

### True of All Classes

A Toronto Yonge street hatter remarked how this tendency was embracing all classes of men. Not only the high-salaried men, but men known as the working class are also showing this same tendency and with the present price of labor it is possible for them to satisfy their desire for good quality goods. To many of them it is coming as a surprise to find that it actually pays them in dollars and cents as the hat of high grade gives them so much longer wear and looks so much better while it is being worn.

### Still Higher Prices

As to the future there is every reason to believe that still higher prices, much higher in fact, are to be in force when the lines are shown for next Spring. One jobber showed MEN'S WEAR REVIEW quotations that he had just received from a prominent hat manufacturer in England. To mention two lines will be sufficient to give a general idea of the situation. One of them was bought in January for Fall selling, at 87s., and three months' later in April the price asked was 125s., or an increase of nearly 50 per cent. Still another was up 27s. per dozen, and a cheaper grade showed an advance of 19s.



*R. J. Livinson's, of Montreal, have long made a prominent feature of their hat department. Such displays as this are continually used to draw in the passer by.*





*Silk Taffeta outing hat made in olive green and nigger brown—a Summer novelty shown by the Boston Cap Co.*

**Shortage of Skilled Help**

The labor situation in Great Britain is largely responsible for the latest increases although of course raw materials are also on the climb. The big question, however, is that of help. The new man-power bills are still further stripping industries not directly connected with war production of their skilled labor, and some manufacturers will go so far as to say that they will be compelled to close up if all men that are mentioned in the new bills are to be called up at once.

**Limited Fur Supplies**

The Canadian and United States manufacturers are suffering from still further restrictions in raw supplies. Shipping difficulties are largely responsible for these. Men, food, ammunition and supplies must be rushed across the Atlantic in increasing numbers and quantities to meet the demands that the German drive has caused. All else is subservient, and rightly so, to the main issue before the democratic nations in the year of our Lord, 1918, trade.

In consequence, many of the shipping companies have received instructions to refuse all business from Australian ports until the necessary supplies of wheat and wool will have been moved. The whole American hat industry thus finds itself in the peculiar position of having skins in Australia which are bought and ready for shipment, but which cannot be shipped.

The embargo on shipments from France of hatters' fur still holds, and the situation in England is such that, while no embargo exists, the factories there are so badly crippled for supplies that it is not reasonable to expect any help from them.

**Straw Hat Season Opens**

Inside the coming month the straw hat season will get in full swing. If men's wear dealers will remember the prices that are going to be asked for straw hats when they will be offered for Spring, 1919, there may be a tendency to forego the price-cutting sales that have in the past been such a source of dissatisfaction to all concerned.

**Good Year to Abolish Sales**

Surely if ever there was an opportune time to eradicate this evil it exists this very year. Everything that applies to

felts also applies to straws, in so far as prices are concerned. The biggest part of straw braids come from China and Japan, and shipping facilities are cutting the supplies down to such an extent that there will undoubtedly be a shortage, to say nothing of still higher prices. In the face of such conditions does it not seem the height of folly to start selling straw hats at cut prices when they will have to be replaced, if indeed they can be replaced at all, at figures that will run from \$4 to \$8 per dozen more?

**Big Panama Season Expected**

Straws and Panamas have been pretty well delivered for Spring, and as has been stated in these columns before, there is every reason to believe that the latter line in particular will have a big run. Men who desire to wear a Panama hat this year will most of them have the money to permit them to gratify their ideal, and the high prices that will prevail on straw boaters will also tend to drive trade towards the Panamas.

**DEPARTMENT FOR CUSTOM SHIRTS**

**A**S the wealth of the community increases there is more and more noticeable a demand for the better article. Where \$1 to \$1.25 was the average price that even well dressed men figured on paying for a shirt a few years ago, these same men are now paying from \$4 to \$6.

With this the demand for custom made shirts has increased, particularly in the larger cities.

**Special Room Used**

Max Beauvais, St. James St., Montreal, is one merchant who has paid special attention to this branch of his business. To lend distinction and originality to this department a space about 10 feet by 15 feet on the left-hand side of the store was partitioned off, making a small room so appointed as to appear a store within the store.

The accompanying sketch will convey a better idea than any written description could achieve of this nifty little department. Within is a table and chair, and on the walls glass enclosed cases containing samples of the various lines of shirting stocked. In this store from 200 to 300 patterns are carried and the

customer has plenty of scope to satisfy his taste.

**Selection Made in Privacy**

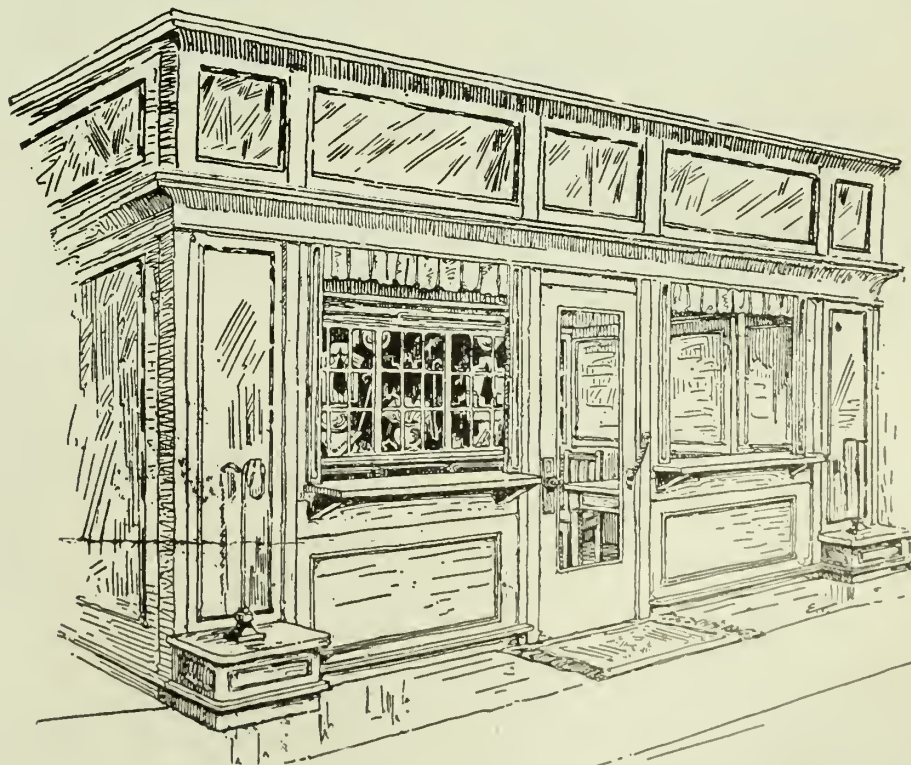
When a customer enters who wishes to select some shirts, and has decided that these shall be made to order he is shown to this room. There is no disturbance, no distraction. The choice is made promptly, quietly and conveniently. There is nothing in this room but custom shirtings and the customer's whole attention is concentrated upon this one line until the sale is made and the measurements have been taken.

**Believes Result Satisfactory**

Mr. Beauvais states that after a year's trial this department has justified its existence. While it may be possible to carry out this idea to the extent intimated in a large store, the idea of keeping this end of the business in some distinctive section of the store can be utilized by many merchants.

As stated before the space over this department has been utilized for the accounting end of the business, and the floor space is thus made to do double duty.

(Continued on page 48)







# KNITTED GOODS



## SOME SPRING PRICES NEXT MONTH

Knitting Mills at Sea as to Prices That Will be Necessary—Shortage of Cashmere Yarns Still Continues—No Drop in Cotton Yarns.

**A**NOTHER season is rapidly drawing around and some time during the coming month the majority of the knitting mills will be calling on the jobbing trade soliciting business for Spring, 1919. It is believed, however, that this will not be general. Some of the mills show an inclination to hold back for various reasons. As regards cashmere lines of hosiery and underwear made from similar yarns, there will be but little offered for early placing owing to the difficulty of getting yarns. As has been already announced in *MEN'S WEAR REVIEW*, several of the larger mills are not going to make delivery of cashmere lines of hosiery for Fall while others are cancelling and withdrawing a great many numbers. The yarn and woolen situation is so complex that even old-timers at the game claim they do not know where they are at and it is more and more difficult to ascertain whether there is hope for improvement in the situation in so far as the finer grades of "French-spun" yarns are concerned.

### No Drop in Cotton Yarns

Then, too, there is considerable difference of opinion as to how prices will open on cotton lines for Spring. So far there is no indication that spinners will reduce prices in accordance with the drop in the price of the raw market. The fact is, the demand for cotton yarns is so much greater than the supply that it is a seller's market and the spinners are naturally not anxious to sell yarns, made up from cotton contracted for at higher prices than now prevail, at a loss, when they can sell all they can spin regardless of price. If, however, the present price of raw cotton holds and it seems likely from present outlook that it will when these spinners are able to again go into the raw cotton market for supplies it is possible that slightly lower prices will prevail.

### All Other Costs Up

As against this all knitting concerns point to other increasing costs and while most of them will admit that the break in cotton may retard further advances, that would otherwise have been inevitable, all insist that any lower prices need not be looked for. As one man-

ager expressed himself to *MEN'S WEAR REVIEW*: "It is true that raw cotton has dropped about 10c per pound, but what difference does that make to me? I have still to get my yarns through the spinners and they are holding up prices on all numbers and in fact advances in some of the most wanted counts have actually taken place since the price of cotton tumbled. Added to this there are many other considerations. Cotton yarn is not the only thing that is going into my garments. There is also labor, and the labor situation is certainly not getting any easier. As the military demands are taking more and more of the skilled men from our plants we are forced to fill up with others often of inferior grade and even if we do not pay them more in actual weekly salary we can not get the production out of them, so their net cost to us is naturally greater."

The situation is such that it is very hard to get an accurate estimate of what changes new price lists will show when they come out next month. It seems certain, however, that higher, considerably higher, prices will be the rule in so far as cashmere and woolen lines are concerned, and while cotton goods may not show much advance there will certainly be no decline from figures prevailing to-day.

### Sell U. S. Government Orders

Canadian mills are many of them still working on United States military orders and it is stated that there are lots more of these obtainable for any mill that is in a position to take them on. One advantage of this class of business from the viewpoint of the manufacturer lies in the fact that yarns are always forthcoming to make up garments so ordered. The intention of the Washington Government to hurry all possible forces overseas during this Summer and to vastly increase the first contemplated army means that both in this country as well as in the United States military requirements will continue to be a big feature in the whole situation.

In the United States there would appear to be every possibility of a real hosiery famine as Government requirements are expected to necessitate employment of about 70 per cent. of the

knitting machines in the country. Retailers who have placed their Fall business in hosiery and underwear do not feel at all sure of getting same as in several instances the Government has been forced to take merchandise that had been intended for the retail trade. It is thought possible that there may be more cases of this kind as the season advances, and the Government finds that its wants are not being sufficiently taken care of.

Canadian jobbers still report only a limited demand for men's underwear and it is thought that retailers are fairly well stocked. To those who are not, jobbers point out that higher prices will certainly prevail once present stocks become depleted.

One hosiery manufacturer, speaking of the yarn situation, said many people overlooked the amount of yarns along with other stuff that is being sent to the bottom of the Atlantic by the enemy submarines. He stated that his mill had twice lost large shipments and it was almost impossible to replace goods thus lost although the actual monetary loss was taken care of by the insurance.

## SPECIAL DEPARTMENT FOR CUSTOM SHIRTS

(Continued from page 47.)

Mr. Beauvais does not, of course, neglect his other shirt trade which is a very large end of his business, but believes that keeping the custom made line separate from the regular lines helps both departments and adds distinction to the store generally.

The class of customers who usually buy custom made shirts appreciate the little extra attention that they receive.

Speaking of the extent to which this business has developed, Mr. Beauvais stated that they make up shirts to order from \$3 to \$18 each. The materials mostly asked for are wool taffetas, with or without silk stripes, peau-de-soie, peau-de-crepe, wool crepes, crepe-de-Chines, zephyrs and fancy brocades, and that the range may be complete the utility Oxfords are well represented.



# BRUSH STROKE FORMATION IN CARDWRITING

Each and Every Stroke Completed With One Sweep of Brush—Very Readable Series  
by Reason of Clearness—Plenty of Background Shown Between Letters

By Robt. T. D. Edwards



*Styles of Window Cards that may be designed from Type of Letter described in this article.*

TORONTO is one of the best, if not the best, city in Canada for good showcards. By good show cards we mean good in every department: good in layout, good in color scheme and good in letter formation. Besides all these we may add originality in design. But don't think for a moment that we wish to give the impression that Toronto is the only place that has good show cards. Other large cities turn out excellent work, but on the whole Toronto has an exceptionally good showing of well executed show cards.

The part that impresses one most is the excellent styles and originality of formation of the lettering. This original lettering has been a great feature in the last year and gives a certain zest to the show cards which other features cannot.

It is along this line of original lettering that we are conducting the present series of show card articles. It has been our endeavor to pick out certain good types used by various cardwriters and explain their formation, step by step, right to the last stage of using them on a completed show card.

This is the third lesson in this series. The first published was a heavy stroke letter with all ends of the letters finished round, instead of square, as is usual. The shading, in various styles both for high-lighting and for use behind the letters, was shown. This type is used by various cardwriters and makes a very effective card when completed in good color combinations. The second alphabet of this series was shown last month and was of brush stroke formation made with a small brush. The strokes were somewhat narrower than this month's alphabet. This

was an excellent type because it was original in formation and could be easily read. This type is being used at present by various cardwriters.

The type we are showing this month is something that has never been shown in this magazine and should be a valuable addition to the cardwriters who follow these lessons.

As usual it is our endeavor to show as practical a letter formation as possible and whenever we can it is of brush stroke formation. And so it is with this month's alphabet. It is entirely a brush stroke alphabet. That is, each and every stroke is completed with one stroke of the brush, a second stroke not being necessary, and one must practise the work with that in view. Double stroke work is too slow and not as clean-cut as that narrow, single stroke letter.

You will notice how readable these letters are. The reason for this is because of the narrow strokes which show plenty of the background between them. This makes the letter stand out in greater relief than if a heavier letter were used.

There are different features which are embodied in this alphabet which is not found in others. One of these is that all upright strokes are straight. This rule applies to all usually curved letters, such as the "O," "C," "S," etc. These features you will note by a study of the chart. This is a big feature, especially for the beginner, because there is one thing he knows for sure, that all upright strokes are straight strokes and once he or she gets that thoroughly in mind a great deal has been accomplished. In Fig. 1 on the lower line this feature has been brought



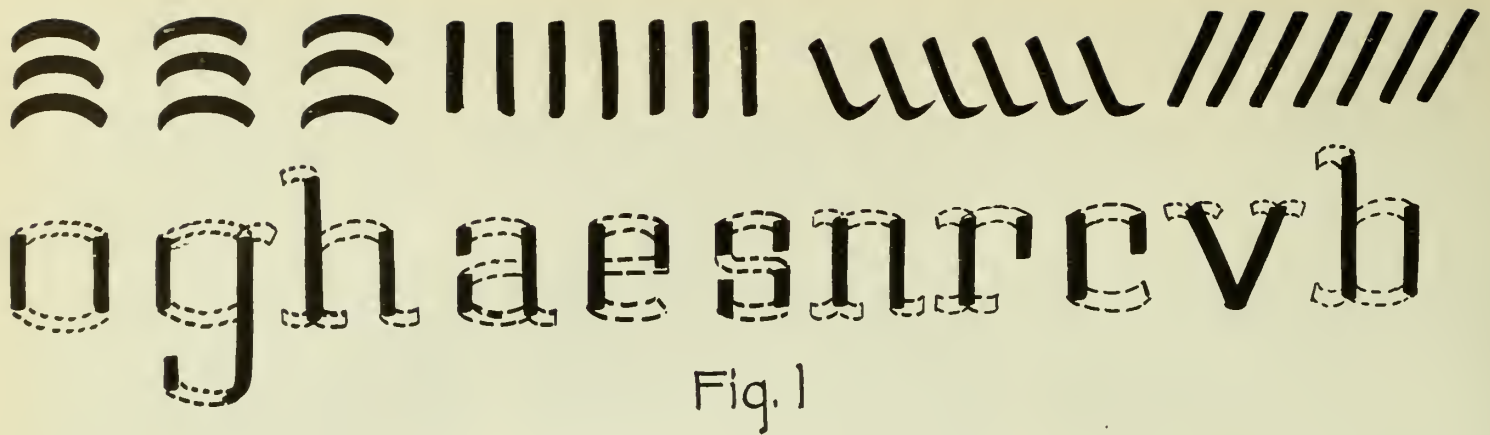


Fig. 1

out strongly. Here are a great many lower case letters all showing the first strokes of the letters to be made and they are the down stroke and they all are straight.

Now, the second feature of this alphabet is another one which will also make the forming of this alphabet very much easier than many others we have had to make, namely, all cross strokes are curved. Now just take a good look over the chart and see if this is not the case. "All cross strokes are curved." Get that in mind and that with the other feature will give the entire formation of this alphabet. Now close examination should be made of each letter before starting to work, then practise it. And when you have perfected it, practise the next one and so on all the way through. The farther you go the easier each letter will become and the more graceful you will be able to make each letter.

You will notice that every stroke is numbered and all down strokes are the first ones to be made. When you make them first you get the proper width of the letter and all that remains is to fill in with the curved cross strokes and the curved spurs.

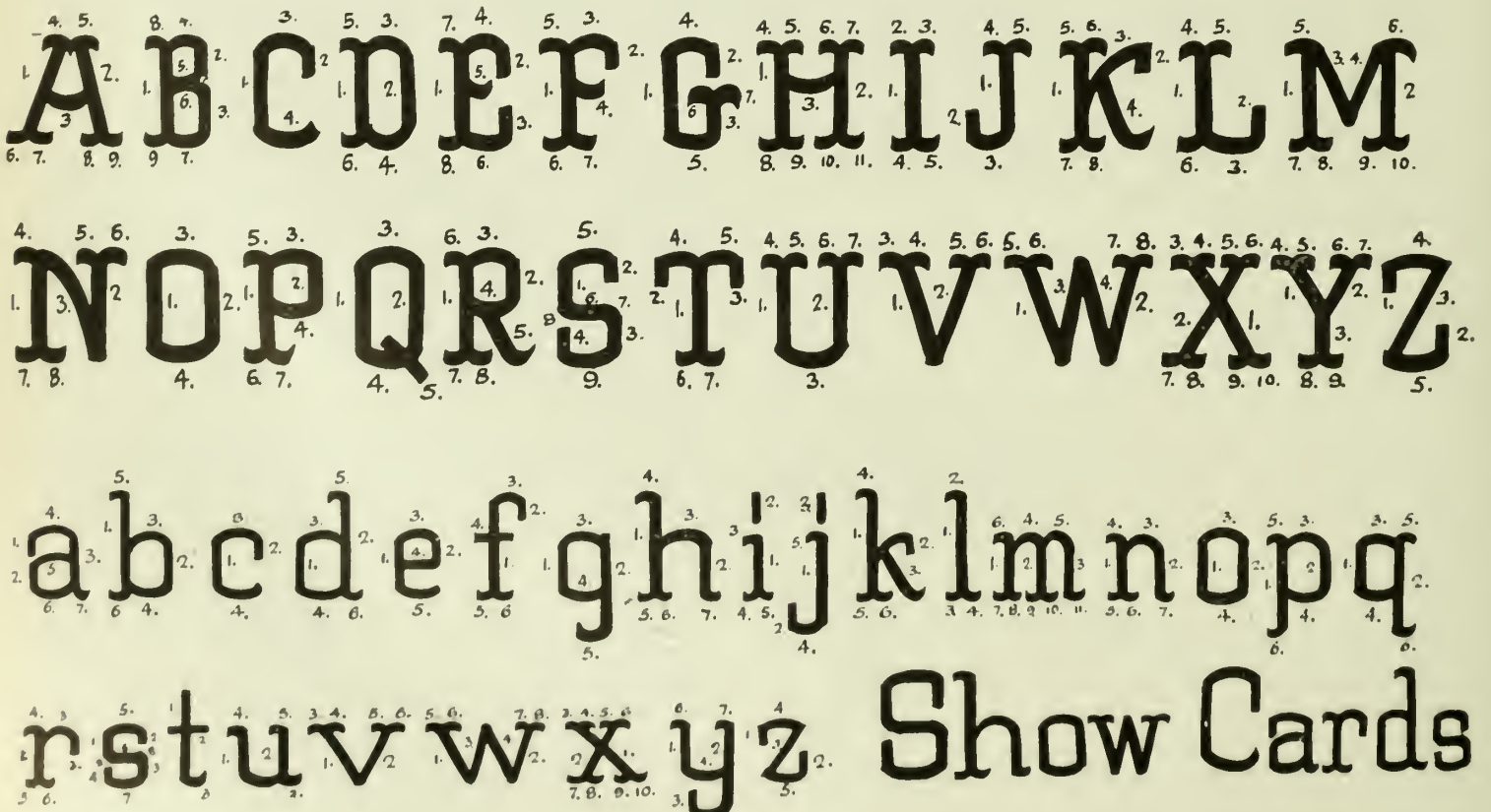
The spurs constitute another feature of this alphabet which gives it an individual appearance.

In order to make this letter formation successfully, one of the main things is to see that you have the proper

brushes. And when you have them see that they are in the proper shape for doing this style of stroke work. This has been repeated many times, but this only goes to show the importance we attach to it. The brush is of red sable with round nickel-plated or copper ferrule. They are called red sable writers and all the hair in them should be the same length to ensure getting good, clean ends at the beginning and finish of the strokes. You must keep the brushes flat at all times whether in use or not. It is this flat chisel point that gives you the width of the stroke and enables you to make a brush stroke letter instead of an outline one.

Then there is your show card color—another important factor to good show cardwriting. First of all it must be water color, which can be bought at art stores, made by reliable color firms and is very satisfactory, indeed. This is advisable for cardwriters who can get it and who are only using a limited quantity. If you are in a position where this cannot be obtained, a good, dull black show card color can be mixed, using lamp black and water with a small quantity of wood alcohol in it to cut the lumps. Add a small quantity of diluted gum arabic or a good mucilage, just enough to keep it from rubbing off after it is dry on the card.

If you wish other colors these can be obtained from



Show Cards

Charts Show Method of Procedure in Making Various Strokes of Letters



paint dealers by asking for distemper colors in glass jars. These are already ground in water but you will find they need to be thinned down. They also need to be sized with diluted mucilage or gum arabic.

Fig. 1 shows a good method to start practising this alphabet. Pick out various strokes throughout the chart and practise them until each can be made fluently and without reference to the chart.

The lower line shows the first strokes of the letters to make. All down strokes are to be made first. From these you get the width of your letter; then you can add the cross strokes and spurs. None of the ends of these letters, either on the finished cards or on the chart, have been finished with a cross stroke. The square ends of the brush do this work.

In order that the brush keep this flat point, work the color into it on a piece of scrap cardboard. This will give it a chisel point all ready for lettering. After the brushes are washed out thoroughly in clean water draw lightly between the thumb and forefinger. This will keep it in the proper working shape ready for use.

It is not advisable to use any fancy designs or floral decorations with a type like this as it is more or less of a fancy nature in itself and you are liable to overdo it to add anything else of a fancy nature.

This type lends itself beautifully to shading, as these completed cards show. The shadow makes the letters stand out in relief from the background.

A great many color schemes can be worked by using a colored or tinted cardboard. For instance, use a cream card with black letter and a light brown shadow or a cream card, dark brown letters and a light brown shade. Pale blue card, black letters with a medium blue for a shade. Gold makes a nice shade for any of these combinations.

A grey card with a black or dark blue letter shaded with white makes a good card.

Many other light tones of cardboard can be worked up in this manner. If you make the letter black and the shadow the same color as the cardboard, only about two shades darker, you won't go far astray.

## CONSERVING MAN POWER— THE QUESTION OF THE DAY

War Has Created A Scarcity of  
Trained Employees — Situation  
Can Be Relieved by Elimina-  
tion of Unnecessary  
Efforts

**F**ROM the present outlook the greatest need of the retail merchant is store equipment that will enable the store's staff to perform its duties with a minimum amount of effort.

The cancelling of all exemptions means that more and more of the clerks in all retail business will have to don the khaki and the work will have to be taken on by men and women who perhaps are not physically equipped for the average work of a retail salesman.

The complaint has already come from all parts of the country that competent store help is almost impossible to secure. Increases in salary, unusual provisions for the comfort and welfare of the employees and strenuous efforts in other directions have failed to attract competent people into store service.

No improvement can be reasonably expected in the future.

The war will make further inroads on the employees of both sexes now engaged in store service, and yet if the experience of other war making countries and even of Canada can be taken as a precedent the increased business will create a demand for more employees than are now available.

### More Selling From Fewer Hands Necessary

The problem confronting the merchant will be to furnish more units of labor than can be found and at the same time to satisfy the demands of the war for men, for to win the war the Allied Armies must have men.

The same problem has confronted other industries.

In agriculture the tractor, the reaper, the binder and the thrasher were devised as a solution.

In construction the steam shovel, the concrete mixer and other inventions were

put forth and in all lines of manufacturing this same need has resulted in wonderful results in the way of new labor saving devices.

In retail merchandising a similar solution will be necessary, although the personal element must of necessity enter into each transaction. It is obvious that the efforts of each employee must count for more. In a given space of time more customers must be waited on and more transactions in every branch of service must be completed. This can only be done by the use of equipment which will save the steps of the employees and that will enable more labor to be done without fatigue.

Every piece of equipment to expedite the handling of merchandise should be installed; wasted seconds and minutes must be eliminated. Machinery must take the place to a certain extent of the human worker and when we say machinery we mean not only machinery which is operated by power, such forms of equipment for quick handing of cash, for deliveries, for computing sales etc., but also the forms and styles of shelving, counters and show cases for storing and displaying goods without the aid of human hands and for quickly handing to the customer the goods that are desired.

### Latest Equipment Saves Labor

Producers of modern store equipment have been in advance of the needs of the average merchant and have done much to help in this pressing emergency.

The advance in this field has been wonderful and Canadian store fixture makers have been in the van in producing labor saving devices. A bugbear of the clothing trade has been the handling of heavy suits and coats, it being a maxim of that trade that women could not handle such a stock, but the revolving wardrobe has changed the whole aspect of the situation. It places any stock of clothing almost in the customers' hands and saves hours of wasted time.

The unit system of department store fixtures has entirely changed departmental merchandising, as these ingenious

units almost automatically sort the stock and place sizes and colors at the finger tips of the customer or inexperienced sales person.

Every branch of retail business can now be equipped with fixtures that reduce waste of time, condense stock and enable larger business to be accomplished with reduced staffs.

The problem of all merchants is practically the same, and wisdom demands that man power be conserved if prosperity is to continue, as only by conserving man power can the war be ended, and without a victorious ending there will be no future Canadian prosperity. If one man can be released for service by installing proper equipment it is the duty of the merchant to release that man.

In other phases of national life some duties have been inadequately met and we are suffering in consequence.

The need for preparedness in equipment is imperative and the prudent and farsighted merchant will recognize the condition and take the necessary measures to aid the country in its hour of need.

### WOMEN ON ELEVATORS

There are now fourteen women elevator operators at Lord & Taylor, New York, and, according to an official of the store, women have proved very satisfactory in these positions. It is not the intention to replace all the men operators with women, but it was said at the store that, outside of a few of the best men, the cars would soon be run by women. This change was first made about two months ago, and was entirely an experiment, three women being employed at the start, then this increased to five, and recently the number has grown until now there are fourteen women in gray and white costume on the elevators. Anticipating the effect of the next draft is the direct cause of the store increasing this force of women for elevator service.



# INTERESTING ORIGINS OF SOME WELL KNOWN TRADE MARKS

Some Old Trade Marks Considered Very Valuable—One Firm Values Their Trade Marks Above Their Patents—In Some Cases Trade Marks Better Known Than Firm's Name.

**T**HE article appearing in this issue dealing with the value of the trade mark and showing how and where it is sometimes infringed upon by unscrupulous parties led to a consideration of the trade-mark and the reason why certain manufacturers adopted the mark that they have. **MEN'S WEAR REVIEW** took the trouble to find out from a number of manufacturers of men's wear lines just where these names, insignias, or catch words, originated and the result makes very interesting reading.

**COLLEGE BRAND CLOTHES.**—This firm when they began business a little over ten years ago adopted as their trade mark a college pennant with the words "College Brand" in red and the words "trade mark registered; clothes for young men and men you know," in black.

**CANADIAN CONSOLIDATED RUBBER CO., LTD.**—The trade mark of this firm is a well-known one and one that has been largely advertised. The oval with the word "Dominion" across the centre and the Canadian beaver above; the name of the company and associated companies around the outer edge form a neat, and at the same time appropriate design for a firm with such large "made in Canada" interests. It is used on all their best products, including rainproof garments, rubbers, etc.

**JOHN W. PECK & CO.**—This firm are proprietors of several well known trade marks in connection with the different departments of their business. "Fit-Rite" denotes their high class men's tailored clothes, and the word "Pecks" with the disk behind it, is to be found on all their shirt boxes. The made-to-measure department have another label with the words "Pecks' made-to-measure Tailoring" attached to the pocket. Their caps are marked with a shield and the name "Pecks" across it. The most familiar of their trade marks is probably the black background with the white lettering "Pecks" run across it at an angle of forty-five degrees, which is placed on all their ready-to-wear clothing.

**SAMUEL WENER & CO.** are proprietors of the well-known "Tru-Fit" brand, the word "Tru-Fit" appearing within an oval. This brand has been registered ever since this firm commenced business about ten years ago.

**SEMI-READY Co.**—This well-known trade mark is represented by a shield showing a coat in the stage of manufacture, and on either side are the British lion and the American eagle.

**CAMPBELL MANUFACTURING CO.**—The words "Campbell's Clothing" rep-

resents the trade mark of this firm. It is sewn on the inside of the pockets of all their best grade clothing.

**TOOKE BROS., LIMITED.**—This firm is well known by its trade mark "Tooke's." This is a reproduction of Mr. Tooke's own signature. He adopted this when the firm was established nearly fifty years ago.

**THE FREEDMAN CO.**—This firm adopted in 1906 when starting in business the trade mark of "New Era Quality Clothing." The method with which this is worked out is shown in the accompanying cut.

**M. MARKUS & SONS.**—This firm, who styled themselves "The Button and Trimming House of Canada," have a trade mark representing a lion and an eagle, together with the monogram "M. M." This was adopted when the house was established thirty years ago.

**WEAR BEST CLOTHING CO.**—This firm, which manufactures clothing for young men and boys, have a trade mark with the words "Wear Best" on either side of a shield accompanied by an illustration of a coat.

**L. GNAEDINGER, SON & CO.**—Some years ago this firm adopted the trade mark of a moose head for their line of well known hats. This is the story. This firm, as is generally known, has for many years been prominent in the fur business, and the suggestion which culminated in the adoption of the "Monarch" brand came through the fur end of their business. One morning a boy walked into their warehouse carrying a moose head which he wished to sell. One of the principals of the business purchased the head and had it mounted. From that time on, as better moose heads were procurable, they were acquired by the house of Gnaedinger until the showroom contained many mounted heads. Then one day, some thirty odd years ago, one of the partners suggested adopting and registering at Ottawa the head of a moose as their trade mark. The head was used alone for some time until it was decided to use the term, "The Monarch" in conjunction with it—the moose being the recognized monarch of the Canadian forest. The idea of also adding the picture of our reigning sovereign in connection with the "Monarch" brand had its inception at the time of the coronation of King Edward VII. The interest and excitement occasioned by this event is still fresh in the memory of most of us. The idea brought out by the use of the picture of the king in connection with the "Monarch" brand is of course that, as the king is monarch of the Empire, so is the moose monarch of the forest.

**COOK BROS. & ALLEN.**—The trade mark adopted by this firm, that of "Art Clothes," is one of those designs that did not grow like Topsy, but which was developed to emphasize an idea behind the goods—in this case the idea of artistic designs and thorough workmanship. W. K. Cook conceived the general idea of the trade mark, but had it developed by an artist whose efforts were rejected time and time again, until finally the design, which since has become so well known, was adopted.

**FASHION CRAFT.**—Of this well known trade mark the company writes. "In 1905 we offered a prize for the most suitable clothing trade mark offered, and we had many suggestions, but few were appropriate. Out of the few, 'Fashion-Craft' was submitted by Max Beauvais, of Max Beauvais, Limited, and we need not say that he received the prize."

**SOCIETY BRAND CLOTHES.**—By way of explanation as to how "Society Brand" clothes' trade mark had its inception, the advertising manager writes: "The style of these clothes is generally recognized as the standard fashion for men of social rank and position, hence the name Society Brand. In most of our advertising we dwell upon the style of our merchandise as a particularly strong characteristic of them."

**WALTER BLUE & CO.**—The trade mark, "Art-Kraft Clothes for Men" was adopted by this firm about twelve years ago, and the line of clothing was put on the market under this brand with the idea of giving the merchants to whom the line was being confined a branded line of clothing to advertise.

**W. E. SANFORD MFG. CO.**—This firm decided on its registered brand, "Sovereign Brand," only after considerable discussion. It was thought to contain all the ideas of leadership and quality which it was desired to express.

**E. G. HACHBORN & CO.**—This firm adopted their trade mark of "Style-Craft" in order that it might designate the two features so requisite in high-grade clothing, namely, fine design and honest, skilful workmanship.

**RANDALL & JOHNSTON.**—The well-known trade mark, "Broadway Clothes" used by this firm was bought by them some years ago from their predecessors in the business along with all the other assets.

**THE JACKSON MFG. CO.**—Writing of their well-known brand, "Lion Brand Clothing," Mr. Jackson recently said: "When we commenced business some years ago we were firmly impressed with the idea that a trade mark was one of the essential things to start out on, and



during this length of time we have advertised our "Lion Brand" clothing from coast to coast. The lion stands for strength, which is necessary in boys' clothing, and we find this trade mark to be one of our best assets."

**THE C. TURNBULL CO.**—Much curiosity has been expressed over the origin of the "Ceetee" brand adopted by this firm in connection with their high grade underwear. This, as explained to MEN'S WEAR REVIEW by Charles Turnbull grew out of his initials, "C. T." It was impossible to protect a simple name like Turnbull as any other party of that name would have the right to manufacture under it.

**AVON HOSIERY, LIMITED.**—For a firm located at Stratford the brand name "Avon" is eminently fitting. At once it recalls the "Bard of Avon," and Stratford-on-Avon, the latter of which the firm states suggested the name.

**THE WILLIAMS-TROW COMPANY.**—This firm writes MEN'S WEAR REVIEW as follows, explaining their well known trade mark of "Bentro." "Our trade mark 'Bentro' is derived from the first and the last names of the principals in our business. Mr. Williams' first name is Ben and he is always so known. We find that the trade mark is taking very well, the company being more usually known as the "Bentro-Knit" than by the longer title of the Williams-Trow Company."

**WILLIAMS, GREENE & ROME CO.**—The initials in red, "W. G. & R." are known from coast to coast as the trade mark of this firm. In fact they are usually called the W. G. & R. people instead of by their whole name.

**PARSON & PARSONS CANADIAN COMPANY.**—Telling how they came to adopt their trade-marked name, "KANT-KRACK" for their collars this firm tells an interesting story: "One day a laborer in the employ of the company came to Mr. Baldwin, now in charge of the Canadian end of the business and asked him if he could not mend his coated fabric waterproof collar—it having cracked on one edge. Mr. Baldwin looked the collar over and put on a reinforcement which had the desired result. Soon it was seen that the mend was well-nigh perfect, and talking the matter over, the three Parsons and Mr. Baldwin discussed the good points of the idea. "Why, it can't crack," said one of them, and the name "KANT-KRACK" was then and there adopted to designate in part the good features of this collar."

**THE MONARCH KNITTING CO.**—Writing about their trade mark "Monarch-Knit," this firm has the following to say: "While we started in a very humble way, our ambition was to make our line a leader in its class. We do not think that a more suitable name could have been chosen. We had at that time to face very heavy German competition, and in spite of this it is needless to reiterate the position that "Monarch Brand" knitted goods hold to-day.

**MERCURY MILLS, LIMITED.**—The

firm founded their trade mark "Mercury" from Roman mythology. Mercury (Mercurius) was the god of merchandise and merchants, later identified with the Greek god, "Hermes." Thus Mercury became the god of buying and selling in general. "We were influenced in adopting this trade mark as it seemed to us that it would be a very easy one for the public to grasp and remember," says one of the members of this firm.

**THE ZIMMERMAN MANUFACTURING COMPANY.**—The word "Zimmer-knit" was adopted by this firm because it combined the words Zimmerman and knitting in a very readable manner. It was copyrighted in 1907 and the firm has tried to only use it on merchandise of the highest grades.

**DOMINION SUSPENDER COMPANY.**—The word "President" adopted by this firm as the trade mark for one of their lines of suspenders is considered one of the most valuable trade marks in the business. It is registered both in Canada and the United States. It was first taken out by H. G. Macwilliam and sold to the Niagara Falls Co. many years ago. This firm also controls the trade mark "Paris" as applied to garters, and this also is one that is used in both countries, and the advertising in both countries help the sales in either. The company writes MEN'S WEAR REVIEW the following interesting matter: "It might be interesting to you to know that we value trade marks higher than we do patents. Any manufacturer who can manufacture a good line of goods, and coin or make a good trade mark, advertising it well, can make same very successful.

**HARRY A. WOLFE CO.**—Of its trade mark this company writes as follows: "The wolf at the top of the trade mark represents the name of the president of our company. It's firm appearance is indicative of the character of challenging competition carried on by this firm. The 'M. I. C.' are initials of the popular slogan, 'Made in Canada,' and the words 'none better' are in themselves explanatory."

**CLUETT PEABODY COMPANY.**—This firm has several well known trade marks of which the word "Arrow" as applied to their collars is probably the best known. It is also used in connection with many of their lines of shirts. The word "Cluett" is also used on some of the shirts. These trade marks are nearly forty years old and are considered very valuable assets by the company.

**PERRIN FRERES & CIE.**—This firm has a well-known trade mark in the figure of a goat on the dome of the glove. Other lines are branded with the name Perrin across the dome and different grades of their gloves are indicated in this manner.

**THE MILLER MANUFACTURING CO.**—This firm, which specializes on men's cotton clothing and similar lines, has a trade mark consisting of a small square with the name Miller prominently written across it and the words

"Ahead of All" across the top. In speaking of this trade-mark the firm say that "This trade-mark tells you it is a Miller and therefore a winner."

**KITCHEN OVERALL AND SHIRT CO.**—The trade-mark of this firm is well known, appearing on all their overalls and shirts. It consists of a double circle with the words "Railroad Signal" worked around it. Inside the inner circle a small cut of a railroad semaphore appears.

**HAMILTON CARHARTT COTTON MILLS LIMITED.**—The trade-mark which appears upon this firm's products is also well known, being the representation of a railroad car across a heart. The name of Mr. Carhartt, the founder of the firm, naturally suggested the idea and it was the more particularly appropriate as the line of goods that this firm specializes upon are particularly for railroad men.

**THE HOUSE OF HOBBERLIN LIMITED.**—At the present time this tailoring firm has two trade-marks in use. The older one was always printed in three colors and depicted a manikin dressed in the style of a couple of hundred years ago. Lately, however, this firm has felt that this was hardly the trade-mark most appropriate to their business and a new one is being introduced showing an old style tailor at the cutting board. This will be printed in green and black. Gradually it is intended to replace the other older trade-mark with this new one.

**COPPLEY, NOYES & RANDALL.**—The trade-mark adopted by this firm on their high-grade clothing needs but little comment as the words speak for themselves. Starting out with the intention of making clothing that was proper in every way, the words "Proper Clothing" seemed to the members of this firm particularly appropriate.

**ALPHONSE RACINE, LIMITED.**—Several outstanding, distinctive trade-marks and registered brand names are used by Alphonse Racine, Limited, Montreal, to identify goods manufactured by them. Among the registered trade names are included "Racine," "Hero," and "Strand," all applying to shirts made by this firm.

"Racine."—This is the brand name adopted to identify the working shirts, and it was chosen because it was felt by the house of Racine that as working men's wearables are a very important factor in the men's trade, and an immense business was being done in Racines "Lifesaver" Overalls at the time the working shirts were first being shown to the trade, that the name of the working shirt should be such that it would be associated with the popular overalls, and thus prove a splendid introduction. And further, as it was felt certain by the company that an enormous business would be done in these working shirts, because of the value that was being put into them, it was thought consistent to use the name of the house on a line which gave promise, even at that time, of growing to its present importance.



"Hero."—This brand name was decided upon for the fine shirts of Racine manufacture in a rather interesting way. Mr. D. R. Campbell, the advertising manager, was attracted, while in Louisville, Ky., by a sign reading "Hero Shoes," and upon investigation found that the proprietor of the store was a Mr. Hero, and that he carried a range of high-grade shoes. Mr. Campbell decided that "Hero" was a good name for a good shirt, and further remarked, when interviewed on the subject by MEN'S WEAR REVIEW, that "A man feels like a hero, when he puts on a new 'Hero' shirt and expands his chest to its full capacity."

"Strand."—The brand name adopted for "Chemises de luxe," the shirts which this firm turns out for the very high-class trade, was suggested because of the Strand in London, this street being the location of the smartest and highest class men's wear stores in the world.

DENT, ALLCROFT CO., MONTREAL, are well known by their trade mark, the letter "D" in the eclipse on the dome of their gloves. This trade mark has been in existence for over two hundred years in connection with their house in Great Britain, etc.

GILLETTE SAFETY RAZOR CO. OF CANADA, LTD.—Perhaps no trade mark is so well known or so well advertised as that of the Gillette Safety Razor Co. Their Diamond trade mark with the word Gillette with an arrow through it has appeared on all the advertising of this enterprising firm for many years.

A. E. SMALL & CO.—These people were the pioneers in Canada to introduce the registered trade-mark attached to the pocket of clothing, which has since become so popular. Their brand, the word "Fit-Re'orm," with wreath of maple leaf so familiar to the trade, has been in existence in the neighborhood of a quarter of a century.

ACME GLOVE WORKS, LTD.—A familiar trade mark to the men's wear trade in all parts of Canada and Newfoundland is the word "Acme" with the arrow running through it. This trade mark came into being about twelve years ago, before the Acme Glove Works, Ltd., of Montreal, was incorporated into a joint-stock company and while the business was conducted as a partnership. The trade mark was decided upon because of its attractiveness and utility, and because the word "Acme" was expressive of the quality and workmanship which the partners were determined to put into their goods. Upon the firm being incorporated into a joint-stock company in 1913 the trade mark was registered at Ottawa. The registration covering its use on gloves, mitts, moccasins, sheep boots, sheep-lined coats, Larrigans, sweaters, lumbermen's socks, shirts, overalls, etc., all of these lines being manufactured by the company.

HUDSON'S BAY KNITTING CO.—A red diamond bearing on its face in white letters the initials "H. B. K." form the trade mark of the Hudson Bay

Knitting Co., Ltd., of Montreal. The initials are, of course, simply those of the company. This trade mark is a familiar one to the trade, having been used since the founding of the company some thirty years ago. It is found on all the varieties of gloves made by the company, also upon their boxes, etc.

VINEBERG PANTS CO.—The origin of the trade mark and slogan of the Vineberg Pants Co., of Montreal, the trade mark being a man's legs, wearing a pair of trousers, one leg elevated in the air, and the slogan, "The popular brand trousers, made to fit, and fit to wear," was quite interesting. Mr. Vine-

berg, the proprietor of the company, spent several weeks endeavoring to plan a distinctive trade mark and slogan, but finding himself unable to reach a solution of his problem he enlisted the services of his son, at that time a school boy of but twelve years of age. Mr. Vineberg of course promised his boy a much-desired reward should he succeed in planning out a suitable trade mark and slogan. Within a few days the boy was successful and submitted the present trade mark and slogan for the approval of his father. These were immediately adopted and later on registered at Ottawa.

## CARE OF SILK SHIRTS

Some Pointers That Retailers Could Profitably Pass on to Their Customers—Pure Silk Materials Should Not Shrink—How to Keep Colors From Fading.

**S**HIRT manufacturers claim that but few retailers take the trouble to explain to their customers the best methods for washing silk shirts in order that the colors and general life of the shirt may be retained as long as possible. In these days, when it is estimated that about 90 per cent. of the shirts that are being sold have soft cuffs, a large number of same are being laundered in the homes of the wearers. The men's wear dealers who can pass along a few points on the method of doing this most satisfactorily will make many a friend.

### Pure Silk Unshrinkable

One of the first things that should be understood is that pure silk shirts will not shrink. In consequence these are usually made a little smaller in the body than the same sizes in percales. On the other hand fibre silk will shrink as much as 2½ inches in a width of 32 inches. As a result the shirt maker that knows his business will allow for this and put that much extra size into the shirt.

Great trouble, makers state, sometimes arise when unions are used as it is very hard, impossible in fact, to tell whether these are going to shrink or not unless a sample is actually tried out. The method usually adopted is to test such a sample carefully and after it has been clearly proven what this particular cloth will do it is comparatively easy to cut accordingly.

Another trouble that the retailer often has to face is a complaint about a high-priced silk shirt fading in the wash. Here again, very often, the trouble lies with the party doing the laundry. One-half of the life of silk colors is in the washing. One manufacturer expresses himself thus.

"To wash a silk shirt, successfully, follow the following instructions: The first time colors are laundered they should be put in cool water and washed with a lather of Ivory or similar soap. No soap should be rubbed on the gar-

ment and at no time should even warm water be used. A handful of salt or a good dash of vinegar in the water may keep the high colored dyes from running. Silk should be allowed to get thoroughly dry before ironing. Then it may be dampened again and ironed immediately with a moderately hot iron."

Another feature well worth noting is the necessity of washing all starch out of a garment if it is to be stored for any length of time as the starch will eventually rot the fabric to a greater or lesser extent.

## CLASSIFIED ADVERTISING

### FOR SALE.

**HAT AND CAP BUSINESS, PROMINENT** thoroughfare, Toronto; new stock and fixtures, also attractive stand. This is an excellent opening for progressive young man with from two to three thousand cash or smaller amount if arrangements are satisfactory. Box 165, Men's Wear Review.

### FOR RENT

**SPACIOUS STORE VACANT RIGHT ON** Market, Hamilton, one block west James, half block north King. Established stand for men's wear business. Former tenants did successful clothing business. Right location for farmers, working and middle class trade. Thos. Ramsay, 15 Market Square, Hamilton.

### WANTED

**WANTED—EXPERIENCED SALESMAN AND** window dresser; men's furnishings. Wreyford & Co., 85 King Street West, Toronto, Ont.

**WANTED—CLOTHING AND FURNISHINGS** salesman; must be thoroughly acquainted with every detail of the business. Apply in writing, stating age, experience and full particulars, to Farquhar & Johnston, Sault Ste. Marie, Ont.

**WANTED FOR THE MEN'S FURNISHING** and Shoe Department of the Trochu Valley Department Store thoroughly experienced buyer and salesman, one who has a good knowledge also of Dry Goods preferred. Must be exempt from military service. Apply Trochu Valley Department Store, Trochu, Alta.





# NECKWEAR



## ALL NECKWEAR SILKS ADVANCING

Lining Scarcity Still Causing Some Worry—New York Reports Tendency for Quieter Patterns—Some High Grade European Lines Still Coming Through—Will Smaller Shapes Soon Materialize?

**N**ECKWEAR manufacturers are interested in the higher prices that have become effective during the month on all Japanese silks, the advance in the raw market has been nearly 20 per cent. and the feeling is still towards higher prices. This is bound in time to have its effect upon the finished silks. In addition it is reported that silk dyers in the United States are demanding an increase of about 20 per cent. in wages.

### Lining Scarcity Serious

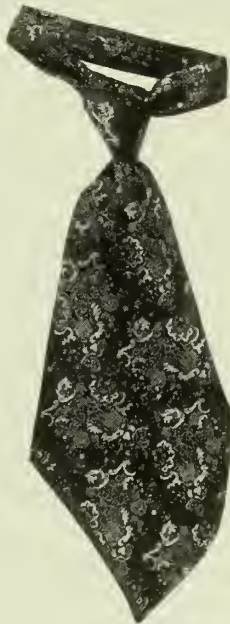
Other conditions are bound to add to the prices that will be asked in the near future and most of them have been touched upon in these columns in recent issues. The lining situation is one of the most noteworthy. Linings have gone up in price to such an extent that some manufacturers will state that they are having a bigger effect upon neckwear prices than the silk itself. Others again are reporting great difficulty in getting linings at any price. One Toronto manufacturer told MEN'S WEAR REVIEW that he was lucky in securing a rather large lot and only a few days

after the order was accepted he had a chance to turn it over some months before he had even seen the goods, at a clear profit of \$4,000. It is needless to

fact that it is easier to make the plain colors; the use of several silk mills for Government purposes; economy in dyeing and the elimination of designing; and the gradually increasing preference on the part of the public for the plainer, slightly more subdued colors brought about by the general influence of the war.

Whether the reasoning of this authority will prove to have been correct or not at present the Canadian trade has noticed but little demand for plain colors, and although this country has been in the war for nearly four years there does not seem to be any great desire to adopt the quiet colors on that account.

There are still some Italian silks coming through in the higher grades. Some very handsome lines of these in genuine hand-woven grenadines were seen in one manufacturer's lines. These comprise goods that in the larger shapes must retail for \$3 and \$3.50. Other imported lines that are noted in limited quantities include English Mogadores

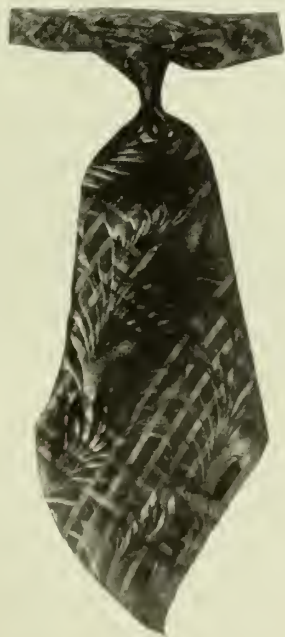


*One from a range of hand woven pure silk grenadines shown by Wm. Milne.*

say, with the situation as it is, he did not accept.

### Quieter Patterns Coming

Style tendencies remain pretty much unchanged. Bright patterns seem to still have the field, but there is a feeling abroad that the public are getting a little bit "fed up" on them and that there will be a tendency to return to more conservative designs in the very near future. In this connection it is interesting to note that New York reports a demand for plain colors. Some authorities will go so far as to state that plain colors are almost bound to come sooner or later if the war continues. Some of the reasons advanced are at any rate worthy of consideration. The prevailing popularity of fancy silk shirts with which the quieter, plainer shades of neckwear are considered more desirable; the scarcity of labor and the



*Large Jacquard Pattern from Tooke Bros.*



*Mogadore Stripe on bias shown by Tooke Bros.*



and Rumchundas, Swiss failles and Irish poplins. By far the greatest part of the silks are, however, coming from the United States, what European silks that do find their way through being only of the more expensive varieties.

There is also a report from New York that slightly smaller shapes are being asked for, and here the Canadian manufacturers believe the local trade will fall in line particularly if prices on silks continue to soar. The new ties are made

in a narrow French folded four-in-hand and are eminently suited for the close-fitting collars.

The season for bow ties is at hand and manufacturers anticipate a large demand for these this year, larger than the usual Summer requirements, as a nice batwing bow can be bought that can be retailed for 50c and the half-dollar four-in-hand is practically off the market.

In the city windows there has not been quite so much attention paid to

Japanese designs for the last few weeks although some houses are still showing them. Lots of loud patterns, however, are everywhere to be seen.

Last month there was reported to be a little lull in the neckwear business. This has been dispelled to a very large extent by the arrival of warmer weather and the approach of another holiday period. All manufacturers report better demand at the present time, with a lot of good numbers selling well.



## LOWER COTTON PRICES WILL NOT AFFECT SHIRTS

Manufacturers See No Prospects of Reduction in Shirtings—Yarns Contracted for Months Ahead—All Other Manufacturing Costs Still Advancing—Collars up in United States.

**W**HAT about shirt prices for Spring, 1919? That is a long way ahead and there may be a lot of things happen in the interval. Shirt houses are, however, unanimous in expressing a belief that still higher prices will prevail and that, in addition, there will be a great shortage of cloths in the medium grades.

It is true there has been quite a break in the price of raw cotton, but that has had no effect on the price of any cotton manufactured articles from the yarns to the finished products. Shirtings in particular remain very firm with advances registered on some lines and but little of any kind to be picked up even at these prices.

### Controlled by Converters

It is stated that this is largely due to the fact that the shirting business in New York, from whence nearly all supplies are coming at present, is largely in the hands of the converters. The activities of these in turn are controlled by the banks. Last September and November, when the converter companies were preparing to supply the needs of the shirt manufacturers in shirtings for Fall they found that their capital requirements were only capable of handling about 60 per cent. of the yardage that the same amount looked after a year ago. The banks adopted a cautious attitude and therefore the production of shirtings in the United States was reduced about 40 per cent. for the season. There is in consequence a great shortage and while this condition exists there is little reason to expect that prices will come down.

### Many Lines Withdrawn

As an instance of how acute this short-

age really is, a prominent Canadian manufacturer told MEN'S WEAR REVIEW that he knew many of the converters' lines, when recently opened for the Fall business, were sold up inside of two or three days and were then withdrawn.

This being the case there would seem to be but little to expect in sorting goods for Fall business. In fact there is a tendency abroad, already referred to in MEN'S WEAR REVIEW, to break away from the season basis in selling and sell from whatever stocks there may be on hand whenever these arrive. This particularly refers to some British lines that come dribbling through in irregular lots at irregular and unexpected times sometimes a year or more after the order has been placed.

### Some Quieter Patterns

Shirt patterns show a tendency to be along slightly quieter lines for Fall. Many of the effects secured are extremely neat. The quieter tone is of course not general, many of the United States manufacturers still showing some very bright patterns in their range for Fall. This applies more particularly to the higher priced lines of Madras and silks. There have been advances in all silk lines inside the last week, the Japanese market having advanced about 20 per cent. In addition the silk dyers in the United States are asking for a 20 per cent. increase in wages. The silk market is therefore very unsettled and contracts which have been taken by United States manufacturers of these lines are being held up for the present time.

Among the new cloths that are being shown is noticed a cotton taffeta flannel which has the appearance and effect

of wool, and it is claimed that it will wear as well. Quite a range of these are shown by some houses and the patterns are very smart. Most of the lines made from these goods will cost about \$18 per dozen.

### Collars Up in U. S.

The United States manufacturers recently advanced the price of laundered collars, putting them on a par with prices prevailing in Canada. It is noticeable in this instance that no retail price has been suggested to the retailer largely, it is believed, owing to the recent finding of the Washington commission on the fixing of resale prices, but there is no doubt that the prices established in Canada, namely 20c straight, will prevail as at \$1.60 per dozen there is no profit in selling them for less.

**HOLT RENFREW PRESENT BEAR**  
THE big polar bear which for a year past has been the supreme attraction at Montmorency Park, Quebec City, has been presented to Toronto through Messrs. Holt, Renfrew & Co., Mr. Lindsay of that firm being chairman of the Quebec Parks Commission. The bear is said to be one of the finest specimens of its species in captivity.

### CATALOGUES

DELFOSSÉ & CO., manufacturers of store fixtures, 247 Craig St. W., Montreal, have just issued a handsome new illustrated catalogue describing the latest in wax fixtures, new bust forms, ladies, men, boys and girls, new skirt stands, etc.



—hot days ahead!



“Old Sol” will be working overtime before you know it.

Off come coats and vests—and particular men will insist on having the *nationally advertised*



# King

## SUMMER SUSPENDER

*Out of Sight — Under the Shirt*  
 Made with solid brass, rustproof metals.

Superior sweat-proof web.  
 Goose-neck button-loops.

Each pair in dust-proof envelope with instructions.  
 Packed 1 dozen in handsome display box.

2-point or 4-point  
 50c. retail.

Wire, 'Phone or Mail Orders!

The King Suspenders Co.  
 Toronto, Canada



“FIRST IN THE FIELD  
 STILL THE BEST”



“STEP LIVELY, PLEASE” with your orders!  
 WE'RE PREPARED TO DO THE SAME!





## Some One Always Wants Clothing

*To a certain extent even the "dog days" quietness is a matter of our thinking things will be slow. Certainly there is no need for clothing sales to cease in June—especially with the splendid lines of Summer clothing now being made.*

*Trims like the above—with the necessary adjustments to suit the weather of the moment—will almost certainly pull into the store that man and that boy who need suits of clothes now. The use of light backgrounds is worth noting by Ontario designers who face the need of making their trim stand out without artificial light.*



DU PONT



## The good looks of a real linen collar without the laundry bills

Arlington Collars, with their real linen-like appearance, their excellent shapes and their instant cleanable features, afford your customers a practical means of economizing on heavy laundry bills that is certain to win their custom and their good will.

Arlington excellence gives the waterproof collar a stronger appeal not only to the working man, but to the best dressed men in town. Shapes and sizes to meet every man's requirement.

**The Arlington Company of Canada**  
Limited

76 BAY STREET, TORONTO

Read Bldg , Montreal; and Travellers Bldg., Bannatyne Street, Winnipeg

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



# Fearless and Entertaining

This is the most momentous time in history, and you want your reading to keep you abreast of what is happening in the world. You want articles that are timely, vital, fearless. Here's what is offered in June MACLEAN'S:

**Must the British Empire Cease to Exist?**  
Must all nations, as separate nations, cease to exist? Read what is said on this subject by - - - - -

**H. G. Wells**

**When a thousand guns play on a single trench,** what happens in that trench? A powerful description by one who lived through it by - - - - -

**Geo. E. Pearson**  
**Robert W. Service**

**A soul-stirring ballad of the trenches** by **Galvanizing the Government at Ottawa.**  
An article on the work of the Ginger Group.

**Arthur Stringer**

**A gripping mystery story** by - - - - -

**W. A. Fraser**

**The Three Sapphires**—A new serial story combining Hindu mystery and war intrigue by a great Canadian novelist.

## News of the World in Brief

The following articles are reprinted as representing the best from the best magazines the world over:

- Is This Germany's Plan?
- Is Japan Seeking a New Ally?
- How Allied Victory Was Lost.
- Is Foch Another Napoleon?
- How Germany Annexed Turkey.
- The Death of General Maude.
- That Mysterious Long Range Gun.
- How Bolo Pasha Was Caught.
- The World is Growing Warmer.
- Super-Kaiser or Little Willie?



# JUNE

# MACLEAN'S

“Canada's National Magazine”

At All News Stands - 20c.



He likes them,  
of course!

**LION  
BRAND  
BLOOMERS**



He likes their snappy lines and their thorough up-to-date-ness.

And the parents, too, are never disappointed in the wearing qualities of Lion Brand Bloomers.

So that you can stock this line confident in the unstinted satisfaction it always gives to the Boy and the Boy's Parents.

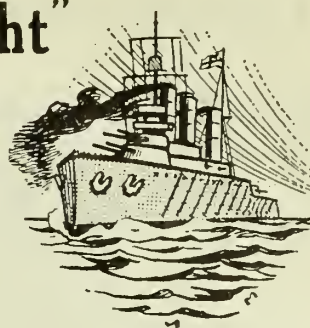
Order now from our very complete assortment.

**The Jackson Mfg. Co., Limited**

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

**"Dreadnought"  
The Glove  
Invincible**



Strong and Durable. Note special thumb and finger protectors. All seams reinforced. Made in Horse-Hide and Buckskin.

The very thing for Railway Men, Iron Workers, Etc.

Other cheaper grades. All wonderful values.

LINED MITTENS — Stock always on hand—\$4.50 up.

Write for Samples and Prices

**Montreal Glove & Mitten Works**

12 Bernard Street - - 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*

FOR THE MILLIONAIRE

Made  
in  
Canada



For  
Canadians

FOR THE MILLION

Look these trouser  
values over

There's a huge variety of excellent fabrics in the new assortment of better trousers we now offer you from the well known Everyman's line.

The Range is complete—Fancy Striped Worsted, Serges, Tweeds, Corduroys, etc., every fabric and every style.

Don't buy your new stock until you've seen the samples and prices of

**EVERYMAN'S**  
*—the trousers for the millionaire  
and the million*

**DAVIS BROS.**

MANUFACTURERS

HAMILTON

ONTARIO

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



# Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?"

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was 'Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and

amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding THE POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?"

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are 'cashing in' on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

\* \* \* \*

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle—What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does THE FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is \$3.00 (52 issues — Saturdays); or 4 months for one dollar.

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

Send <sup>me</sup><sub>un</sub> THE FINANCIAL POST (weekly, every Saturday). Subscription price of \$3 will be remitted on receipt of invoice in the usual way. Have it addressed to

.....



# Canadian Panama Hat Company, Ltd.

IMPORTERS, MANUFACTURERS and EXPORTERS  
TO THE WHOLESALE TRADE ONLY

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*A Word to the Retail Hatters*

---

*Panama Season is Here*

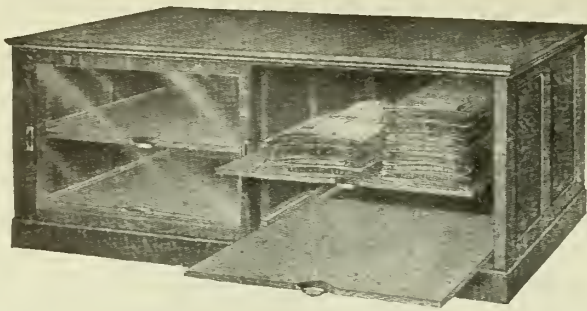
*A few sizzling days may deplete your stock. We suggest your guarding against any loss of business by sorting up at once.*

*Your jobber can fill your requirements if your order is placed early.*

*Canadian Panama Hat Company, Ltd.*

*345-349 Adelaide Street West, Toronto.*





One of our service givers.

Counter for carrying pants, shirts, underwear—everything in its place, and that place right to hand.

## Quick Service With New Help

Of course it is possible. Some of your experienced clerks have gone, we know. You can make the new ones efficient by having your stock to hand, and well displayed.

Walker Store Fixtures Meet Your Needs.

**THE WALKER BIN & STORE FIXTURE CO.  
LIMITED**

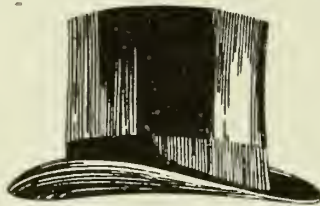
**KITCHENER, ONTARIO**

Your next order of

## SILK HATS

can be promptly and satisfactorily filled by us. Ours is the largest and best equipped silk hat factory in Canada and our models are the standard of style and quality.

Ask to see these "style setters" before you close your order.



We are specialists in Ladies Silk French Plush Hats.

**GEO. PROVENCHER**

166B ELIZABETH ST.

MONTREAL

Established 1894

## STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

ABSOLUTELY NEW

JUST PUBLISHED

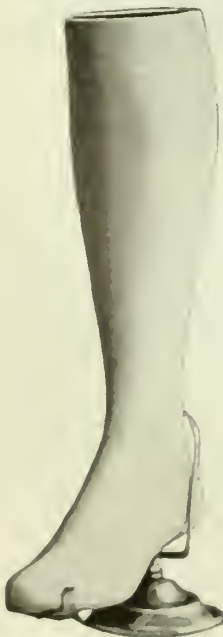
Send us 10¢ Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.  
TORONTO

272 Pages  
Bound in Cloth



## Trade Winning Displays



The new Dale hosiery form, illustrated herewith, will enable your displaying Silk stockings in a way which will attract big business from men and women.

Cash in on the popularity of Silk hose. Many men's wear merchants are selling these largely to women, and to men who want a present for wife, sister or sweetheart.

Displaying this line adds another business-bringing magnet to your store and speeds up the cash register.

**DALE WAX FIGURE CO., Limited**

109 King Street East, Toronto

MONTREAL OFFICE:

J. Bogat, 142 Bleury Street

Everything for the better display of merchandise.

## INDEX TO ADVERTISERS

Arlington Co. of Canada, Ltd., The .....	59
Acme Glove Works, Ltd. ....	19
Arrow Garter Co. ....	7
American Pad & Textile Co. ....	6
Boston Cap Co. ....	7
Can. Consolidated Rubber Co. ....	Inside back cover
Canadian Panama Hat Co. ....	63
Craftana Co. ....	7
Carhartt Hamilton Cotton Mills, Ltd. ....	16
Cluett, Peabody Co. ....	13
Davis Bros. ....	61
Dale Wax Figure Co., Limited .....	64
Duncan Shirt Co. ....	10
Dominion Suspender Co. ....	24
Fashion-Craft .....	11
Fit-Reform .....	17
Forsythe, John & Co. ....	Front cover
Freedman & Co. ....	18
Gnaedinger, L., & Son .....	10
Gillette Safety Razor Co. ....	2
Haworth, Richard, & Co. ....	8
Hobberlin, House of, Ltd. ....	3
Jackson Mfg. Co., Ltd. ....	61
Kitchen Overall and Shirt Co. ....	9
King Suspender Co. ....	57
Lace Goods Co. ....	10
Markus, M., & Sons .....	11
Miller Mfg. Company .....	4
Milne, Wm. ....	1
Montreal Glove Works .....	61
National Cash Register Co. ....	12
Provencher, Geo. ....	64
Parsons & Parsons Can. Co. ....	14
Perrin Freres & Co. ....	Inside front cover
Racine, Alphonse, Ltd. ....	21
Standard Neckwear Co. ....	15
Stifel & Sons .....	20
Taylor Mfg. Co. ....	6, 61
Tooke Bros., Ltd. ....	Back cover
Walker Bin & Store Fixture Co. ....	64
Wreyford & Co. ....	7
Williams, Greene & Rome .....	22
Zimmermann Mfg. Co., Ltd. ....	5





## **DOMINION RAYNSTERS**

---

When choosing a Raincoat for your trade, isn't it worth while to realize that your choice is a strictly high-grade garment of assured quality and value?

That's why you can safely choose your Raincoat stock from the "Dominion Raynster" line. There is never any question about the quality or workmanship of a "Dominion Raynster." It is a strictly "Made in Canada" garment and carries the guarantee of the largest rubber manufacturing organization in Canada.

*It will pay you to write to our nearest branch for style book and price list.*

**Canadian Consolidated Rubber Co.  
LIMITED**

**HEAD OFFICE: MONTREAL**

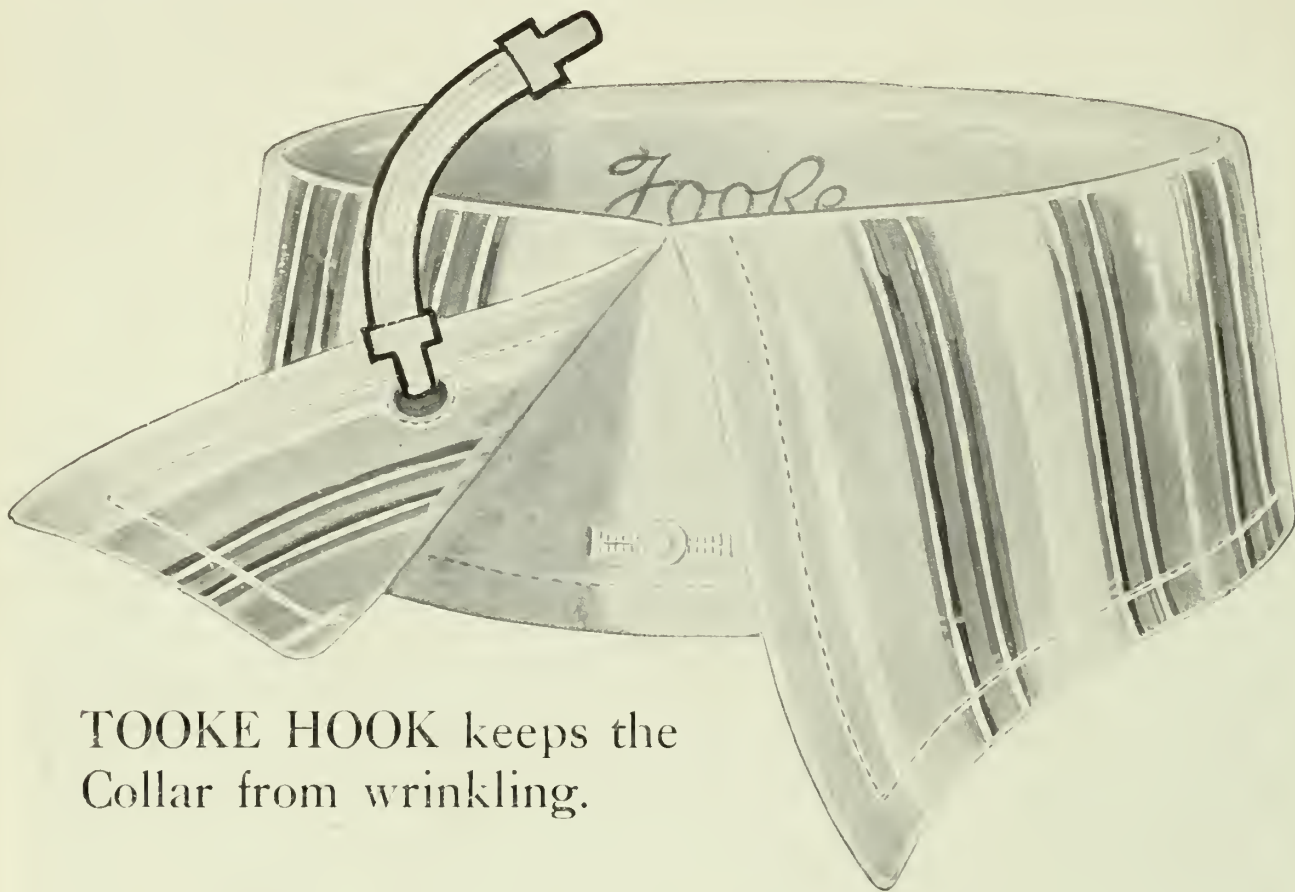
Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.



*Tooke*

# SOFT COLLARS

WITH PATENT HOOK



TOOKE HOOK keeps the  
Collar from wrinkling.

## This is the IDEA—

that has revolutionized and popularized the Soft Collar in Canada.

THE TOOKE HOOK IDEA was originated within the walls of our own Plant and is now an exclusive feature of the famous line of TOOKE SOFT COLLARS. Our showing for the coming Season is the best and largest assortment ever produced.

We are mailing to all our customers our new and profusely illustrated Catalogue. If yours does not arrive, advise us.

Goods ready for immediate delivery.

**TOOKE BROS., Limited**

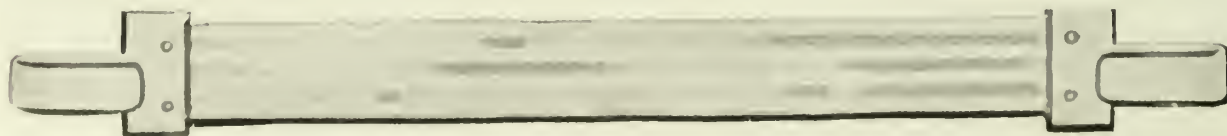
MONTREAL

TORONTO

WINNIPEG

VANCOUVER

"The Exclusive Tooke Hook."



PATENTED APRIL 1917



# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, JULY, 1918

No. 7

DU PONT

## Challenge Cleanable Collars

*The Summer-time  
"Best Seller"*



For your "hot weather" trade Challenge Collars are non-wilting and do not develop saw edges. They are instantly cleanable and are made in all the popular and current shapes.

Let us hear from you. It will be to your advantage.

"Defender"

**THE ARLINGTON CO. OF CANADA, LIMITED**

76 BAY STREET, TORONTO

Montreal: Read Bldg.

Winnipeg: Travellers Bldg., Bannatyne Ave.



# Milne's Neckwear News for July

---



Illustrating one of the higher priced models  
in warp prints.

## *Warp Prints for Fall*

FOLLOWING the long run of loud colors, warp prints seem just the right idea—somewhat quieter and yet holding a fine shade of brightness.

WE have lines in the extended Fall range which our travelers are now showing, at \$5.50, \$7.50, \$10.50, \$12.50 and \$20.00.

WE advise early buying, as the selection is at its widest now.

WILLIAM MILNE  
50 York Street Toronto

NEW LINES CONTINUALLY ARRIVING.

OFFERINGS.

ALWAYS INSPECT THE MILNE



# Business Wheels of Canada Turning



*The great Montreal harbor, a point of interest to all visitors. In the foreground is seen the entrance to the Lachine Canal—at the left of the picture shows the Twin Towers of Notre Dame Cathedral—to the right of the big elevator is seen the tower of the City Hall.*

WITH the doors of Europe closed, the seas infested with submarines, and the United States railways congested with freight, the problem as to how and where to spend a holiday has been considerably narrowed down.

Perhaps this may be a blessing in disguise if it serves no other purpose than making Canadians better acquainted with their own country. There are so many beautiful and restful spots in Canada and there are so many interesting and hustling business cities right in our own Dominion that one may secure whatever sort of a change is desired from present environment without going outside the borders of our own country.

After all a change is as good as a rest and what most healthy active business men seek is more a change of environment than anything else. The busy manufacturer of the East considers a trip to the broad prairie or majestic mountains of our western country a real pleasure, and a holiday as well as an education from a business standpoint.

## A NEW VIEWPOINT

The Western retailer is equally pleased and entertained as well as benefited by a trip to the Eastern manufacturing centres, where he may combine business and pleasure in visiting many of the interesting features of older Canada and buying staples or novelties from the many well stocked and up to date merchants and manufacturers of the East.

In this connection Montreal, the metropolis of Canada, has many claims to distinction. It holds first

place as the manufacturing centre of Canada, first in regard to shipping, being at the head of ocean navigation; first as a railroad centre, being the headquarters of two of the great railroad systems of Canada with possibility of the third; first as a banking and financial centre; and at the top of the list as a wholesale and distributing centre for the whole Dominion.

## MONTREAL WORTH SEEING

Montreal in addition to its vast commercial activities, is one of the most beautiful and historic spots on the continent, its natural advantages, combined with its commercial activities, having contributed to marvellous growth and development. Its quaint old buildings and streets in the older part of the city lead gradually to the most modern of structures that money and brains can produce; and the whole is overlooked by that wonderful natural park, Mount Royal, 900 feet above sea level, standing now in the very centre of this largest Canadian city, and enabling a wonderful bird's-eye view of residential and industrial section alike—of the magnificent St. Lawrence sweeping through the city, dotted with the boats which have dared the German menace to keep the business wheels of Canada turning.

## A BIG BUYING CENTRE

Last but not least for those interested in men's wear Montreal is noted as a centre of the clothing industry. There are listed as clothing manufacturers alone in the neighborhood of one hundred and fifty firms. Some of these are of minor importance, but many of the leading manufacturers of Canada are to





The skyline tells a large part of the story of a city's importance. The two views here shown—at the right, Victoria Square, Montreal, in the Seventies—below Victoria Square as it is to-day—bring out the contrast in the sky line. Some things, however, remain constant, the churches, and behind, Mount Royal. Victoria Square is in the heart of Montreal's financial and wholesale section. Some manufacturing lofts are in this neighborhood, but a number of Montreal's big manufacturing concerns are more on the outskirts.

be found in this list. Montreal is also the headquarters of two of the largest shirt and collar manufacturers, and a centre for two large neckwear concerns. A dozen hat and cap manufacturers and wholesalers of importance are located here. The city is also the headquarters of the glove industry for Canada as well as being a recognized centre for buying rainproof clothing, also boots and shoes. In fact everything for

the buyer of men's wear in quantity, quality, and variety, may be found in this one centre.

The merchants of Montreal are noted for their courtesy and attention to buyers. The string is on the latch, and buyers large or small are made welcome and liberally treated. Altogether the old city is a most interesting, profitable and pleasurable place in which to spend a summer vacation.

## Current Events in Photograph

### SCREENING THE SEADOGS

Nowhere has the art of camouflage been more successfully used than in the spectacular attack on the U-Boat bases of Zeebrugge and Ostend. Under a screen of smoke the ships of the fleet were enabled to get close enough to bottle up the U-Boats. This photograph was taken on board the Iris, one of the covering ships used in the Zeebrugge raid. One of the officers is turning on the tap to release the smoke that made a screen like a mist between the attacking ships of the fleet and the land batteries.











Look us up  
sometime during  
that Montreal visit

When you come to the Commercial Metropolis don't forget to visit Racines—the well-known Specialists in Men's Furnishings. Here you will find that combination of Style and Value which is a guarantee of brisk selling and pleased customers.

## *The "Beaten Path" Leads to Racines*

Follow the path that wise merchants everywhere are following—the "Beaten Path" to Racines.

And—cover your requirements **early**. Prices may go higher still. Avoid the fallacy that they have reached the limit.

Don't take chances. Order now.

Here are a few of our lines:

Shirts: "**Racine**," working; "**Hero**," fine; "**Strand**" (Chemise de luxe); "**Lifesaver**" overalls; "**Samson**" pants, "**Record**" sox.

We'll be very glad to have you call at any time. Make a note of the address.

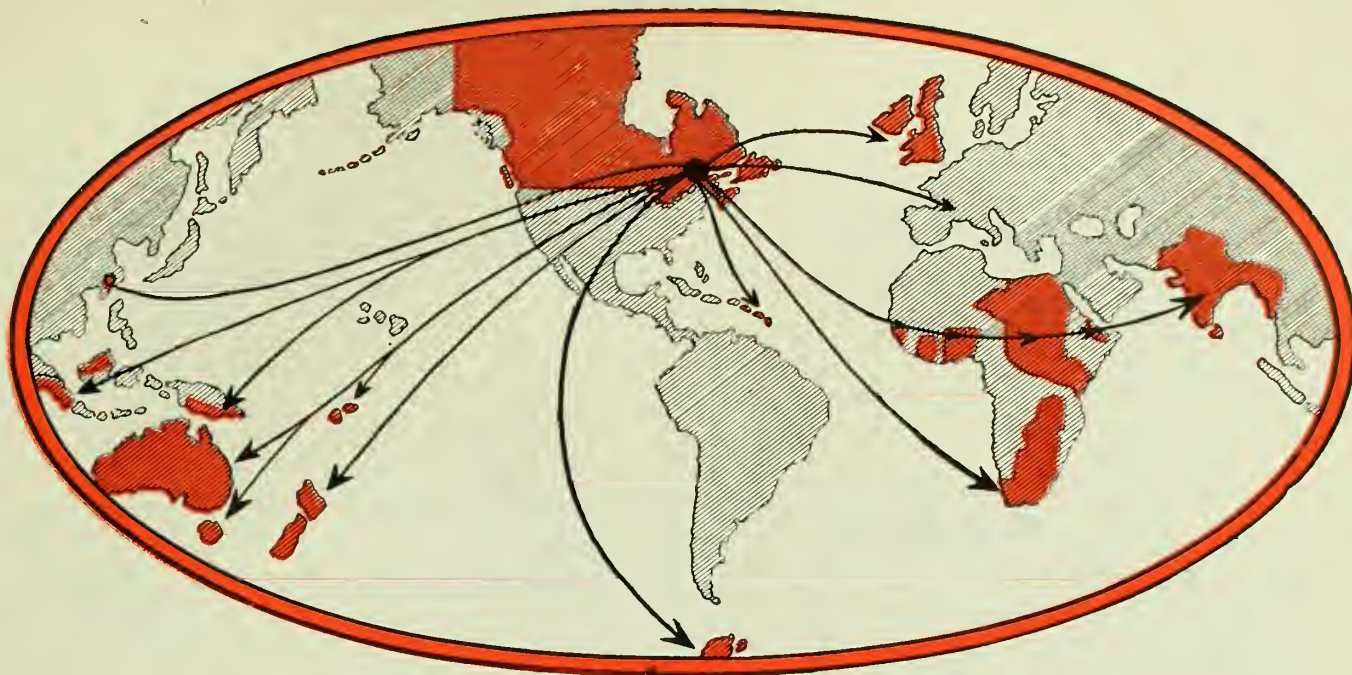
## Alphonse Racine, Limited

*Everything in Men's Furnishings*

60-82 ST. PAUL ST. W. - - MONTREAL

Factories : Beaubien St., Montreal; St. Denis, St. Hyacinthe  
Sample Rooms : Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.





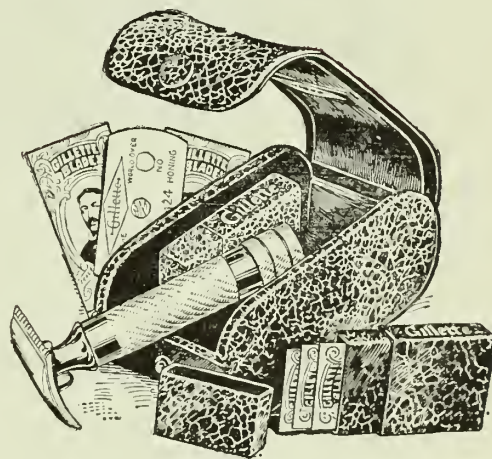
# Making Ten Blades of Steel Grow Where One Grew Before

We have simply had to do it!

The normal peace-time expansion of the Gillette Safety Razor business might have seemed remarkable in other industries—though we had grown accustomed to expect and provide for it. But the expansion brought by the war has gone far beyond our expectations.

Never before have the men of many nations lived together so intimately as in the Allied Armies Overseas. Never before has there been such an exchange of ideas. Never had we dreamed of such enthusiastic man-to-man boosting for the Gillette Safety Razor as is going on "over there."

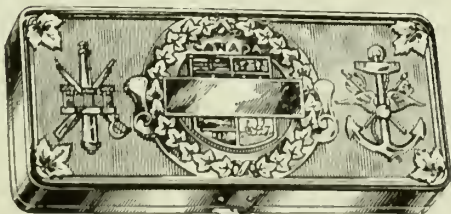
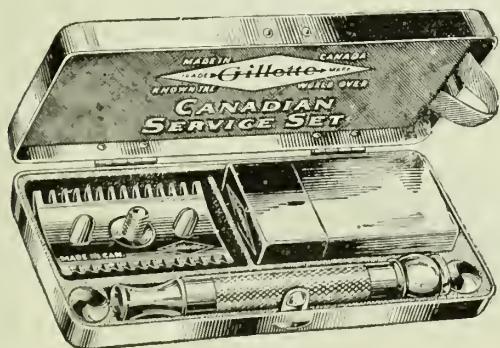
We are sharing with the Gillette factory in Boston the task of supplying the Allied armies—and the Allied world—with Gillette Razors and Blades. Our share includes the British Isles, Australasia, India, South Africa, Fiji, and as many Overseas troops as we can supply—in addition to the rapidly growing Canadian demand.



**Bulldog Set**

This demand—from you and the thousands of other Canadian dealers who are the backbone of the Gillette business—we are determined to take care of, come what will. So we have been doubling and redoubling our output as fast as we can put in new machinery and devise new processes. In this we have been so successful that we are literally producing ten Gillette blades now for every one we made before the war.

Besides that, we have perfected the three new Military Sets that have made such a hit with the men now joining up and going overseas. So go after the trade these new conditions are producing—we'll back you with goods to the limit.



**Canadian Service Set**

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

Office and Factory—65-73 St. Alexander Street  
**MONTREAL**



This Show Card  
will sell more  
**STAR BRAND  
OVERALLS**  
for you



Hang it in your store and let the working men of your town see that you sell the Star Brand Overall—the favorite of railroad men, farmers and mechanics.

Star Brand Overalls are dependable. They are made to satisfy and they do satisfy—always.

Stock Star Brand Overalls and guarantee yourself good business and the good-will of your trade.

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

Star Brand Overalls are made only by

**The J. B. Goodhue Co.**  
ROCK ISLAND, QUE.  
Montreal: 211 Drummond Bldg.  
Ottawa: 76 O'Connor Street

Announcing

*"Style Clothes"*

Manufactured by

**Wearbest Clothing  
Manufacturing Co.**

A new label for high class tailored garments comparing with the finest in the land.

There's an outstanding degree of "pep" about the new models in Style Clothes assortment that is certain to "get across" with the particular young fellows.

The Dignified Correctness of Style Clothes, for the older men coupled with our reasonably low prices, offer you as fine a selling combination as you could possibly wish for.

### Let Us Get Together

We are located right in the Heart of the Wholesale Section.

Come and see if visiting in Montreal this Season, or a call from us can be arranged to suit your convenience.

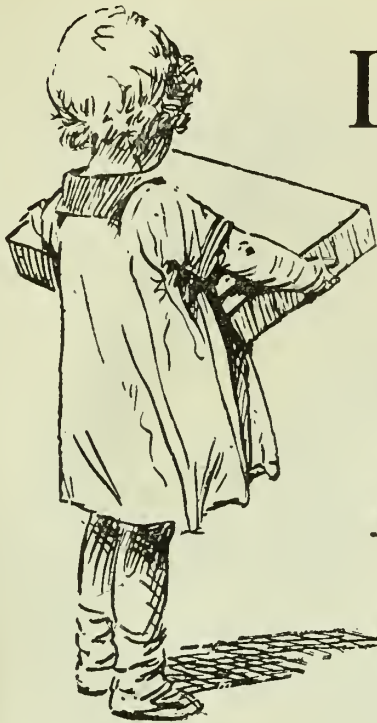


The  
**Wearbest Clothing Mfg. Co.**

*Makers of Stylish Clothes for  
Men and Young Men*

149 Notre Dame St. W., Montreal





# DADDY ALWAYS BUYS "TRUE-FIT" *Waterproof Coats*



The consumer is the judge when it comes to the wearing qualities of the garment and the wise merchant is the one who sells only the kind that

gives absolute satisfaction. There is nothing that one can be so easily deceived in as a waterproof coat. So much depends on what goes into it, as to whether it is waterproof at all or not.

*In True-Fit Dependable Double Textile Waterproof Coats* we are offering the best all-round weather proof coats on the market, thereby attracting and holding the best custom.

And we can guarantee deliveries. In this you have the double advantage of our big English supply house and our own well-stocked factory in Montreal.

We are sole agents  
for Canada for the  
AQUATITE  
BRAND

Gentlemen's Yarn-  
proof Coats.

Look over our  
values before buy-  
ing.

Samples for Spring  
and immediate  
shortly being shown.



Samuel Wener and Co., Limited  
SOMMER BUILDING    ::    ::    MONTREAL



FOR FALL, WINTER AND  
SPRING in GREATER and  
BIGGER VARIETY than ever

# WOLFE'S CAPS

*The Standard of all Competitors*  
will be in the hands of our eight travel-  
ling Canadian representatives, early in  
August.

Arrange appointments now.

## A. HARRY WOLFE

Unity Building - MONTREAL



 Call at our New Address 



### ARROW PAD GARTERS ARROW ARM BANDS

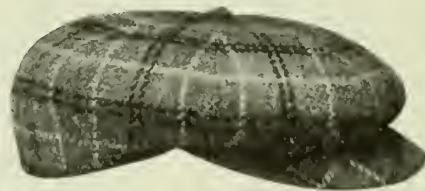
Full line Men's and Boys'  
Leather and Elastic  
Belts, etc.

Exceptional Quality, Lowest Prices  
Best Values on the Market

Warmer weather will be sure to cre-  
ate a demand. Look over your stock.  
Ask your jobber.

### Arrow Garter Mfg. Co.

46 St. Paul St. West - MONTREAL



#### THIS IS A CAP YEAR

Owing to the practically prohibitory prices which must  
be charged for all Felt Hats this Fall, many men will be  
forced to wear caps instead.

Be ready for the demand. Our range includes  
NOBBY STYLES

NEW MATERIALS CLOSE PRICES

Let us send you sample assortment.

NEW YORK CAP CO. MONTREAL  
880 St. Lawrence Boulevard

Say You Saw It  
in  
Men's Wear Review



# ACME QUALITY GLOVES

*Meet Every Requirement of the Fastidious  
Dresser*

Quality Folk everywhere appreciate the comfort and the elegance of Acme Gloves. And this style perfection, when linked with Acme dependability, constitutes as strong a glove selling proposition as you could well desire.



Look for the name "ACME" on the fastener. It is *your customer's* best guarantee of 100% glove value, and *your guarantee* of his future custom and goodwill.

*If your Holiday Plans include a visit to Montreal—be sure to look us up. We will be glad of the opportunity to show you the real values in this new Acme assortment.*

Acme values will build you a bigger glove business

## ACME GLOVE WORKS, LIMITED

181 Vitre Street East

:-:

MONTREAL





## Everything for Life in the Open

SILK TENTS AND "REPELLANT" BRAND ARMY DUCK TENTS. Best money can buy.

"NAIDANAC MAKINAW" Street Suits, Blazers, Shooting Coats, Pants, Shirts, etc. Pure wool, waterproof.

SLEEPING BAGS, BLANKETS, SWEATERS, UNDERWEAR.

Let us know your requirements for equipping camping, hunting, fishing parties, lumbermen's supplies, etc.



### GRANT---HOLDEN---GRAHAM, LIMITED

Factory and Warehouse: 147-151 ALBERT STREET, OTTAWA, CAN.

## Taylor-Made

### Garment Hangers



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

**\$7.50** PER HUNDRED

*Orders shipped the day they are received.*

*The Taylor Mfg. Co.  
Hamilton Ontario*

FOR THE MILLIONAIRE

Made in Canada



For Canadians

FOR THE MILLION

## EVERYMAN'S

*—the trousers for the millionaire and the million*

The new Everyman's assortment offers you a huge variety of excellent fabrics and values—Fancy Striped Worsted s, Serges, Tweeds, Corduroys, etc., and styles to meet the requirements of the "millionaire or the million."

See what the Everyman's line offers you before you put in that new trouser stock. Samples and prices from

### DAVIS BROS.

MANUFACTURERS

HAMILTON - - - ONTARIO

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

## Fixtures to Speed Up Service



One of our service givers. Counter, equipped with drawers for carrying caps, knit goods, etc.

With help short goods must be kept handy—they must be displayed.

Walker Store Fixtures provide just what you need in your store.

*Let us hear your requirements.*

### The Walker Bin & Store Fixture Co., Limited

Kitchener, Ontario



# ARROW

## ATHLETES

### Under SUITS

for MEN



STRIKE a new note in the development of comfortable dress. In this underwear you can offer a full blouse shirt attached to solid trouser-crotched drawers. A "union" of the upper and lower garments made in such a way that one does not strain or pull the other.

*You Should  
Stock and Feature  
Them*

Permit us to show you the line and our sales promotion plan.

## Cluett, Peabody & Co., Inc.

Factory: ST. JOHNS, P. Q.

MONTREAL

TORONTO

WINNEPEG

VANCOUVER



Mr. Rutledge, Manager of Men's Wear Review, says:  
 "In spite of the war men's wear trade has been good, but  
 only because the men's wear merchants have *made it good*"

and now read this letter about

## A Merchandising Service

which sold \$17,000 in three days for  
 Beliveau Peace, Ltd., of Winnipeg

THE MACLEAK PUBLISHING COMPANY, LIMITED  
 Toronto Montreal Winnipeg New York Boston Chicago Cincinnati London, Eng.

**MEN'S WEAR REVIEW**  
 THE RECOGNIZED AUTHORITY OF  
 THE CANADIAN MENS WEAR TRADE  
 Published MONTHLY 1535 University Ave. TORONTO, CAN.  
 June 7, 1914.

P. O. BOX 38  
 The T. K. Kelly Sales System,  
 Minneapolis, Minn.

Gentlemen:- Attention Mr. C. F. Griffin, Vice-pres.

Have been very much interested to receive the wire that the Beliveau Peace Company of 452 Main St., Winnipeg sent you announcing the success of your sale. It does seem to the writer that this telegram - vouching, as it does for the success of sales conducted under your system, would make a wonderful impression if reproduced in MEN'S WEAR REVIEW.

Beliveau Peace Ltd. are, as you know, men's wear merchants in both clothing and accessories and for a long time have been readers of MEN'S WEAR REVIEW. They are well known to the trade and what they say would bear weight with many other merchants.

The present is a time when the merchants are particularly anxious to avail themselves of all possible means for stimulating business. It is strange, that in spite of so many men going to the war, business here has been remarkably good in men's wear trade in Canada. It has only been so however, by reason of the enthusiasm the merchants have thrown into their business.

Never was there a time probably when men's wear merchants were so open to a presentation of business winning methods.

We feel sure your announcement would start many men's wear merchants thinking and lead to a number availing themselves to your experience and methods.

You could make your announcement in the coming issue of MEN'S WEAR REVIEW at a cost of \$5.00 for the page.

Do feel however that regular advertising would be of particular benefit to you - you could use six pages during the coming twelve months at a cost of \$32.35 per insertion. Could you not arrange such a campaign and use the copy regarding the Beliveau Peace sale for our coming number which will be our July number getting to the trade just the end of June? Do feel you could not use more compelling copy for your first announcement than this.

We are attaching herewith contract, one made out for the single insertion and one for the six insertions and trust you will sign one of these, whichever seems the best to you, and return to us with your instructions. We will look after your copy carefully.

Yours very truly,  
 Gordon Rutledge  
 Manager

Note the Service  
 men's wear  
 merchants need

the telegram

AND NOW READ ON THE NEXT  
 PAGE WHAT THIS SERVICE IS.

The T. K. Kelly Sales System


MINNEAPOLIS

MINNESOTA, U.S.A.



How [Beliveau Peace, Ltd., of Winnipeg  
 sold <sup>in 3 days</sup> \$17,000 in three days—  
 \$60,000 in four weeks

CLASS OF SERVICE		SYMBOL	
Telegram		Blue	
Day Letter		Blue	
Night Message		Nite	
Night Letter		N L	

**WESTERN UNION**  
  
**TELEGRAM**

NEWCOMB CARLTON, PRESIDENT      GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE		SYMBOL	
Telegram		Blue	
Day Letter		Blue	
Night Message		Nite	
Night Letter		N L	

Form 1201

**RECEIVED AT** 6 West 26th Street  
 44 FY FN FBU 14  
 WINNIPEG MAN MAY 29 1918  
 T K KELLY SALES SYSTEM  
 MINNEAPOLIS MINN  
 THE FIRST THREE DAYS WE SOLD SEVENTEEN THOUSAND DOLLARS WORTH OF  
 CLOTHING AND FURNISHINGS  
 BELIVEAU PEACE LTD  
 146PM

*Note - June 20, '18  
 Today as copy for this advertisement  
 is being prepared, we learn this sale  
 is now close to \$60,000* T K K 55



**YOU** CAN REDUCE YOUR OVERSTOCK—  
 RELEASE TIED-UP CAPITAL—  
 GAIN NEW TRADE—OR SELL OUT YOUR BUSINESS  
 through

**The T. K. Kelly Sales System** MINNEAPOLIS  
 MINNESOTA

The T. K. Kelly Sales System is an organization of retail experts to assist merchants in the solving of every retail problem. It has a business record of over twenty years' standing, and a financial responsibility of more than \$300,000. Give us an outline of your situation and let us submit our plans. It will not obligate you.

**Not An Accident**

That the Beliveau Peace success is not an accident is proven by

- \$22,000 for Begg & Co., Hamilton, Ont.
- \$18,000 for G. R. Kellar, Hamilton, Ont.
- \$28,000 for McLean & Garland Winnipeg, Man.
- \$24,000 for Tailor Fit., Ltd., Winnipeg, Man.
- \$18,000 for N. Bourassa & Son, La Fleche, Sask.
- \$11,000 for Daniel Glockzin Czar, Alta.

**INQUIRE**

Firm Name .....

City..... Province.....

Stock inventory....Amount to be sold....

Name or purpose of sale.....

.....

.....

.....



# *Important Announcement*

---

We beg to advise our numerous friends in the trade that Crescent Brand Neckwear for Fall, 1918, may be obtained as usual, manufactured in our Hamilton, Ontario, factory by the Van Allen Co., Ltd.

Travellers for the Van Allen Co., Ltd., will be showing in July a complete range of

## *STAR BRAND* *and* *CRESCENT BRAND* *NECKWEAR*

including a large variety of beautiful patterns in Swiss Silks, etc.

Our Mr. V. deV. Dowker has been retained as Managing Director, and will conduct the business as usual, with sales office and sample rooms in Montreal.

You will thus be able to obtain STAR BRAND and CRESCENT BRAND SHIRTS and NECKWEAR with quality and service fully equal to the past.

**VAN ALLEN CO., LIMITED**  
HAMILTON ONTARIO





*Oldest*

*and Best*

# Fall and Winter Outfit NOW READY

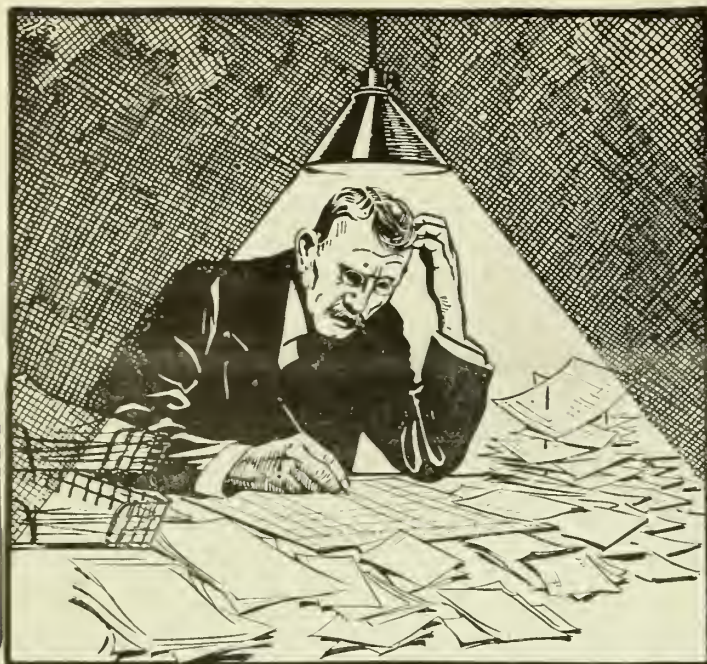
Get your application in now for the Hobblerlin Tailoring Outfit. No! It is not too early; long experience has shown that our agents are able to secure considerable business during mid-summer months. Our Fall and Winter Outfits will prove a leader. It is big in range, in variety and the quality will be hard to beat at our prices.

*You will find "The Hobblerlin Line" a live selling proposition. Let us appoint you agent in an unrepresented locality.*

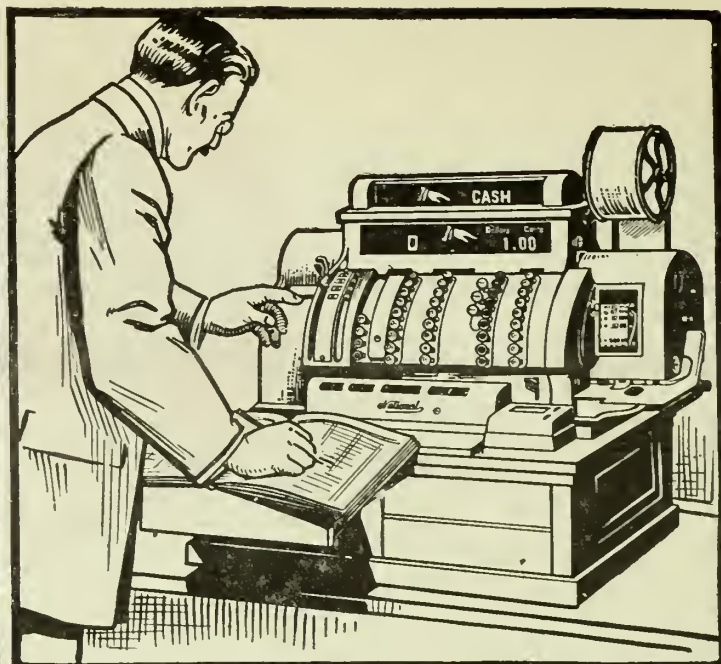
The House of  
**HOBBERLIN** *Limited*  
9 - East Richmond St. Toronto, Ont

*Established 1885*





The old way



The new way

## A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks. It pays for itself out of what it saves.

### Merchants need National Cash Registers now more than ever before

Fill out this  
coupon and mail  
to-day

Dept. C14, The National Cash Register Company of Canada, Limited,  
Toronto, Ont.

Please give full particulars about the up-to-date N.C.R. System for  
my kind of business.

Name.....

Business.....

Address.....



OUR LINE OF  
*South American and Toyo*  
**PANAMAS**  
and  
**OTHER BODY HATS**

FOR THE WHOLESALE  
TRADE

*Ready for Inspection*

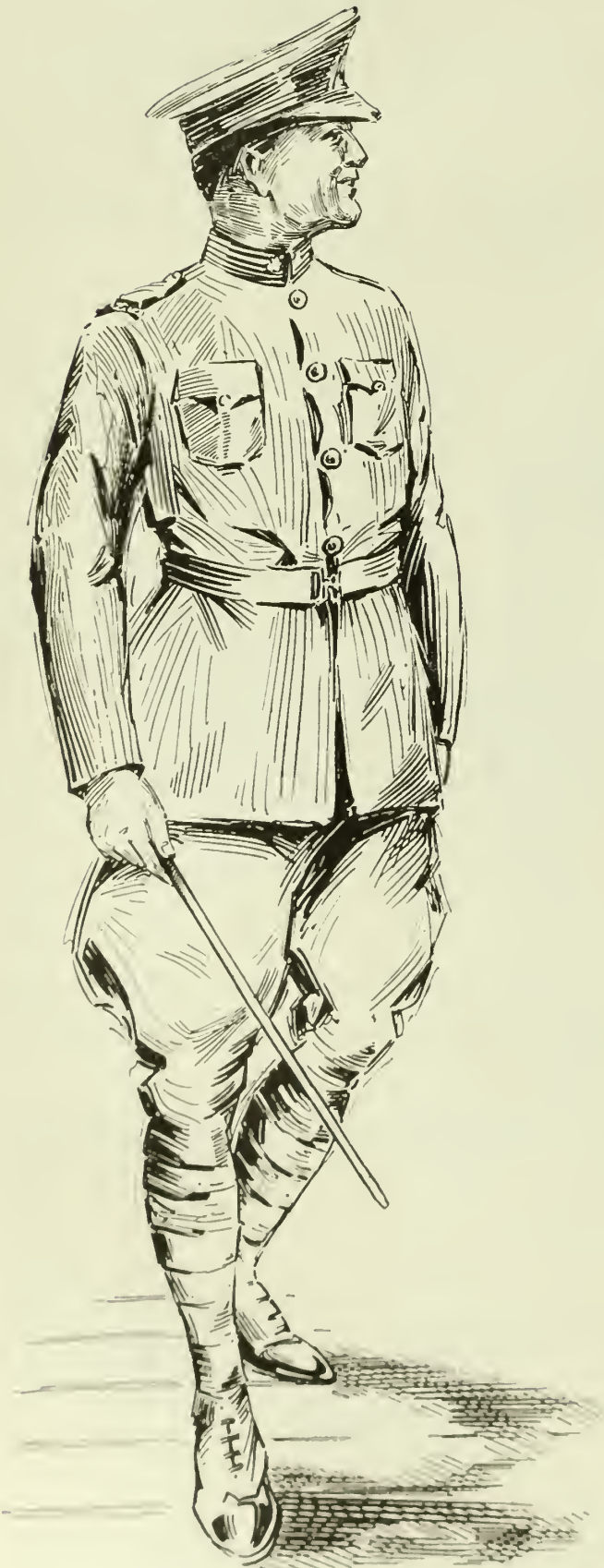
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**Canadian Panama Hat Company, Ltd.**  
345-349 Adelaide Street West, Toronto



The custom of  
the new Canadian Tommy  
will go to the dealer showing

## The Miller Walking Breeches



There's a snap and a style about these Miller Walking Breeches that win the approval of every soldier lad.

And the soldier's good-will and custom are now a real factor in the dealer's business plans. Not since the heyday of recruiting in 1915 has the outlook for big military sales been more promising. For the men now getting into uniform are men for the most part with plenty of money to buy just such lines as their fancy suggests and the Miller Walking Breeches are a proven favorite with every Tommy.

Plan now to display this line regularly and so get your share of the renewed military demand.

Private's Serge Slacks, Tunics, Haversacks and Puttees.

The  
Miller Manufacturing  
Company, Limited

*Makers of the Famous Miller Breeches and  
Miller "Master Made" Clothing Specialties.*

44 YORK STREET

TORONTO



Summer Days  
are days to sell

## Miller-Made Summer-Weight Clothing

And we can give you immediate deliveries.

This newest assortment of Miller-made Summer Togs embodies every point of merit that careful buyers demand and for which Miller garments have long been famous.

The line includes:

**Palm Beach Suits, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, White Duck Coats, Dusters, etc.**

### IMMEDIATE DELIVERIES

Quick ordering now will ensure you a good selection and make bigger Summer clothing sales a certainty.

THE  
**Miller Manufacturing Co., Ltd.**

*Makers of the famous Miller Breeches and  
"Miller Master-Made" Clothing Specialties.*

44 York Street

Toronto



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



FLATO



HELPING YOU TO MAKE THE MOST OF YOUR PALM BEACH SEASON.

A REPRODUCTION of the center color spread that will appear July 20th in the SATURDAY EVENING POST.

THE PALM BEACH MILLS - GOODALL WORSTED COMPANY  
A. ROHAUT, SELLING AGENT, 229 FOURTH AVE., NEW YORK





## MILLIONS OF MEN BELIEVE IN THIS LABEL

The words "PALM BEACH" mean more to a Summer Suit than all the rest in the dictionary. When set thus in script, with the palm tree branches beneath them, they fashion a trademarked design that stamps the garment in which they are sewn—the coolest and the worthiest.

## PALM BEACH CLOTH

is of patented construction, the result of years of study and experimentation. The weave is porous and sanitary—the garment, washable, durable, smart and shapely. Many shades, many patterns—agreeably inexpensive. At good clothiers the world over.

THE PALM BEACH MILLS-GOODALL WORSTED CO.  
SELLING AGENT: A. ROHAUT, 229 FOURTH AVENUE, N.-Y.





OLD STYLE

*Having a Ripping Time.*



NEW STYLE

*Here's a Tip. They Never Rip.*

A Sure Trade Winner

## *The "Railroad Signal" Shirt*

In Coat Style

All your customers will want this Working Shirt. No more struggle to get dressed. New comfort and the old wearing qualities.

These Coat Style Working Shirts are made in ample sizes. You'll want an ample stock.

*Union Made—Made to Fit*

Manufactured by

The KITCHEN OVERALL & SHIRT CO., Limited  
BRANTFORD, ONTARIO

279 College Street  
TORONTO

803 New Birks Building  
MONTREAL

407 Hammond Block  
WINNIPEG



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 8

TORONTO, JULY, 1918

No. 7

## CONTENTS

Fearing Famine in Wollen Cloth, Manufacturers Consider Government Orders.....	25
Cloth Demanded For Military Needs Makes Clothing Outlook Difficult .....	26
Illustrating the Interior Unit .....	27
Only 20 Per Cent. of Cottons For Civilian Needs .....	28
Military Camp Put the "Buz" in Business, Illustrated .....	29-30
Sample System of Keeping Stock .....	31
Don't Export Denim Cloth But Denim Uniforms, Say Manufacturers .....	31
Collars at Rear Draw Customers Back .....	32
Distractions Reduced; Sales Increased .....	33
Taking Cash Discounts .....	34
Keeping Clerks—The Golden Rule Method .....	35
Editorial .....	36-37
Illustration—Clean Out and Clean Up .....	38
More Fine Yarns For Canada .....	39
Uncle Sam After Canadian Knit Goods .....	39
Where Weekly Half-Holidays Are Held .....	40-41
Faithful Fide Useful in Death .....	41
Making Packing Cases Attract Trade .....	42
New U. S. Army Hat .....	
Rabbit Skin Restriction by U. S. Menace to Canadian Hatter .....	43
Ten Per Cent. Advance in Panamas .....	44
Men Waiting For the Dollar Straw .....	44
Shirting Higher—No Help For It .....	45
Predicted Collar Advance Arrives .....	46
Government Calling For Shirts .....	47
Officers' Shirts Again in Demand .....	47
Markets .....	48

## THE MACLEAN PUBLISHING COMPANY, LIMITED

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T. B. COSTAIN, *Managing Editor*

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## MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

A. B. Caswell, *Montreal Representative.*

C. W. Byers, *Western Representative.*

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

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# Montevideo

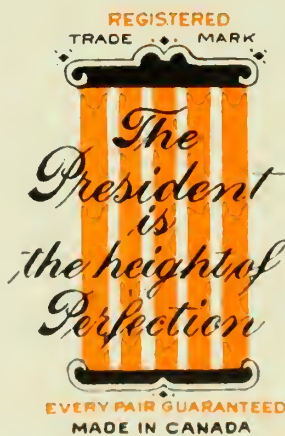
chooses the

## President

**T**HIS beautiful South American city is one of the world's important trading centres, exporting large quantities of live stock, hides, wool, tobacco and agricultural products to all parts of the world, and importing practically all manufactured articles used by its people.

**M**ONTEVIDEANS with the world's products to choose from, have unanimously adopted the PRESIDENT SUSPENDER—this line selling there to the almost entire exclusion of other makes.

The PRESIDENT is the world's best known and largest selling suspender—earning its way to fame and popularity through never failing quality, backed by the manufacturer's guarantee on every pair.



MANUFACTURER'S GUARANTEE  
THIS SUSPENDER IS WARRANTED TO WEAR TO THE SATISFACTION OF THE PURCHASER. IF FOR ANY REASON IT FAILS TO DO SO, MAIL IT TO US WRITING YOUR NAME AND ADDRESS PLAINLY UPON THE PACKAGE AND IT WILL BE RETURNED TO YOU IN GOOD CONDITION FREE OF COST.

*President Suspender Co.*  
LIMITED

NIAGARA FALLS, CANADA

# THE DOMINION SUSPENDER COMPANY

LIMITED

Niagara Falls

-

Canada



# Men's Wear Review

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

VOL. VIII.

TORONTO, JULY, 1918

NO. 7

## FEARING FAMINE IN WOOLLEN CLOTH, MANUFACTURERS CONSIDER GOVERNMENT'S ORDERS

Full Facts Will be Submitted to War Board—Statement Made That Canadian Mills Are Sending Woollens to U.S. to be Made into Uniforms, While Canadian Clothing Men Buy in States.

IT has lately been made very evident to clothing manufacturers that the Canadian Government is becoming an exceedingly heavy buyer of better quality cloth. These materials the Government needs principally for uniforms, but also for accessories, such as shirts, puttees, etc.

The cloth situation in the Dominion is such at the present time that clothing manufacturers are inclined to be fearful of the effect which the big buying of the Canadian Government will have on civilian business. A meeting to discuss the situation was recently held in Montreal. No final action was then taken, but it was decided to more thoroughly canvass the manufacturing trade, to find, if possible, what supplies of cloths are in hand at the present time, and to ascertain what steps can be taken to keep the clothing trade in a healthy state at the same time that the Government gets the cloth which it needs.

### CLOSING OF PLANTS PREDICTED

It seems, from what developed at the Montreal meeting of clothing manufacturers, that only a few Canadian cloth mills have shown any samples for this season—the others are apparently filled up with Government orders. So serious is the situation considered, that fears of many clothing plants being forced to close down were expressed. The matter is to be gone into more fully at another meeting of the clothing manufacturers to be held in Montreal the week of June 24th, and after this the expectation is that a deputation from the meeting will wait on the War Board at Ottawa to put before the body the position of the manufacturers. It is understood the War Board has already been written for an appointment.

### DOES GOVERNMENT REALIZE POSITION?

Manufacturers who met in Montreal seem under

the impression that the Government does not realize just how serious the situation is, and that the necessity for uniforms may not be quite as pressing as to entail the employment of practically all the Canadian mills on khaki cloth, to such an extent as to practically eliminate the manufacture of cloth for civilian use. There has been no discussion apparently of pooling the cloth in the country and making some sort of equitable division of it among the various manufacturers.

### GOODS GO TO UNITED STATES

A point which will likely be brought prominently to the attention of the War Board is that the clothing industry of Canada must make plans a year ahead and must know as far as possible what can be depended upon in the way of raw materials. It was felt to be incongruous that the mills of Canada should be employed in making khaki cloth for the requirements of the United States army whilst Canadians were forced to buy their woollens on the United States market and pay import duty, in other words that Uncle Sam had woollens to export whilst our Canadian manufacturers were helping to clothe his army at the expense of the civilian trade. It was not felt that the entire time of the Canadian mills could be employed in manufacturing khaki cloth for the Canadian army only.

As far as clothing for Fall 1918, it seems that deliveries will be fairly good. Some factories have all they need in cloth for filling orders on hand. Others have the cloths ordered, but these are not in hand to as large an extent as could be wished.

It is likely that the next month will see the cloth situation increase in difficulties.



# Cloth Demanded for Military Needs Makes Clothing Outlook Difficult

AS a result of some despatches in the daily papers, giving incomplete information, a good deal of anxiety has arisen as to the supply of cloth which will be available for the Canadian civilian trade. There is every reason to fear that the scarcity is to become more and more acute. There is no reason to believe, however, that the Government is overlooking Canadian needs in order to get Canadian cloth manufacturers to export to the United States—even though such exportation would do a good deal towards improving the balance of trade, which is so desirable at the present time.

A good deal has been happening during the past two or three weeks in the woollen industry, and that the trade may get a definite idea of the present situation, it will be well to review the various movements.

About the 3rd of June, the Wool Commission, which was then meeting in Toronto, called the Canadian manufacturers of woollens together and urged that they immediately make known to the Commission their requirements. They were advised that after receiving notice of the requirements the Commission would make allotments of the available wool, and that after that they would make provision for the shipping of the excess wool to the United States, appraisal of this wool to be exported to be made by a Canadian expert and the distinct understanding being that any Canadian wool shipped to the United States would mean a return of other grades of wool from the United States—other grades which are needed in Canada for other purposes.

Shortly after the woollen men had been in conference with the Wool Commission, the Canadian War Purchase Board at Washington received definite word that woollen cloths made in Canada, blankets, etc., would be bought by the United States Government. The War Purchasing Board laid this matter before the authorities at Ottawa and the Ottawa authorities took the matter up with the Canadian woollen men.

As a result of this conference, the Government handed down what is practically a ruling to the effect that the output of Canadian woollen manufacturers is to be disposed of first for Canadian military needs—after that for Canadian civilian needs, and following that, if there is any cloth left, this will go for export.

Now the requisition which the Canadian woollen men were asked to make by the Wool Commission has of course practically meant that each man has estimated the output of his looms and has given the amount of wool necessary to keep these working as his requisition. Whether or not the Wool Commission will be able to give enough wool to make such a 100% production possible remains to be seen.

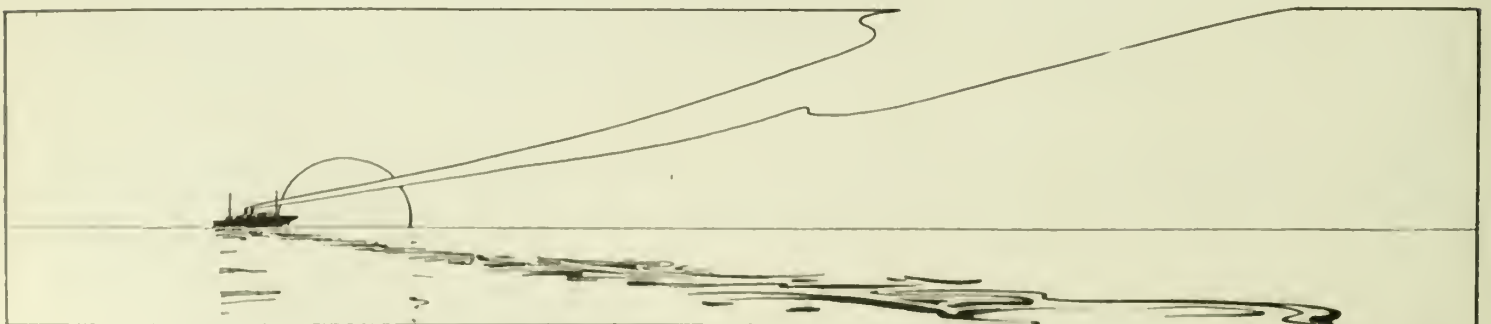
But there is a likelihood that the output of Canadian cloth will be greater than for last year, which was of course the greatest year to date. This is one satisfactory feature of the situation. Another is the great improvement there has been in the class of material Canadian mills are turning out. Manufacturers who for some time were rather skeptical as to the quality of these goods have been entirely won over to them. The patterns of course are not as varied as were available in former years, but the goods themselves are entirely satisfactory.

The announcement of the Government that military needs are to take precedence over all others is of course an exceedingly serious one. It has been becoming very evident that the Government is once more stepping into the market as a large buyer of cloth—as a buyer of high class cloths, too, which use up a great deal of the wool supply. The question is as to the amount of woollens the Canadian mills will have available for the civilian trade after supplying the needs of the Government. It is pretty hard to estimate just what will be available for civilian clothing, but present demand for khaki cloth, for puttees, for blankets, etc., would indicate that the Canadian yardage which will reach the Canadian clothing manufacturers will be much smaller than the yardage delivered last year.

There has been practically no buying of cloth or uniforms by the Canadian Government since the middle of 1916. The present enlistments, however, have pretty well exhausted the reserve supply of uniforms and the Government is evidently now preparing to build up a reserve supply. The situation will certainly increase difficulties in the clothing industry.

As might be expected, the turn of events is causing a great deal of anxiety to the clothing manufacturers. The general impression is, however, that if the Government needs the cloth, the Government will have to have it. Some meetings of manufacturers are taking place to discuss the situation, but apparently more to the end of making the supply of cloth which is on hand go around as far as possible than to criticize the action which is making the cloth scarcity more acute.

There is talk that some of the clothing manufacturers will have to close down because of inability to get materials. Their shipments from abroad are coming through very slowly and now if they cannot get materials from Canadian mills it will be pretty nearly impossible to keep things going on anything like the old basis. However, there has, for some little time, been considerable lending of cloth and there is reason to hope that conditions will brighten somewhat as the situation develops.





## The Interior Unit

*Writers love to speak of the deft touch of "the female of the species" which transforms the bare bachelor apartment into a home. Those who are married have probably experienced many "deft touches" and won't take issue with the writer on this particular point. They will, moreover, willingly admit the value of the deft touch in the store.*

*Note the example above—just a silent salesman with a boy unit trim on top, simple in the extreme, yet how that would brighten the store interior. It is trims like this which help materially in business building.*



# ONLY 20 P.C. OF COTTONS AVAILABLE FOR CIVILIAN NEEDS

Huge U. S. Army Orders Denude Market—Canadian Manufacturers Selling Cloths Across the Line—Price Not the Problem Now, But to Get the Cloths Necessary For Production

As a summing up of the cotton situation, the following letter by an outstanding authority deserves reading and re-reading. The opinions are bolstered with facts. The outlook, as herein suggested, is not of the brightest, but to face the truth will be best for the trade. The letter seems to indicate a large part of the truth.

## LARGE DEMAND FOR COTTON

"Conditions in the cotton goods market are the most serious they have ever been to my knowledge in the history of the world. Every American soldier, as you no doubt know, is equipped not only with a uniform but with two suits of overalls besides other cotton clothing. Besides these two suits of overalls, which they use for all fatigue duty, a great many of the American troops also use cotton khaki uniforms. In fact they all do for summer wear and in all the Southern cantonments the men are supplied with cotton khaki, not woolen khaki like the Canadian soldiers.

"The result has been that the United States Government, inasmuch as they have gone into the war very seriously, have in the cotton industry done exactly the same thing they have done with coal, railroads, express companies, steel companies, the automobile business and other large interests: they have taken charge of all, or nearly all, of the cotton production of the United States.

## ONLY 20 PER CENT. SUPPLY FOR CIVILIAN NEEDS

"They first started several months ago by commandeering the entire output of the Cones Export & Commission Company, of Greensboro, S.C., the largest cotton mill in the world. This was not sufficient and they recently, about two weeks ago, commandeered 80 per cent. of all of the cotton mills of the United States of America. This leaves 20 per cent. of the normal supply of cotton for the civilian trade.

"Just how long this embargo will remain in force it is difficult to tell. The result has been that prices are really not an object. It is a question of getting goods at any price.

*"Furthermore, all of the Canadian mills are working on large contracts for the American Government and a large percentage of all of the denim produced in the Dominion of Canada is now going into uniforms, or to the United States to be made into uniforms.*

"One of the largest mills in Canada wrote me recently and as near as I can remember the following is what the letter said:

## QUESTION NOT PRICE, BUT SUPPLY

"It is not a question of the price of denims. As things stand to-day there is an absolute famine in denim and we feel very strongly that as soon as we are through with our present large contracts for the American Government, that we will have to discontinue making any more goods for them, as we are not supplying the trade with 50 per cent. of their requirements.

"It is a great question to my mind whether or not the commandeering of the cotton mills in the United States is going to have the desired result. The United States Government feels that it is up to them to jump into the war and the sooner they get in with a sufficient number of men the sooner the war will be over. With this idea in view, as you know, no step is too drastic to take that will in any way assist in the winning of the war. Personally, I feel that it is very questionable whether the commandeering of cotton goods, as above, is going to have the desired result. *If it does not I am certain that they will take over the entire crop of raw cotton and control it, in which case Canada will be absolutely at the mercy of the United States, as we do not grow cotton in this country and no cotton is coming into this country from India because of the scarcity of shipping facilities.*

"I feel that we are facing the most serious crisis the industry has ever known, but after all is said and done it is for a good end—the winning of the war, and we must win this at all expense, and regardless of how it affects us at home.

## SOME HUGE UNITED STATES ORDERS

"I might add to give you an idea of the amount of goods that the United States Government is taking, that in overalls alone for their soldiers they have already placed requisitions for 28,000,000 garments. This does not refer to anything but overalls, and besides this there are shirts, cotton khaki uniforms, gauze, sheeting, tenting and a thousand and one other articles in which they use cotton.

"At the present time the American Government is threatening several of the large overall factories in Detroit with commandeering their entire plant, because they say they must have overalls for the new draft men that are being sent to the cantonments in such enormous numbers.

"Another point that I know of of interest is the fact that the United States Government placed one order for 80,000,000 yards of 2.40 weight denim in a special brown color. These figures are large. Think what effect they naturally have on the industry.

## NO UNITED STATES DENIM FOR CANADA

"To-day we are unable to buy a yard of denim in the United States. The mills will not accept orders, and I have on file in this office not one but several letters from large mills in which they say they are



not in a position to accept or book any orders at any price until after January 1st next, and the Canadian mills are not much better off.

"I presume this letter will sound rather pessimistic, but I am trying to give you the facts as requested and as I see them, as I do not think the retailer or the wholesaler is in any sense of the word alive to the seriousness of the situation and what effect it may have on not only future orders but orders already placed.

"As a concrete instance of this I would point out to you that with one mill in the United States from whom we buy a fancy piece of material we had on order something like 125,000 yards of cloth. We received notice from them, without any warning whatever, that they could not deliver any of this cloth for an indefinite period of time. Their reason was that the United States Government had commandeered their mill. They stated in their letter that they appreciated their responsibility but that the United States Government was more powerful than they were and that they had received positive instructions that they could not fill any of their orders for several months to come, and the United States Government assumed all authority in taking this action."

## MILITARY CAMP PUT THE "BUZ" IN BUSINESS

Drowsy Beamsville Rudely Roused by Cadets, Mechanics, and Workers on Gunnery Camp—  
Over One Thousand Men With Money to Spend Regularly Spend a Goodly Sum.

**I**N the days before the war the passing traveller in the big touring car might have gazed with languid interest at the big grey stone house at the edge of the village of Beamsville, but it is a fairly safe surmise that his interest wasn't very long lived, and that Beamsville itself did not linger very brightly in his memory. If he started from the Hamilton direction he would be through the town and pretty well out in the open fields again before he noted the grey stone mansion and the canning factory, and so probably he just made a mental note that there was another town passed, and let it go at that.

Beamsville was that sort of a place before the war. It didn't thrust itself on your attention in any way. It was just one of those towns found everywhere in Ontario, composed mainly of one long street without any very striking characteristics—not even a Carnegie Library. It was a good town right in the heart of the Niagara fruit belt, but when people from there wanted any little incident in their lives they went to Grimsy Beach three miles away on the lake; or if a more extensive line of excitement was required they took the trolley for Hamilton.

Beamsville did not generate much excitement of itself. It was a good steady going town, with a good farming trade about it, and a brisk Summer fruit business.

### Gunnery School Established

The people of the neighborhood were comfortably well to do, and the merchants of the town were exactly like the people. That's the sort of place Beamsville was till about last Fall, when the authorities, after a good deal of peregrinating around, discovered that the fields just east of the village were just designed for a flying field; that the heights to the rear was an ideal location

for hospital and mess buildings; and that there was Lake Ontario only a mile away—an ideal spot for gunnery practice, by reason of the fact that there isn't much of the "going down to the sea in ships" in vogue in this locality, and hence a very limited chance of damaging any of the goers.

These at least were some of the reasons why, when the decision had to be made as to where to locate the Aerial Gunnery School, the lot fell on Beamsville.

Now Beamsville might have lived and died as one of the prosperous little com-

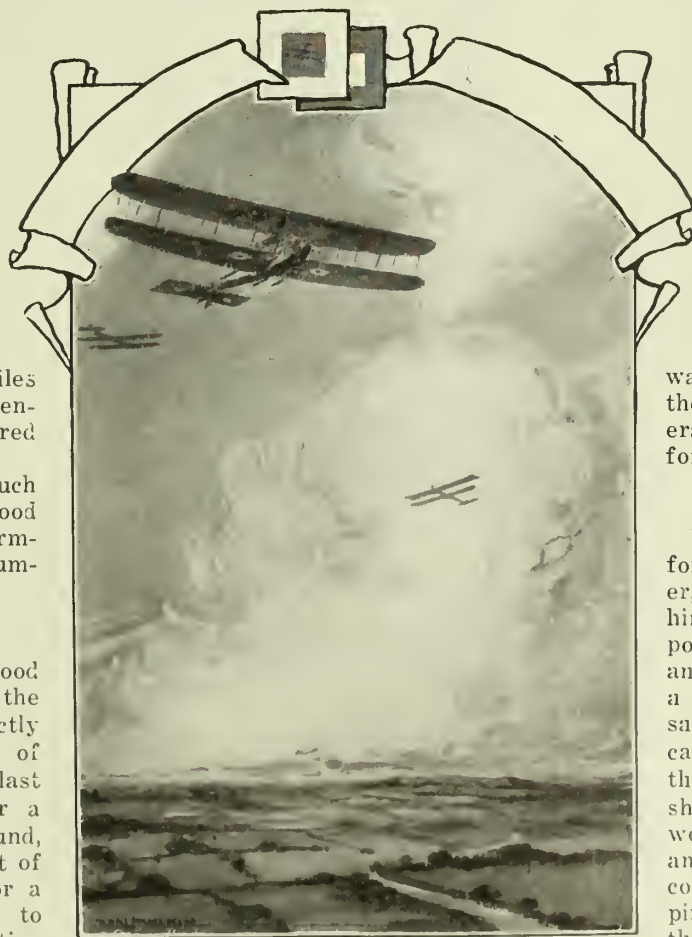
munities in the Niagara fruit belt without anyone being much the wiser; but when you make it the clearing house for all "Bird Men" of Canada—their last school of training before they leave for the great adventure overseas—you have made that name something that is liable to stick in the memory. That is Beamsville as it is to-day.

### Then Work all Winter

Out east of the town the old grey stone mansion is the home of the Imperial Munitions Board, who have been working like beavers all Winter long to get this camp in shape. All Winter long there were crowds of working men leveling the ground for the runways, building great hangars for the multitude of machines that were later to call Beamsville home, and the wilderness of buildings to house the coming influx of the guardians and masters of these machines. Seven hundred men are a sizable number to locate in these days, and when the call went out for carpenters and mechanics there was no thought of looking askance at the adaptable farmer who, as a general handy man, presented himself for a job.

### Farmers Fatten Bank Roll

Fruit had been more or less sparse for the past few years, and the farmer, with idle Winter months ahead of him, was glad enough to seize the opportunity to turn out with his team and make a good honest seven dollars a day, or to purchase a hammer and saw and so transform himself into a carpenter. They are handy chaps those fruit farmers, and save for the shiny looks of their new hammers you would hardly have taken them for amateurs. It was a god-send for the community to have this work dropping down out of a clear sky to fill in the tedium of the Winter months, and





to fatten up a bank account that had developed a lean and hungry look during the past couple of years of short crops. It was a god-send, too, for the Imperial Munitions Board to find workers near at hand; so all Winter long these masquerading farmers and workers from outside—some seven hundred of them—worked away to make the Beamsville camp a thing in being.

**Buyers Coming and Going**

All this brought an unusual degree of prosperity to the town, starting long months before the camp had become anything but a wilderness of scantlings. Now with the Summer months has come the influx of men in uniform that has changed the entire character of the quiet little town. Everywhere overhead is heard the hum of racing wings. There are some fifty aeroplanes at the camp, and there is probably an average of twelve hundred men always in attendance on these machines. It is a community always in flux—cadets coming for their two or three weeks of final training, then off again to make room for others. But always there are a thousand or more men about, and where that condition prevails there is bound to be an active business.

One merchant of the town stated with reference to the Winter months that never in his business life had he seen so many \$20 and \$50 bills. With money in their pockets men spend lavishly.

**Sell Many Uniforms**

It is true that now the bulk of the cadets come for their finishing course to Beamsville, and that naturally means that for months past they have been at other camps, possibly in or around Toronto, and that their more pressing needs have been supplied. But, despite this fact, there is still good business to be found by the men's wear dealer in catering to the wants of these boys. Several Toronto tailors have opened up establishments in Beamsville, and, despite the fact that it would appear that every cadet and mechanic had already all the equipment that he actually needed, these have been able to do well. One firm under the management of a returned soldier has done a most substantial business in supplying extra uniforms.

**Streets Crowded From 5 Till 9**

But it is the little odds and ends that bulk up into very substantial proportions. Some few months ago the firm of Trevelyan Brothers sold out to Jewell & Ludlow, a Brantford firm, who moved in just about the time the first cadets began to arrive at the camp. They took over the stock of the retiring firm, lock, stock and barrel, and then proceeded to go after the business in sight. That was mainly military business, for the young chaps around Beamsville who weren't adorned in khaki were busily engaged in steering a harrow around the roots of the peach orchard, and had no particular need for furbelows. Though Main Street did not look particularly brisk at noon-day, and though there seemed to be more men travelling the skies than tramping

the pavements, the partners had confidence that things would be coming their way. And they did. Around about five o'clock the stream from the camp at the eastern end of the town began to filter down Main Street, till the quiet town



was alive with khaki-clad figures. From five till nine at night it is a constant stream of people, such as the good old town had never known before—a crowd of light-hearted boys with money in their pockets and an eagerness to get rid of some of it.

Mr. Jewell, in speaking to a representative of MEN'S WEAR REVIEW, stated that they had been surprised at the business that came their way. They expected a fair business, but they knew that these boys had been under selling influences for months past, and it seemed hardly possible that they could have any great needs unfilled. It didn't turn out that way, however. There were a thousand-and-one things cadets and mechanics required, from the prosaic pair of socks or handkerchiefs to the various insignia and adornments.

**Carried Good Stock**

Jewell & Ludlow have the only store in town devoted entirely to men's furnishings, and so naturally the boys in search of something of the kind turned that way. They carried a heavy stock, so that the visiting cadet or mechanic felt that he was getting a city service, and was content to buy anything he might require without any mental reservation that he would leave some other requirement till some time he was in the city. Of course, with their Brantford store to draw from, and as a sort of anchor to leeward, they were able to do this where another store might have had to be content with smaller stocks.

Mr. Jewell states that they have made nothing that could be called an effort to catch this trade other than keeping an attractive store and a window that carries the strongest appeal to the military buyer. There is no need to drum up trade, because the boys naturally come to the store in crowds, that being the way they go everywhere. Three or four will drop into the store together, only one of them probably with any intention of buying; but it is an even chance that in that group of four there will be actually two or three purchasers. The store and its surroundings, the attractively displayed goods, and more than all the intoxicating example of someone else spending money, all are the best of business getters.

**What of the Future?**

With regard to their few months' business in Beamsville, Mr. Jewell states they are amply satisfied.

As to the future. Well, as regards to that no one seems to know. What is to be the future of many of these industries that have resulted from war conditions? At the best it is only possible to make a guess. But there is no particular reason to worry about the future till the present becomes a little more uncertain, and it is far from that in Beamsville. The camp has been put on a permanent basis, and that means that all the year round there will be cadets in training. It is even hinted that after the war the camp will be maintained as part of the regular military equipment of the country. That is in the future. But in the present the camp is a fact with its thousand or more inhabitants. Moreover, the building activities that through the Winter required the attention of some 700 men are, it is understood to be resumed, as it has become necessary to increase the equipment for men and machines, and to enlarge and perfect the gunnery equipment.



# SIMPLE SYSTEM OF KEEPING CLOTHING STOCK

Baird & Riddell, Carleton Place, Have Method Which Requires Little Time and Gives Daily Knowledge of Stock in Each Size—Sample Stock Sheet Form

## Boy's Suits 1916

30	31	32	33	34	35	36
8952 Nor Tuned 6.00	438355 Tuned 20P 12.00	4686 Nor Tuned 6.50	4686 Nor Tuned 6.50	4767 5075 Tuned 6.50	3914 5013 Tuned 10.00	5043 Nor Tuned 10.50
5103 Nor Tuned 8.00	806025 " 8.00	5981 " 2AP 14.00	359053 Tuned 20P 11.00	803513 " 8.00	4529 Nor 20P 6.00	4529 " 20P 6.00
2601 " 20P 10.00	4686 Nor " 6.50	3913 " 7.50	5004 Nor " 2AP 12.00	5004 Nor " 2AP 12.00	4231 Nor Tuned 6.00	3686 Nor Tuned 2AP 15.00
2604 " Tuned 7.00	3615 5015 " 5.75	4904 Nor " 6.50	5226 Nor " 2AP 12.00	4422 5015 Nor Tuned 7.50	2604 " Tuned 7.00	3536 " " 2P 12.00
2660 " " 8.00	4009 5013 " 2AP 10.00	4624 Nor " 7.50	503 5013 " 8.00	4932 Nor " " 6.50	2660 " " " 6.50	3226 " " 2P 13.00
604 00 Tuned 7.00	803 5013 " 8.00	2231 Nor Tuned 8.00	5043 Nor " 10.00	4528 Tuned 2AP 6.00	5681 " " 2AP 14.00	5267 " Nor 2P 13.00
4016 00. Nor Tuned 12.00	2876 5013 " 7.00	2423 00 Tuned 5.00	3913 " 7.00	5221 " " 2AP 10.00	3286 Nor Tuned 2P 12.00	5656 Gray 2P 13.00
6970 00 Tuned 7.50	2913 Nor " 7.00	2615 5013 " 5.75	372 5013 Nor Tuned 2.00	4664 " " 7.00	3286 " " 2P 12.00	3211 13X Nor J' 10.00
2615 00 " 3.00	5014 " 2P 12.00	6122 4513 " 7.00	2644 Nor Tuned 7.50	4354 " " 13.50	2286 " " 2P 12.00	
8994 00 " 6.00	2924 Nor " 6.00	5043 Nor " 10.00	2816 5013 " 7.00	8671 Nor " 10.00	3867 " Brown 2P 13.00	
2931 Nor " 6.00	8825 5013 Tuned 8.00	2617 5013 " 6.00	4767 5013 " 2P 6.50	4663 Tuned 10.00	200X Nor Tuned 10.00	
2913 " Tuned 7.00	4029 5013 " 6.00	2422 5013 " 5.00	2671 Nor " 10.00	2867 Nor Tuned 2P 12.00	250X " " 10.00	
5043 " " 10.00	2463 5013 " 7.00	4522 Nor 2AP 8.00	2672 5013 " 6.00	3886 " " 2P 12.00	3062 " " 7.00	
2000 00 " 2P 10.00	3997 " 3.00	3225 5013 Nor Tuned 5.00	4028 5013 " 6.00	3886 " " 2P 12.00	472 " " 2.00	
2935 Nor " 5.00	2617 5015 " 5.00	2231 5013 " 6.00	4663 5013 " 6.00	5767 Nor Brown 2P 13.00	27AX Nor Tuned 10.00	
8429 5013 " 8.00	8006 " 6.00	6044 5013 " 7.00	5981 Nor 2AP 14.00	4666 Gray Nor 2AP 13.00	4712 Nor Tuned 9.00	

One Sheet from Baird and Riddell's Clothing Stock Keeping System.

GOOD, but too complicated. Often that comment is made by merchants after reading of some plan for keeping track of stock. Here, however, is outlined a system which is simplicity itself; which any merchant can adopt—if the scheme fills his need—and which, best of all, has been tried and found adequate by such good merchants as Baird and Riddell of Carleton Place.

When clothing is taken into stock, the numbers, the style, the color, and the selling price, are entered on a sheet prepared for this purpose. The sheet is prepared with columns for each size, and the work of entering the goods is very light.

As the goods are sold the suit is marked off on the sheet from the counter check book. So, at the end of each day, there is a sheet showing the exact stock of each size of clothing.

At any time, therefore, if a salesman comes in, the manager can consult the sheet, see what stocks are low—what colors and styles—and if suitable models for sorting are available an order can immediately be placed.

Separate sheets, of course, are kept for men's clothing, boys' clothing, boys' overcoats and men's overcoats.

Simple in the extreme this, and effective. The specimen sheet from the 1916 boys' clothing list will make the plan quite clear.

## "DON'T EXPORT DENIM CLOTH BUT DENIM UNIFORMS," SAY MANUFACTURERS

Want Cloth to be Delivered in Canada so That Profit Both on Cloth and Making up of Cloth Remains Here

ACTION is now under way which seems likely to result in Canadian overall manufacturers making a quantity of fatigue uniforms for the U. S. troops.

If arrangements are made, it will result in valuable service being rendered the American Purchasing Board, and will result in exportations from Canada to the States which the Canadian Government desires so much at present to the end of rectifying the balance of trade. The cloth from which the fatigue uniforms would have to be made is at present being sent from Canada to the U. S. The present proposal is merely to have this sent from the cloth makers in Canada to cutters up in Canada, where it will

be made into the finished garment, then it would be sent across the line. This would mean, of course, that the two profits would stay in Canada, namely, the manufacturer's profit on the cloth, and the manufacturing profit on the garment; it would mean that the trade balance would be rectified by the higher value of the finished product rather than the cloth value only.

The National Garment Makers' Association of Chicago sent word to the Canadian overall manufacturers to the end of learning what in the way of fatigue uniforms they would be able to make for the U. S. In view of that, the Canadian overall men are taking up the matter with the converters who are now

delivering cloth to the U. S. to be used for just such uniforms. If this cloth can be diverted to the Canadian manufacturers, they will be able to find the machines and help to make this up as desired by the U. S. army authorities. At the time of writing, definite word as to what has been decided has not come to hand, but the belief among the manufacturers is that the necessary arrangements can be made and that these uniforms for Uncle Sam will very shortly be turned out in Canada in greater numbers than at present. As it is some Ontario and Quebec manufacturing concerns are producing these uniforms. The getting of the denim is a great difficulty with them, however.

### BACK TO SERVICE

P. BARTLETT, formerly of McDonald Bros., Sarnia, and who has been manager of the furnishings department of R. H. & J. Dowler, Limited, St. Thomas, will return to Sarnia next week and will be located there permanently with R. H. & J. Dowler, successors to McDonald Brothers.



# COLLARS AT REAR DRAW CUSTOMERS BACK

This Novel Arrangement Adopted in Parker & Son's Winnipeg Store to Cause Customers to See More of the Store Stock— Some Effective Interior Novelties

**K**EEP your business bringing lines to the fore," has been given as sound advice for a good many years; and now along come Parker & Son, of 332 Portage Avenue, Winnipeg, who are putting such a wonderful business-bringing line as collars at the back of their store—their fine new store—and contend this is the part of wisdom.

A pretty fair case is made out for this action, too; but right here it ought to be stated that the store windows, which after all are the great reflector of what is inside, give all due attention to collars.

## No Harm Results

One of the big ideas in merchandising, say those interested in this business, is not only to get people into the store, but to get them to move around in the store—to see everything, or as nearly everything as is possible, which is to be had there. So, if a man who comes in to make one purchase can be led to the back of the store, the probability of his realizing the need for some other line is very great. Now it is felt that more men, perhaps, come into a store to purchase a collar than come in for any other single purpose. These men are quite willing to walk to the end of the store to look over the collars. Probably they never think of this being a rather un-



ALLAN T. SPARKES

Manager of Parker and Son, Winnipeg.

usual place for this stock, and in walking back they do, as has been said, see other things.

## How Danger is Offset

There is, of course, another side to this matter—many people undoubtedly come into the store for other lines, and while there, seeing some new collars, decide that they need one or two of these. That, however, has been borne in mind by Parker & Son, who have a small but conspicuous show case of collars well to the front of the store.

There will be a question in the minds of a number of merchants as to whether these Winnipeg merchants are right in their placing of the collar department. It is a point worth thinking over, however.

## Show Window Inside

The accompanying illustrations will give a very fair idea of the general layout of this new store. One point is not made clear, however; this is a small show window which has been made of the wardrobe end, just at the stairway leading to the boys' department in the basement. In this small show window displays are always to be seen, and very frequently men see something in these which just seems to suit the fancy—it stimulates them to ask for a certain line. The idea is unique and draws attention

continued on page 34.



The Men's Department of Parker and Son, Winnipeg. In Accompanying Article Mention is Made of Show Window Near Stairs to Basement. Unfortunately the Illustration Does not Reveal This.





*Boys' Lines Everywhere. The Young Fellow's Needs, and his only, are provided for in This Basement Department of Parker & Son, Winnipeg.*

## DISTRACTIONS REDUCED, SALES INCREASED

In Basement Boys' Department Fewer Interruptions Mean Fewer Mothers Decide to "Think It Over."

**L**IBBY'S, of Kingston, devote their second storey to boys' clothing. This is the case with Claman's Ltd. of Vancouver. Now comes a store, Parker & Son, 332 Portage Ave., Winnipeg, which has decided also to keep its boys' department entirely separate from the men's, but which gives not the second storey, but the basement to this line. In the eyes of the firm there are some advantages from this system, and for the consideration of that large number of men's wear merchants who are particularly interested in the boys' department at the present time the points in favor are here given.

### Move Nearer the Centre

In a recent great fire in Winnipeg, Parker and Son was one of the firms burned out. When the question of re-establishment was considered it was decided to move further down towards the corner of Portage and Main street—the

great centre in Winnipeg since away back in 1872, when two Indian trails crossed here. So space was taken in the splendid Curry block, and when this space was taken it was immediately determined to branch out into the boys' field. Mr. Parker and his manager feel that this is a field which has tremendous possibilities. They state that there is a crying need for a splendid boys' store, as outside of the department stores there were very few devoting much attention to this line. Many mothers and boys, they add, do not like to go to the department store, where they buy in public as it were, and where they are subject to the jostling of the crowd.

So it was determined to establish a boys' department, and after careful consideration the decision was made to have this in the basement—entirely separate from the men's department.

### Few Distractions Now

The basement is splendidly lighted and ventilated, and quite suited for the purpose. It has, the members of this firm state, a great advantage over the ground floor for boys' business. There is nothing to draw attention away from the goods. No passing band distracts the boy. If the mother is along, and very frequently she is along, there is nothing to take her mind off the purchase in view. An exceedingly important point this, for as Mr. Parker says, it is surprising what a little thing will spoil a sale of boys' clothing. A clerk will practically have the sale closed when some new person will come into the store and on the spur of the moment the mother will decide that she will "think the matter over" and the sale is lost—at least for the time being.

In the basement these distractions are reduced to a minimum. Everywhere the boy or mother looks boys' and juveniles' clothes and accessories are to be seen. The fashion plates are all of boys' clothing. Everything focuses on that one feature.

### Everything Suggests Boys' Clothes

The store has been carefully prepared for its purpose. In the boys' department there are comfortable chairs for ladies



and tables on which goods are displayed. The clothing is carried in wardrobes, and here and there small stands are used for displaying goods such as boys' neckwear. They are not regular stands made use of for this purpose, but are especially adapted to exhibit boys' lines, being properly adjusted as to height.

**COLLARS AT REAR DRAW CUSTOMERS BACK**

(Continued from page 32.)

quickly. Then the goods which are on display speak for themselves.

Furnishings are carried in uniform green bound boxes, which occupy practically the whole of the left-hand front. The goods are displayed in show cases as well.

**Mirrors Prevent Sombreness**

Any tendency towards sombreness through the wide use of the green stock boxes is offset by a scheme of dividing these into sections by a large mirror and by a wall show case the same size as the mirror. In the case of the mirror, double service is secured by having this swing forward, disclosing a cupboard, in which are fixtures for carrying tickets, whisks, etc.

On the other side of the store are the shirts and hats—the hats to the fore—carried in open shelves. Beneath these shelves, in drawers, are the caps. The shirts are shown in wall cabinets, with sliding glass doors, which keep the stock absolutely clean.

**TAKING CASH DISCOUNT YIELDS \$480 PROFIT**

H. S. Pollock, of Regina, Makes Nice Addition to His Balance Sheet by Accepting All Discounts—His Change From Tailoring to General Men's Wear Business Has Proved Profitable.

**D**URING the past year H. S. Pollock, men's wear dealer, Regina, Sask., saved \$480 by taking his discounts regularly.

In other words, he made that much more money than if he had adopted the happy-go-lucky plan of paying his accounts when he "got ready."

"A dealer came into the store not long ago," said Mr. Pollock to a MEN'S WEAR REVIEW representative, in referring to his system, "and among other things we talked about the question of discounts.

"I never bother with the discount," he told me; "anyway, what is 2 per cent.?"

"Two per cent., thirty days," I said, "is 24 per cent. a year. I don't know of



**PARKER & SON**  
The Boys Shop  
239 PORTAGE AVENUE  
Opposite the Post Office

The shop of the Wear Better Suits for Boys, with one or two knicker pants. A guarantee label with every suit. Sizes 22 to 36 Prices from \$6.50 to \$22.50.

We carry a large range of Wear Better College Suits—the correct suit for the young man starting his first long trousers

We carry a full range of Boys' Furnishings, Hats and Caps, Etc

Open till 10 p.m. Thursday and Saturday nights.

The Only Exclusive Boys' Shop in the City.

One of the boys' ads. which are drawing trade to the store.

As the illustrations will show, the store is compact, convenient, effective. The business being done is reported as being entirely satisfactory.

edness running well up into the hundreds.

It is not the spirit of the West to drop out of the race in cases like this. It wouldn't be the West if men "fall down" when a streak of hard luck blows in.

So in 1911 Mr. Pollock was nicely established in the clothing business. Business gradually developed, and in 1914 the decision to extend and include furnishings was made. On July 1, 1914, he opened his present business.

**Another Hard Fight Starts**

1914! Who will ever forget it?

On August 1 the world war flamed up, and that meant still another uphill struggle.

To-day the Pollock store will readily attract the passer-by. When one steps inside he is sure to at least say to himself, "Here is a bright, attractive store with a carefully selected stock." The entrance, which was recently remodelled, is of the V-shaped variety. One of the inside features is the tie display fixture. There is a break in one of the side walls, between the wall cases, where the tie fixture is located. A mirror runs across the top with fancy shades over the lights. There are a few ties and shirts nobbily arranged about the stand. Below are drawers in the fixture where the ties are kept. When showing them, the drawer is pulled out. Another row of drawers contains silk shirts.

**Use Decorative Ecceets**

Decorative artificial flowers are freely used about the unit displays throughout the store.

Mr. Pollock's business consists chiefly of three distinct parts—made-up suits, furnishings and ready-made clothing. He caters principally to his regular customers, so is little affected by the decline at any time in transient business.

**V. de V. DOWKER IS MANAGING DIRECTOR**

V. de V. DOWKER, late managing director of the Crescent Mfg. Co., manufacturers of shirts, neckwear, etc., Montreal will, his friends will be interested to hear, assume the duties of managing director of the Van Allen Company Limited, Hamilton, Ont. As already announced it is intended to continue the manufacture of Crescent shirts and neckwear at Hamilton, so that merchants will be able to get these goods just the same as heretofore. Mr. Dowker will have charge of the buying, selling and general policy of the business as before with headquarters in Montreal, where a line of samples will be carried.

