

# KEEPING CLERKS—THE GOLDEN RULE METHOD

Baker & Robbins, of Calgary, Make the Store a Pleasant and Profitable Place to Work in—  
The Result Has Been a Steadily Growing Business and Steadily Growing  
Number of Satisfied Customers.

Salesmen behind the counter in the Baker & Robbins' men's wear store, 129 8th Avenue West, Calgary, Alta., are able to purchase goods in that store at 10 per cent. above laid down cost. Each salesman receives two weeks' holidays during the year, with full pay. Each has Wednesday afternoon off.

Nothing is deducted from the salary of salesmen through sickness.

A handsome and time-saving cash register—one of the best Baker & Robbins could purchase—stands in the store to assist the salesmen in giving rapid service to buyers.

\* \* \*

ONE of the biggest problems in the retail business to-day is that of holding the sales staff. This is true in other lines of retail endeavor besides men's wear. A representative of MEN'S WEAR REVIEW found it to be a most absorbing problem while on a recent trip to Western Canada.

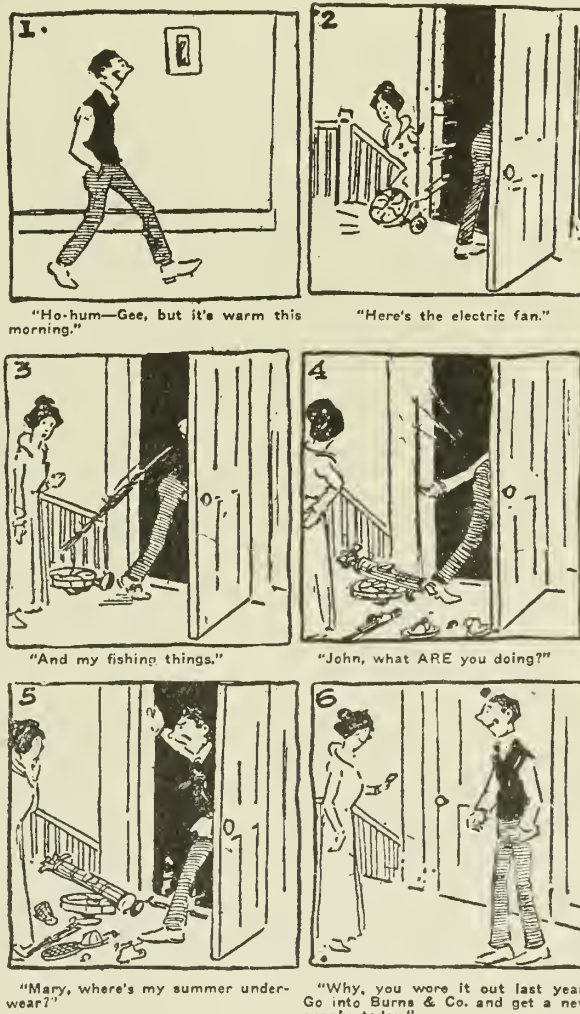
J. M. Baker, in discussing the point, stated to the REVIEW that fair treatment to employees was one of the important reasons why they were able to retain their sales staff and to give an extra good service to customers purchasing from the store.

## Value of a Long-Service Clerk

"A salesman who is here to-day and gone to-morrow never becomes familiar with the selling points of your goods," he said. "But where a salesman has been with a firm for a number of years he can always talk familiarly and intelligently about the goods in stock, knows the likes and dislikes of regular customers, and is thus in a position to give his employers an above-the-average service."

The Baker & Robbins store give, as stated above, their salesmen the privilege of buying goods from them at 10 per cent. above the laid down cost. This they maintain is one important way towards getting and retaining the good-will of their salesmen.

They began a couple of years ago with three salesmen, and now they have eight. Each has two weeks' holidays during the Summer and pay goes on just the same. All have Wednesday afternoon off for recreation purposes. Nothing is deducted from the pay envelope in case of sickness, which the firm claim is a very important factor towards retaining their good-will and loyalty.



Athletic Union Suits

**\$1.00 Upwards**

Best stock of fine underwear in the city.



# Burns & Co

291 Portage Ave.

## Cash Register Helps in Quick Service

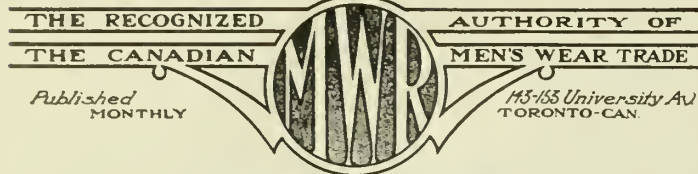
From standpoint of selling goods and giving the customers service the salesmen are urged, of course, to use their best selling ability. The store motto is "Value and Service." When value is backed up by an efficient service it means repeat business. The clerks are courteous in their attention to customers and at-

tention is always prompt. This is one reason why Baker & Robbins installed their modern cash register. They maintain that men do not like to have to wait for change two or three minutes, as is often the case in the large department stores. The cash register supplies the change in a moment, thus cutting short

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# MEN'S WEAR REVIEW



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## EDITORIAL NOTES

SIR GEORGE FOSTER says we should make our old suits last three years at least. Sir George might have made his old title do a little longer. Still, economy, like so many other things, is something intended for the other fellow.

## THE SUBMARINE AND STOCKS

MORE than once in this issue mention is made of losses sustained by Canadian importers as a result of the activity of submarines.

There is a danger that a wrong impression may be given by the frequency of these notices—that readers may judge the submarine has of late been more successful than for some time. An analysis of the situation, however, hardly sustains that viewpoint. The losses have been normal as far as ships are concerned, but as far as the men's wear trade is concerned they have been abnormal.

This is understandable, for May and June are months when regularly large shipments come to Canada. Cloth is being delivered to the manufacturing tailors then. Straw hats are being delivered, silk is coming through to neckwear manufacturers, and so it goes.

During these months a large part of the cargo on many boats is made up of lines sold through the men's wear store. As a result the sinking of one boat will mean a very large loss. A tremendous amount of silk neckwear, for instance, could be put in hold space ten feet square. With the new system of packing hats a good many thousand dollars' worth of these could be put in very limited space—so it is with cloth, and so it is that one sunk ship means loss, and heavy loss, to very many Canadian importers.

No, the submarine has not been more successful of late than in past months, probably very much less so—yet the problems of the men's wear trade have been rendered more difficult by reason of the submarine activity.

## WHY THE UNFAVORABLE U.S. BALANCE?

“WHY, Oh Why,” we hear the query, “is the balance of trade so much against Canada at a time when business conditions have been good in Canada?”

It is a question which naturally rises, but the

answer is very easily given, and will make clear the need for great activity to bring about a betterment in the balance of trade.

Canada is in the position of a manufacturer who has two big customers, and who is buying goods from one for cash, and selling goods to another on credit. Canada is buying from the United States more than she is selling to the United States. She is paying cash to the United States for her excess of purchases over sales.

Canada is buying from England much less than she is selling to England. She is not paying cash for what she buys from England, but neither is she receiving cash for what she sells to England.

Ordinarily, a part of the cash which Canada would get for the goods sold to England, in excess of those bought from England, would be paid to New York, to settle for the goods which Canada has bought in the United States in excess of goods which she has sold to the United States. At the present time, however, when England has so many burdens of her own and of her Allies, Canada is undertaking to finance English purchasing in Canada. It is the only basis on which British purchases can be made in Canada.

That is the sum and substance of our present position. The Dominion of Canada is in a stronger financial position than ever before. Over night, as it were, Canada has grown from a borrowing nation to a creditor nation. Her unfavorable balance of trade with the United States is merely a state resulting from the war, but it is a very real condition, and must be ameliorated in every possible way.

## CENSUS OF MILLS SEEMS NECESSARY

NOW is observed the spectacle of the Canadian Government, like some merchant of poor reputation, or no connection, calling for goods and receiving few offers.

It is a case, apparently, where no particular blame falls upon either the Government who wants the goods or the manufacturers who momentarily find themselves unable to supply the goods. It does seem to indicate, however, that a change in the system of calling for tenders might well be made by the Government in order that the necessary goods can be secured with the least possible upsetting of general industrial conditions.

What is meant can perhaps be made clear by taking the one case of knit goods. As stated elsewhere in this issue of MEN'S WEAR REVIEW, tenders are now being called for a comparatively small number of drawers and shirts, and many manufacturers are unable to quote. The tenders call for goods of the same style as the sealed sample. Now, practically no two knit goods houses in Canada make the same style of underwear—different makes of machines even result in slightly different styles.

The big thing which the Government wants, however, is underwear suitable for the soldiers, and whether it is identical or not, really does not particularly matter.

It does seem that before the end of the year the Government might well take a census of the various mills—see what each can take—then, when the need for certain classes of underwear arises, it would be easy to decide that these could be secured from certain mills, and the order could be spread around. If necessary a certain part of each mill could be requisitioned for the Government work.

But, with conditions as they are at the present, all red tape in calling for underwear and other lines should be done away with. Flat rib or spring rib does not particularly matter. A slight difference in the weight will not lose the war. It is not essential, after all, for the comfort of the soldier that each suit of underwear should be identical.

Underwear is not like a shell. It can not be measured by a gauge. What is wanted is the best obtainable for the service, and through some such census this could be secured—could be secured with out the mills being so overturned that the necessary business of producing for the retail trade—yes and of producing for the export trade too—could not be continued.

### THE BACK TO THE CITY MOVEMENT

MANUFACTURERS of many lines are experiencing difficulty in securing the necessary production by reason of scarcity of help. On top of the ordinary domestic orders, the Canadian and United States governments are urging production for their needs. It is a situation which is causing the manufacturer a great deal of worry and unfortunately relief does not seem in sight.

Labor is not as mobile as one could wish. Sometimes a manufacturer will take the old attitude of the prophet and say, "If the mountain will not come to Mohammed, Mohammed will go to the mountain." He will put a branch plant in some locality where help is plentiful. Branch plants, however, are not operated without a good deal of extra trouble, and sometimes this extra trouble more than offsets the benefit of the extra labor secured.

There is this cheering feature at the present time: with the Fall, when the farm work is quieting down, there will come back to the manufacturer many laborers who have gone out to work on the land, also girls who responded to the call for Farmerettes. This "Back to the City" movement, in the Fall, will to a considerable extent ease up conditions and make possible a big increase in the year's production.

### WHAT THE PRESS RECEIVED FOR ADVERTISING THE VICTORY LOAN

Various estimates have been made as to the amount the press received from the Government in connection with the press publicity for the Victory Loan, but the actual figures paid were clearly set forth in audited statements submitted to the Annual Meeting of Canadian Press Association, Inc., held in Toronto on June 13 and 14.

The total amount paid by the Government for advertising space was \$165,419.81, which was distributed among 1,400 newspapers and other publications. Approximately \$5,000 was spent in the preparation and distribution to the press of a large number of special articles, illustrations, cartoons, etc., which were inserted in the press without charge. The setting of type and making of duplicate plates of the advertisements for the various publications used and the fees paid to the five co-operating advertising agencies for their services cost in the neighborhood of \$37,000, making the total expenditure \$208,166.09.

As the total cost of floating the loan was approximately \$5,000,000, the Government's expenditure on press publicity represents less than five per cent. of the total expenditure. It is interesting to note also that the press publicity cost only one-twentieth of one per cent. of the total amount subscribed to the loan.

The press publicity for the loan was

handled by Canadian Press Association, Inc., and the officers of the Association and its individual members co-operated splendidly in making the campaign a success. During three months last fall most of the time of the president, Mr. J. H. Woods, Calgary "Herald," and the office staff, was devoted to the press publicity campaign, and for several weeks the committee of publishers in charge were in almost continuous session. The individual members, on the other hand, contributed, without charge, space in their newspapers and other publications which, if calculated at their regular commercial rates, would run up to more than the total amount paid for the advertising space.

Neither Canadian Press Association, Inc., as such, nor any of its officers or committees, received any remuneration for their services in connection with the loan, those services being given voluntarily and in the spirit of national service.

### AN UNFORTUNATE APPOINTMENT

Professor Goodwin, speaking at the annual meeting of the Canadian Manufacturers' Association, quoted from a Canadian technical paper to prove some interesting information he was presenting to the Association, and said: "The fact that we now have a technical paper devoted to the chemical industry in Canada is a most encouraging factor in the development of this most important feature of Canadian life."

Yet, M. E. Nichols, for whom Hon. Wesley Rowell says he hand-picked Canada to fill the \$6,000 job of Director of Public Information, after careful investigation says that technical papers are of no value, and that they should not be admitted to the Canadian newspaper mails. A man who made such a gigantic failure of his own newspaper property is hardly an authority on Public Information, much less on Technical Information. Any man who can supply the public with general, special or technical news, such as they want, can make a success. Mr. Nichols failed to give the people of Montreal what they wanted in the way of news. He squandered over \$500,000 of friends' money in trying to establish *The Mail* in opposition to *The Gazette*, but the latter came out of the fight stronger and more reputable than ever.

### MORE FLAX FOR LINEN

THE Flax Control Board and the British Board of Agriculture have appointed a committee to assist in carrying out extended measures of flax production. In view of the enormous demand for fibre for the manufacture of aeroplane wings and for other military requirements, the Government has decided to make great efforts to get 10,000 acres of this crop sown during the coming Spring. Flax grown for the Government is to be regarded by war agricultural committees as being on a level with cereals.



### Clean Out and Clean Up

*More heat roming; more outdoor sports with consequent perspiration; more need therefore, on the part of active men, for more Summer underwear.*

*A good display, such as the one illustrated, will lead many customers to feel their need—to buy another suit or two. Such a display will help you clean up your stock, and that of course means clean up a profit.*

*Even with goods rising in price steadily there is no real profit made until goods for which money has been paid are sold at an advance, and the money received.*

# MORE FINE YARNS FOR CANADA

Advice From Canadian Wool Commission Makes it Seem Certain Supply Will be Improved  
—This Should Make Goods More Plentiful in 1919

**L**AATEST information seems to indicate that Canadian manufacturers of knit goods are to receive wool, tops, and yarns, somewhat more freely during the next six months. Unfortunately even if this proves the case, it can hardly mean an improvement in deliveries from the manufacturer before 1919. Still, the trade will get supplies fairly satisfactorily up to that time, and a larger amount of wool to be made into goods for 1919 delivery will not only mean much to the retail trade, but much to the country as a whole—which of course means indirectly to the retail trade again—by reason of enabling manufacturers to do some exporting which will increase the good standing which Canada has at the present time, and slightly offset the unfavorable balance of trade, which, by reason of the old method of settlement being interfered with on account of the war, exists against Canada in spite of the Dominion's very strong financial position.

What makes it seem very probable that the Canadian manufacturers are to receive more wool is a communication which has just been sent the various knit-goods manufacturers from the Canadian Wool Commission. One of the opening sentences of this communication will give the thought: "The woollen and worsted industries in the United Kingdom are rationed for wool tops and yarn, in periods of four months. In each period a certain quantity of yarn will be reserved for Canada. Applicants made on accompanying form, and approved by the Canada Wool Commission, will, unless in very exceptional circumstances, form part of the quantity reserved for Canada."

That phrase—"Unless in very exceptional circumstances," is the peculiarly hopeful note in this terse business message. It seems to indicate that the Canadian Wool Commission knows where it will be able to get the supply which it can foresee will be requisitioned by the Canadian knit-goods houses.

It seems to indicate that the Wool Commission feels that, if it can prevent any speculation in wool, and restrict orders to the quantities actually needed to fill demand for goods, it will be able to supply everything.

The "accompanying form," to which the commission refers in its communication to knit-goods manufacturers, provides for requisitioning in a very definite way. It seems an exceedingly complicated method of asking for goods, but this is undoubtedly a case where "the longest way around is the shortest way home." Certainly this notification from the Canadian Wool Commission offers no hope of the knit-goods houses getting more adequate supplies of wool than for a long time.

The procedure which will have to be followed, according to instructions of the

Canadian Wool Commission, is something as follows:

The knit goods manufacturer sends orders for yarn which he needs to the Canadian agent of some English mill. The agent takes the order to the Canadian Wool Commission. The commission sends the order to the British Wool Commission. The British Wool Commission gives it to the spinner, whose agent originally received the order in Toronto, and the spinner advises the Canadian manufacturer, or its own agent in Canada, if he will be able to accept the order. If the order is accepted, the Canadian manufacturer makes out one of the application forms supplied by the wool commission and sends this form to the wool commission in Toronto, along with three copies. The Canadian Wool Commission then send the order back to the British Wool Commission, when the British Wool Commission will ration the amount of wool to be used in making the yarns which are required, and will send these to the spinner.

This all applies for the period of four months, commencing August 1, and end-

ing Nov. 30. There seems reason to believe, however, that the proceeding will be extended after Nov. 30th.

Of course, if the spinner has accepted the order and has received the wool necessary to make up the yarn, he may deliver these yarns to Canada even at a later date than Nov. 30th, should the period of issuing wool not be extended after that date.

As has been said this evidence that the British Wool Commission will ration wool to spinners who have accepted orders for delivering yarn to Canadian manufacturers makes it seem probable that the Canadian manufacturer will be able to supply more underwear during 1919. There are some classes of yarn which are being made in Canada. These will be still made here, but the new regulation will render it impossible for manufacturers to get some of the finer yarns which have not been made in Canada. It will therefore make it possible for the makers to turn out their very highest class of goods, although, as has been said, the improvement will not be noticed during the present calendar year.

## UNCLE SAM AFTER CANADIAN KNIT GOODS

Canadian Government Inquiring What Manufacturers Can Export  
—Little Available For Sending Across the Line in 1918 But  
Mills Will be Able to Fill Orders For 1919

**I**T becomes more and more apparent that the number of United States orders of woollen lines which will be placed in Canada will depend on nothing except the ability of Canadian manufacturers to accept and fill these orders.

As MEN'S WEAR REVIEW goes to press, a communication has come to some of the Canadian knit goods manufacturers—and is doubtless on the way to other knit goods manufacturers—from the Canadian Government, asking the manufacturer to advise what he can give for export to the U. S. for the six months from July 1st, on, asking also what the manufacturers can give for exporting to the U. S. during 1919.

### Hopeful for 1919

From what can be learned, at the moment, it seems very doubtful if Canadian manufacturers will be able to promise delivery of much to the U. S. for the last six months of this year. Some manufacturers have already secured orders from the U. S. and are hard at work upon these, some are keeping their plants almost continuously employed in order to turn out these U. S. orders, and at the same time keep up with the demand from Canada. There is a likelihood, however, if as is hoped the yarn supply improves,

that Canadian manufacturers will be able to send very fair quantities to the States in 1918.

### Labor a Big Problem

The great scarcity of help will be one handicap in the way of such exporting. With the farm work over, however, there will be a return of labor to the city, which will work some betterment.

The exportation of knit goods to the U. S. of course is especially desired, both immediately and for the early months of next year, not only to provide our Allies with what they require, but to assist in rectifying the balance of trade which is at the present time so much against the Canadian dollar.

### AVIATORS WANT GOLF STOCKINGS

GOLF stockings are in greater demand than ever, according to the Ely Store. The adoption of these by aviators has created a demand much greater than heretofore.

Caswell's, Ltd., men's furnishings, Saskatoon, Sask., has been incorporated.

# WHERE WEEKLY HALF HOLIDAYS ARE HELD

Days on Which Stores Are Closed in Various Centres of the Different Provinces of the Dominion, Also Some Information as to the Evening Closing of These Stores—  
A List Collected for the Benefit of Travelers,

**W**ITH a view to eliminating waste effort on the part of travelers in calling at towns on days when the stores are closed, a waste that can be ill afforded in these days of short staffs and limited train service, **MEN'S WEAR REVIEW** is publishing herewith a list of towns where half holidays are in force, and also the evenings on which the stores of the place are closed.

The list at present is as follows:

## BRITISH COLUMBIA

**CRANBROOK**—Wednesday afternoon, from 12 noon.  
**FERNIE**—Wednesday at 1 o'clock, all year round.  
**KELOWNA**—Thursday afternoon, from 12 noon.  
**NELSON**—Wednesday afternoon, from 1 p.m.  
**REVELSTOKE**—Wednesday afternoon, from 1 p.m.  
**VERNON**—Thursday afternoon, from 12 noon.

## ALBERTA

**CALGARY**—Wednesday afternoon, at 1 p.m.  
**LETHBRIDGE**—Wednesday afternoon, at 1 p.m.  
**MEDICINE HAT**—Wednesday afternoon, at 1 p.m.

## SASKATCHEWAN

**BATTLEFORD**—Thursday afternoon, from 12 noon.  
**HUMBOLDT**—Close Wednesday afternoon, June, July and August.  
**MOOSE JAW**—Close at noon Wednesday, June, July and August.  
**PORTAGE LA PRAIRIE**—No half holiday. Close at 6 p.m., except Saturday.  
**MAPLE CREEK**—No half holiday.  
**MELVILLE**—Close at 1 o'clock, June, July and August.  
**REGINA**—Wednesday afternoon.  
**SWIFT CURRENT**—No half holiday.

## MANITOBA

**BRANDON**—Thursday afternoon, from 12.30 p.m., during July and August.  
**DELORAINÉ**—Friday afternoon.  
**NEEPAWA**—Close Wednesday afternoon, May 29 to August 21.  
**SOURIS**—Thursday afternoon, during June, July and August.

## ONTARIO

### A

**ALEXANDRIA**—No half holiday. Evening closing at 6.30 p.m., on Monday, Wednesday and Friday, during June, July and August.  
**AMHERSTBURG**—Thursday afternoon, 12.30 p.m.  
**ARETHUR**—No half holiday.  
**AYLMER**—Wednesday afternoon, from 12 noon, during June, July and August.

**AURORA**—Wednesday afternoon, from 12 noon, during June, July and August.

**ALMONTE**—No half holiday.

### B

**BLENHEIM**—Wednesday afternoon, from 12 noon.  
**BOBCAYGEON**—No half holiday; close 7 p.m. in evenings on Monday, Wednesday and Friday.  
**BRANTFORD**—No half holiday.  
**BRAMPTON**—No half holiday.  
**BETHANY**—No half holiday.  
**BURKS FALLS**—Thursday afternoon.  
**BELLEVILLE**—Wednesday, 12 noon.  
**BALA**—No half holiday.  
**BARRIE**—Wednesday afternoon, from 1 p.m., during July and August.

### C

**CHAPLEAU**—Wednesday, at 1 p.m.  
**COPPERCLIFF**—Wednesday afternoon, during June, July and August.  
**CAMPBELLFORD**—Friday afternoon, at 12.30 p.m.  
**COBOURG**—Wednesday afternoon, at 12.30 p.m.  
**CANNINGTON**—Wednesday afternoon, at 12 noon, from June to August.  
**CLINTON**—Wednesday afternoon, at 1 p.m.  
**CAMPBELLVILLE**—Wednesday afternoon, at 12.30 p.m.  
**CAMPBELLFORD**—Friday afternoon, at 12.30 p.m.  
**CHATHAM**—Thursday afternoon, at 12.30 p.m., until September 15.  
**CORNWALL**—No half holiday. Evening closing at 7 p.m.  
**COLLINGWOOD**—No half holiday.  
**COCHRANE**—No half holiday.  
**COBALT**—No half holiday.  
**CARLETON PLACE**—No half holiday.

### D

**DESERONTO**—Wednesday afternoon, from 12 noon.  
**DRYDEN**—Thursday afternoon, May, June, July, August and September.  
**DRESDEN**—No holiday.  
**DUNNVILLE**—Wednesday afternoon, at 1 p.m., from May to August.  
**DRAYTON**—Thursday afternoon.  
**DUTTON**—Wednesday afternoon, from 12 noon.

### E

**ENGLEHART**—No holiday.  
**ELMIRA**—No holiday.  
**ELORA**—Wednesday afternoon, at 12 noon.  
**EXETER**—Wednesday afternoon during July and August.

### F

**FENELON FALLS**—Wednesday afternoon, from May to September.  
**FLESHERTON**—No holiday.  
**FINCH**—No half holiday.  
**FORT WILLIAM**—Wednesday afternoon, at 12.30 p.m.

### G

**GUELPH**—Wednesday afternoon, June, July and August.  
**GALT**—Wednesday afternoon, at 12.30.  
**GEORGETOWN**—Thursday, at 1 p.m., from May to August.  
**GRIMSBY**—No holiday.  
**GANANOQUE**—Wednesday afternoon, at 12 noon.

### H

**HAMILTON**—Half holiday not general. Some outlying stores close at 1 p.m. on Wednesdays. Most stores open until 9 p.m. Department stores close at 6 p.m., except during July and August, at 5 p.m.  
**HIENSALL**—No half holiday.  
**HESPELER**—Wednesday afternoon, at 1 p.m.  
**HAGERSVILLE**—Thursday at 12 noon, from June to September.  
**HUNTSVILLE**—Thursday afternoon, at 1 p.m.  
**HAWKESBURY**—No half holiday.  
**HAILEYBURY**—No half holiday.

### I

**INGERSOLL**—Wednesday afternoon, at 12.30 p.m.

### J

**JARVIS**—Thursday afternoon, from 12 noon.

### K

**KINCARDINE**—Thursday afternoon at 1 p.m. Evening closing at 6.30 p.m.  
**KITCHENER**—Wednesday afternoon, at 12.30 p.m., June to August.  
**KENORA**—Wednesday afternoon, June, July and August.  
**KINGSTON**—No half holiday.  
**KENNEBEC**—No half holiday.

### L

**LONDON**—Wednesday afternoon, at 1 p.m., during June, July and August.  
**LITTLE CURRENT**—No holiday.  
**LUCAN**—No half holiday.  
**LINDSAY**—Wednesday afternoon, June, July and August.  
**LISTOWEL**—No holidays.

### M

**MITCHELL**—Wednesday afternoon, at 12.30 p.m.  
**MIDLAND**—No holiday.  
**MILTON**—Wednesday afternoon.  
**MORRISBURG**—No half holiday.  
**MILDMAY**—No half holiday.  
**MATTAWA**—Wednesday afternoon, from 12 noon.  
**MAGNETAWAN**—No holiday.  
**MEAFORD**—Thursday afternoon, at 12.30 p.m., from May to September.

### N

**NEW HAMBURG**—No holiday.  
**NORWICH**—Wednesday half holiday, from 12 noon, May to September.  
**NORTH BAY**—Wednesday afternoon, June to August.

NEWMARKET—Wednesday afternoon, at 12 noon.  
 NIAGARA-ON-THE-LAKE— Wednesday afternoon, July and August.  
 NEW LISKEARD—Wednesday afternoon.  
 NAPANEE—Half holiday on June 19th and 26th, all day Wednesday, during July and August.

O

ORILLIA—Close at 5 p.m. daily.  
 OSHAWA—Wednesday afternoon, from 1 p.m., June to September.  
 ORONO—Close all day Wednesday.  
 OIL SPRINGS—Thursday afternoon, from June to August.  
 ORANGEVILLE—Wednesday afternoon from 12 noon, June to September.  
 OWEN SOUND—Wednesday afternoon, at 12.30 p.m., during July and August.

P

PAISLEY—No half holiday.  
 PARRY SOUND—No half holiday.  
 PORT ROWAN—Thursday, at 12 noon.  
 PARKHILL— Wednesday afternoon, from 12 noon.  
 PENETANGUISHENE—No half holiday.  
 PORT DOVER—Thursday afternoon, at 12.30 p.m., June to September.  
 PALMERSTON —Thursday afternoon, during June, July and August.  
 PORT PERRY—Wednesday afternoon, at 12 noon, during July and August.  
 PORT HOPE— Wednesday afternoon, from June to October.  
 PEMBROKE—No half holiday. Close at 6 p.m., except Saturday.  
 PORT COLBORNE—Wednesday afternoon, June to August. Close at 6.30 p.m., except Saturday.  
 PETERBORO— Thursday afternoon, from 12.30 p.m.  
 PRESTON—Wednesday afternoon, at 12.30 p.m., May to September.  
 PETROLIA—Wednesday afternoon.  
 PORT ELGIN—Thursday afternoon, from 12.30 p.m.  
 PORT ARTHUR—No holiday.  
 PARIS—Wednesday afternoon, from 1 p.m.

R

RIDGETOWN—Wednesday afternoon.  
 RIPLEY—Thursday afternoon at 1 p.m.  
 RICHMOND—No holiday.

S

STEELTON— Wednesday afternoon, from 12 noon.  
 ST. MARY'S—Wednesday afternoon, 12.30 p.m., June, July and August.  
 ST. THOMAS—Wednesday afternoon, June, July and August.  
 SAULT STE. MARIE—Wednesday afternoon, at 12 noon. Evening closing at 6 p.m., except Saturday.  
 SPRINGFIELD—No holiday.  
 STRATFORD—No holiday.  
 SHELBURNE—Thursday afternoon.  
 STRATHROY— Wednesday afternoon, from May to August.  
 SARNIA—Wednesday afternoon, from 1 p.m., June to August.  
 SEAFORTH— Wednesday afternoon, from 12.30 p.m.  
 ST. CATHARINES—Wednesday afternoon, from 12 noon, July and August.

SUNDERLAND—No holiday.  
 SMITH'S FALLS—Wednesday afternoon from 12.30 p.m.  
 SUDBURY—Wednesday afternoon, at 1 p.m.

T

TWEED—Wednesday afternoon, at 12.30 p.m.  
 TRENTON—Wednesday afternoon.  
 TILLSONBURG—Wednesday afternoon. Close 6 p.m. daily.  
 TILBURY—Thursday afternoon, June to September. Evening closing at 6 p.m., except Wednesday and Saturday.  
 TROUT CREEK—No half holiday.  
 TIVERTON—Thursday afternoon, at 12.30 p.m.  
 THESSALON—Wednesday afternoon, at 12 noon.

U

UXBRIDGE—Evening closing at 6 p.m. except Saturday. No holiday.

W

WATERLOO— Wednesday afternoon, from June to August.  
 WATFORD—Wednesday afternoon.  
 WINCHESTER—  
 WALKERTON—No half holiday. Evening closing 6 p.m., except Saturday.  
 WALLACEBURG—Thursday afternoon, from 12 noon.  
 WIARTON—No holiday.  
 WINDSOR—No holiday.  
 WROXETER—No holiday.  
 WELLAND—Wednesday afternoon, 12 noon, June to September.  
 WATERLOO— Wednesday afternoon, 12.30 p.m., June to September.  
 WHITBY—Wednesday afternoon, from May till September.

QUEBEC

COOKSHIRE—No holiday.  
 COWANSVILLE—No holiday.

COATICOOK—No holiday.  
 GRANBY—No holiday.  
 HULL—Evening closing at 6 p.m. on Monday, Tuesday and Friday.  
 HUNTINGDON—No holiday.  
 LAKE MEGANTIC—No holiday.  
 LACHUTE—No holiday.  
 MANIWAKI—Evening closing at 6 p.m. except Saturday. No holiday.  
 QUEBEC—No holiday.  
 RICHMOND—No holiday.  
 SUTTON—No holiday.  
 SCOTTSTOWN—No holiday.  
 ST. CHRYSOSTOME—No holiday.  
 THREE RIVERS—No holiday.  
 VICTORIAVILLE—No holiday.  
 WATERLOO—No holiday.

NEW BRUNSWICK

FREDERICTON—Thursday afternoon, from 1 p.m.  
 MONCTON—No holiday.  
 SUSSEX—No holiday.  
 CHATHAM—No holiday.  
 PETITCODIAC—No holiday.  
 ST. JOHN—Saturday afternoon, from 1 p.m.  
 TRURO—Wednesday afternoon, June, July and August.  
 GLACE BAY—1 o'clock, Wednesday, summer.  
 ANNAPOIS— Wednesday afternoon, June, July and August.

NOVA SCOTIA

DIGBY—Thursday afternoon.  
 SPRINGHILL—Wednesday afternoon.

PRINCE EDWARD ISLAND

CHARLOTTETOWN—Wednesday afternoon from 1 p.m.  
 YARMOUTH—Friday afternoon.

## FAITHFUL FIDO USEFUL IN DEATH— HIS HAIR NOW USED IN MAKING WOOL

WAR is responsible for many new and unexpected industries not the least of which is the manufacture of knitting wool from the combings of dogs. A few ladies conceived the idea from utilizing the combings in this way and after long and patient experimenting the process of spinning was perfected. Scientists have become interested in the discovery and a small room in the Victoria and Albert Museum has been set aside for an exhibit of the work. Important propositions have come from the commercial world which was quick to see the possibilities of this new industry but while the war lasts there is no commercial side to the undertaking.

Long-haired dogs furnish the material used, and wool of unusual silkiness and softness is spun from their combings. A pale, gold sock light as silk but whose warmth is instantly realized when the sock is held to the cheek or against the hand was knitted from the combings of a Pekingese. The whitest and softest

of socks for the wounded come from the combings of a white poodle. Cardigans or hard-wearing socks of soft grey are furnished by the old English sheep dog. Black as jet, stainless and glossy is the wool given by the curly retriever.

Collies, cockers, Chows, and Pomeranians, Borzois and Yorkshires, perky or dignified, all yield the most delightful wool. Lightness and softness and warmth are truly admirable qualities in wool but this new kind possesses unheard of wearing qualities. Absolute proof of this is given in a grey cardigan which has been worn in the front line continuously since last autumn and washed repeatedly without showing the least sign of wear.

Lady Algernon Gordon Lennox and Lady Gosford conceived the idea and have been able to put it into practical use by the help of Lord Algernon Gordon Lennox, who is treasurer of the British Dogs' Wool Association, as these workers style themselves.

## MAKES PACKING CASE ATTRACT TRADE

This Displayed Outside the Store as Shown in Illustration—All Hats in Window Numbered, Enabling Customer to Indicate Which Model He Liked.



Unusual display feature which brought splendid results in the way of his straw hat sales. It might perhaps be followed by other merchants to their advantage.

“**W**E had just opened out our new line of straw hats and did not know what to do with the cases at the moment. In thinking the matter over, we decided to just keep one of these in front of the store and make it work for us.” Thus did Mr. Livinson describe his experiment, as visualized very well in the accompanying illustration.

### “Everybody Gets a Look In”

The phrasing here is naturally quite compelling. It was so in this instance, for as the representative of MEN'S WEAR REVIEW called, he also fell under the spell and prepared to take full advantage of the offer, whether it be “joker” or otherwise. Consequently, peering over the top of this lettered case, he looked into the depths and there found his answer to the inquisitiveness possessed by nearly every passer-by: “Come in and see our new straw hats, just in”

As the store kept its doors open at night, part of the week, a colored light

was used inside the box, and, as the lettering on the outside of the case was just as effective then in drawing men—and women, too—the value of the novel idea was quite as great as during the day.

Mr. Livinson assured MEN'S WEAR REVIEW that this idea was a real success, and that its value in selling was not the only one—many scores of those stopping securing an idea of the firm's initiative in adopting somewhat unusual methods.

### Hats in Window Numbered

Neat small tickets were placed on each hat. There were many different patterns, and these were designated as: “Livinson's No. 8,” and so on. Thus a prospective customer would walk into the store saying he wished to see hat No. 8. It would be produced without the clerk having to go outside to have it pointed out, as the numbers were all listed inside. Actual hat sales were much helped by this plan.

### KEEPING CLERKS

(Continued from page 35.)

the time the salesman spends in selling each customer. As Mr. Baker pointed out, when a buyer has to wait for his change the clerk usually has to talk to him until it arrives, which means loss of business and inefficient service in so far as waiting customers are concerned. This naturally is quite an asset to the clerk, as he is in a position to make a better showing in his sales.

This store gives a special preference to returned soldiers, whether in khaki or not. This is 10 per cent. discount from the selling price of any article the man from “over there” purchases.

Mr. Baker was formerly general manager for the Hudson Bay Co. in Calgary, having been there for some ten years. H. L. Robbins was also with the Hudson Bay Co. in the men's wear department, so that the Baker & Robbins business has at the head of it two men with wide business experience.





# HATS *and* CAPS



## NEW UNITED STATES ARMY HAT—THIS MEANS GREAT SAVING IN FUR— SHOULD RELIEVE FELT HAT SITUATION

**G**OOD friend Uncle Sam, perhaps the largest buyer in the world today, has just placed an order for twelve million hats and caps. At the same time he has indicated that there will be further orders coming along in the course of the next six months for some eight million caps of heavier material.

Now a little order like this naturally upsets conditions to some extent, but in this particular instance, while a strain is put upon the cap manufacturers who will find much of the woollen material which they require for civilian caps has been taken by the United States Government, at the same time a strain has been lifted from the manufacturers of fur-felt hats. No more will the huge, broad-brimmed, cowboy hat be worn by the United States soldiers. The result will be a tremendous saving in the supply of fur for making felt.

It was the tremendous scarcity of this fur and its high price which doubtless led the United States army authorities to determine upon a change in hats. They will, of course use up the fur-felt hats which have been made, but the new hat orders are starting at once and will be rushed to completion.

These new hats are of two styles. One is made of woollen cloth in much

the shape of the Royal Air Forces cadet cap. It will be worn by both officers and men, only the insignia being different.

The other hat is made of denim and is to be used when the soldiers are doing rough work in the training camps—digging trenches and work of that character. It is like a sport hat only somewhat lower in the crown.

The further order of eight million hats, which it is indicated will be placed shortly, will be for winter use—somewhat heavier than those for which orders are now being placed.

As has been indicated this huge order of the United States government means a further call upon the woollen cloth supply. It will therefore make the difficulties of cap manufacturers somewhat greater, not only in the United States but in Canada as well. The supplies of cloth available for cap manufacturers will be tremendously reduced and doubtless prices will tend upward.

On the other hand the discontinuance of the huge demand for felt-making fur should result in an easement of that situation—perhaps it will take some little time for the effect to be noticed but Canadian felt hat makers should find more raw material available.

## RABBIT SKIN RESTRICTION BY U.S. IS MENACE TO CANADIAN HATTER

**O**N the list of import restrictions issued by the United States Government recently is included rabbit skins.

It is said that the list of prohibited imports is only tentative, and it does seem that this is one case where a change should be made.

Of course the whole hat industry depends upon the receipt of rabbit skins from Australia. Moreover these rabbit skins will have to be brought into the States during the next three or four

months, for that is the season when shipping can properly be done from Australia.

The restriction is very serious from a Canadian standpoint, for a great part of the felt making fur is secured by Canadian makers through the United States' market, so any restriction which affects that market will have an indirect but very prompt effect upon the Canadian market. Fur has been exceedingly scarce here, but a continuation of this prohibition of importation would make the situation very much more serious.

### DIVERTING SHIPS AFFECTS TOYOS

A factor which may make Toyo hats scarcer before 1919 season comes around is the tendency to divert ships from the Pacific to the Atlantic service. This is of course to offset the losses resulting from submarine activities, and to assist in carrying the tremendous freight which is going to France in spite of the submarine activities.

Such a transference of shipping means that cargo space on the Pacific is in much greater demand than formerly, and the amount of this which will be given to the Toyo hats may be reduced. Still a tremendous quantity of these hats can be shipped in a comparatively small space, so that the likelihood of a serious reduction in stock is questionable.

### DANGER FROM BUTTONS

**SECRETARY HAM**, of the Express Traffic Association of Canada, has been taking up with the Manufacturers' Association the need of special care when clothing on which celluloid buttons have been used is being shipped.

He writes the Canadian Manufacturers' Association: "I had an interview to-day with Mr. Hughes, secretary of the Montreal Branch of the Canadian Manufacturers' Association, and gave him full particulars about a fire in a shipment of skirts from Montreal to Simcoe, which was caused by celluloid buttons on the skirts. The fire originated inside the package, but did not make sufficient progress to burn through it, although eleven of the skirts contained in the package were destroyed. I do not think the clothing manufacturers realize the danger of celluloid, and Mr. Hughes promised to bring this to the attention of the clothing section of the Montreal branch. It may be that some of your members are also interested, and, if so, possibly you would call their attention to the matter."—C. M. Ham.

Owing to the present scarcity of some materials, celluloid buttons are being used by manufacturers of clothing to a larger extent than in the past. Very few of these, however, are being used by manufacturers of men's or boys' clothing; the danger of fire losses, therefore, is exceedingly small.

## TEN PER CENT. ADVANCE IN PANAMAS COST OF BLEACH MAKES THIS NECESSARY

PANAMA hats, at one time within reach of the rich and the rich only, are now becoming very much the thing for all classes. With the continual advance of the boater the spread in price between this style of straw and the panama hat has been much reduced; for Spring, 1919, it seems that this spread will be still narrower, for the indications are that boaters will be considerably higher in price while the panama hats in some lines stand at the figures of 1918,



*Auto Cap with eye and collar—New model shown by Boston Cap Co.*

in other ranges will advance perhaps 10 per cent.

South American panamas will be higher for 1919, the advance probably being in the neighborhood of 10 per cent. This move upwards comes because of the increased cost of bleaching, an increase which is a direct result of the influence the war has on the chemicals needed for the bleaching process. These chemicals

are up in price from two to four hundred per cent. They are also down in quality, so that a great deal larger quantity of the chemical has to be used to do the work. Moreover the inferior quality of the acids means a greater time being given for the process, which of course runs up the labor charge. However, 10 per cent. in these days of 25 and 50 per cent. advances is comparatively small, and the retail hatter can look forward to the 1919 Summer season with a fairly easy mind. It seems certain that he will be able to get all the supplies he wants—that is of panamas at least—and he will get them at a price which will enable him to interest the store customers in the line.

Toyo panamas will next Summer be at practically the same price as they are quoting at this year. This is because the bleaching process with this make is much simpler, more quickly performed than is the case with the South American panamas.

As to styles it seems as though the lines to be sold for 1919 will be very similar to those which the retail trade are now displaying in their windows. The panama sailor has been a big seller here of late. Also the Alpine with brim pitched back and front. Both these lines will be sold for next year. The Alpines will have a somewhat higher crown in telescope style.

It is noticeable that there is a turning away from the very wide brimmed hat in panamas.

## MEN WAITING FOR THE DOLLAR STRAW

Retailers Find a Tendency This Way—The Early Slaughtering of Straw Stocks a Menace.

GOODS scarce—prices high. This is the general rule—scarcity is the cause; high prices the effect. Yet it seems that the men's wear trade may see one exception to this general rule this Fall. Straw hats are almost certain to be fairly scarce, and the indications are that they will be scarcer for 1919, yet the prices will probably be slaughtered this Summer. It is to be hoped that this state of affairs can be avoided, until late in the season at least. That the holding of early straw hat sales has done harm has been very evident for some time—never more so than it is this Spring.

With talk of thrift in the air men are ready to do things this year which perhaps they would have been a little ashamed to do in other years. Hence we find men coming out in June with hats carried over from the season before. These men openly state that they will

make the old hat do until the sales commence early in July, when they will be able to buy a boater for about a dollar and a panama for a much lower sum than that at which panamas are now being shown.

### No Saving in Goods

Observe just what this means. As one merchant put it, it means a little saving in money to the customer, but absolutely no saving in goods and a loss of money to the retailer.

This retailer, however, is very frank to admit that he and his fellow-merchants are responsible for the situation. They have been starting their hat sales very early, and this is commencing to impress the public with an opportunity for saving. In many of the big cities the early sale of straws has been somewhat deadened as a result of this tendency.

### TRADE NEWSPAPERS LEAD

*Commenting upon the tendency of retail merchants to buy goods against an advance a student of the situation says:—*

*"No question of doubt that the merchants are getting closer to the game all the time and are becoming very interested in prices for the future, which, no doubt, is due to the articles they are reading from time to time in the various trade papers."*

With many of the old sources of supplies greatly interfered with as a result of labor having gone to the war, and as a result of the supplies which could have reached Canada from abroad being reduced through submarine activity, straws are scarce in Canada this Summer. All indications point to a greater scarcity for the Summer of 1919. It would seem, therefore, the part of wisdom to refrain entirely from straw hat sales this year. Better to hold back on placing sorting orders and sell out the entire stock at good prices. This would result in some hats being carried over for next year, it is true, but indications are that they will be rather badly needed when next year comes round.

### Is It Better to Clean Up?

This is the opinion of a great many. On the other hand, there are merchants who state that it is much better to clean up on everything, even if a part of these are sold at cost, and if there is a chance that these late sales of straws will do some harm to the 1919 business.

There is a nice point here for the merchant to consider, but it does seem that the probably growing scarcity of this and other lines should be borne carefully in mind when all these matters are under consideration.

### NEW GIFT BOX FOR SOLDIERS

"OVERSEAS underwear for fighters over there."

This slogan is being used on a unique and handsome box in which the John Forsyth Company, of Kitchener, are putting up hygiene underwear. The box also has a very realistic illustration of a valiant Canadian going into action. Unfortunately the red color of the box makes reproduction impossible.

This box, with its suggestion of a needed present for the boy overseas, is being played up strongly in many men's wear windows.

### BAD FIRE IN PEMBROKE BUSINESS DISTRICT

KEHOE, SLATTERY & CO. and Jewell & Brunette, men's wear dealers of Pembroke, suffered total loss by fire on June 18th. Leary & Shields' big departmental store was also in the block that was completely destroyed. Total loss is estimated at one million dollars.



# COLLARS & SHIRTS



## SHIRTINGS HIGHER—NO HELP FOR IT

Temporary Downward Movement of the Raw Cotton Market Has no Immediate Bearing  
—Huge Demand the Big Factor—Some Advances Outlined—A Word as to the Future

“WHY,” some retailers ask, “are shirt prices being held so high when the raw cotton market is going down?”

Of course it is somewhat of a question as to whether the raw market is going down. It has certainly gone down materially in the last few weeks, but cotton is a fluctuating market and to estimate what the quotation will be four or five days ahead is quite a trick. The sober fact, however, remains that not only are shirtings and other cottons holding firm in price, but they are going to be very much higher for the Spring of 1919 than ever. Fall, 1919, is a long way ahead, but there does not appear any particular reason to look for a decline.

Putting the matter in a nutshell, it may be said that what is sending raw cotton down is the difficulty of transportation—that and an apparent splendid crop. That raw cotton will stay down is, as has been indicated, very doubtful. What is sending cotton shirting up is a demand which has never been equalled in the world's history, and a scarcity of labor to turn out sufficient yardage to meet this demand which is growing more and more acute.

### The Old Law of Supply and Demand

From time to time there arises some Moses who is going to lead trade conditions far away from the bondage of the law of supply and demand. Something always goes amiss, however, and the law of supply and demand still holds sway. When two children want an apple, the bidding against each other becomes so brisk that the mother who wants some difficult work done can get it done for that apple. So it is with shirting, and cotton materials generally. When a lot of people want materials, as at present, the seller is going to get a big price. Moreover, the seller, by reason of the problems of production by which he is now confronted, is entitled to a much better price than under ordinary circumstances. He has to allow for many more contingencies.

### Some Specific Cases

So much for the general conditions. Now consider a few specific instances, indicating the advances in shirting which will go into the 1919 range shortly

### THE DARK SIDE, AND THE BRIGHT

*The opinion of a big shirt manufacturer is worth quoting. He says:—*  
“There has been a good deal of talk the past few years of a possible shortage of shirtings, but to my mind, for this present year, there is no doubt about it whatever—there will be a shortage. There is actually a shortage of a great many hues now and some are practically impossible to get. The American mills will make quotations, but when the patterns are put up to them, they are very frequently turned down without any explanation whatever, except that the mill will not quote. The mills can certainly make their own choice of what they will produce, and naturally are going along the lines of least resistance, and are being well paid for what they produce.”

*It is rather a sorry tale this. The bright side, however, is that Canadian manufacturers for the great part have supplies of materials on hand sufficient to ensure the trade of delivery for the coming season. The patterns shown, all things considered, are really wonderful, and the prices, while high, are probably not so high that the retailers cannot dispose of the shirts readily at a fair profit.*

to be shown the trade. The 60 x 64 count, such as was sold before the war at 6½c, has now risen until any which is being bought for Spring costs 24c.

One manufacturer bought percale for delivery last Fall, paying 11½c in New York. The delivery was delayed and only now this percale comes to hand. At the present time the cost of the goods in New York is 28c. More than nine months has passed, therefore the manufacturers cannot take advantage of the Government ruling which requires his paying duty only on 25 per cent. of the advance. He pays only his contract price of 11½c for the cloth, but pays his duty of 42½c on the entire 28c, or the present cost of the cloth in New York.

So it will be seen that this manufacturer, who has already sold the shirts made of that cloth, will have to make delivery of them at a loss.

Pongee cloth costs April 2, 30c a yard. It was quoted on June 5th at 32c a yard and has gone up since that time.

The prices on percale for 1919 have just been made, and will show a general advance over last season in the neighborhood of 110 per cent. since last year.

One manufacturer gives it as his opinion that 84 squares are probably done for, as the estimated price for this is 32c. He says:

“When you consider that the American Government is not only equipping their army and navy, while in training,

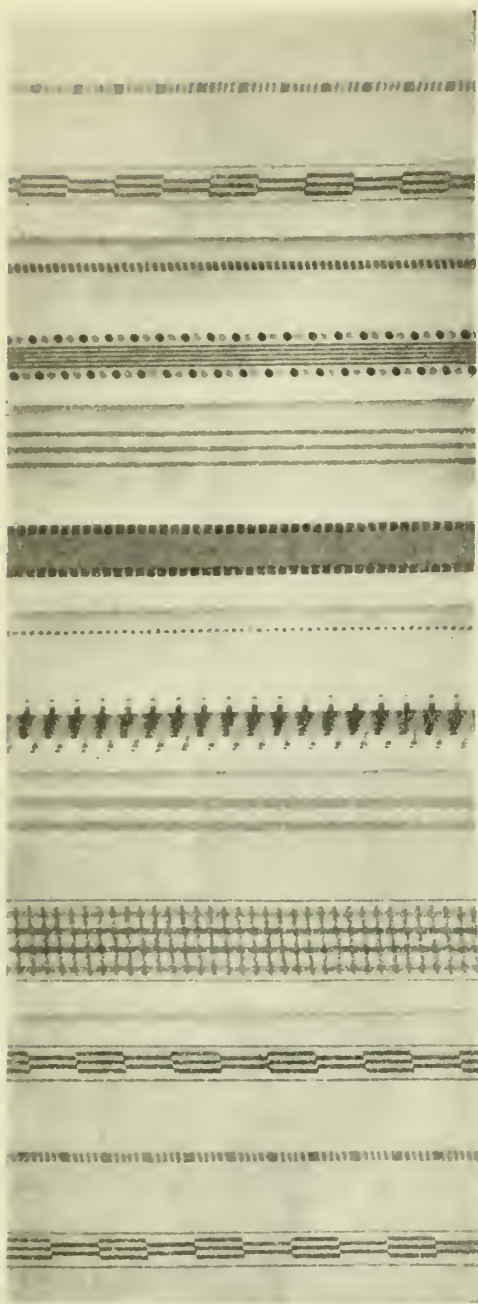
but is also keeping them equipped while they are in France, you can form your own conclusion as to the further advances in garments such as we make.”

The tremendous influence exerted on the shirting trade, and many other trades, as a result of the U. S. having entered the war, is being more and more felt. Concrete instances of the way Government orders are interfering with supplies are continually coming to hand. One U. S. concern, which was making percales, received an order for cloth to be made up as jumpers. The cloth was to be 72-76 count and the demand was for thirteen million yards. Five million jumpers were to be made, which indicates that enough are being bought to clothe the entire U. S. army—as at present estimated—with something more than two jumpers per man. This one order took practically the whole output of this leading percale house.

### What Stock Sheets Show

Occasionally stock sheets give an unpleasant surprise. An examination of his sheets, however, recently caused an Ontario manufacturer considerable pleasure, not only because they showed his business to be in a healthy condition, but because they indicate clearly that the men's wear trade as a whole is getting along well, and that the advance prices of shirts will not interfere with sales.

These stock sheets showed that on April 15 almost \$5,000,000 worth of khaki



Some patterns from the range of cotton taffetta flannels, shown by Tooke Bros.

shirts or shirtings were on hand; towards the end of June they had been reduced to \$600.

The sheets indicated that not only had the turnover for the year been greater than for the past year, but that the sales by dozens had exceeded that of last year.

Also the sheet indicated that in cheap shirts there has been a certain inactivity, but that in the middle ranges and higher priced lines the activity has been very marked.

As further indicating the reasons for scarcity of shirtings it may be mentioned that the U. S. has just placed an order for 175 million yards of gauze for hospital purposes. This means not only the consumption of a large amount of raw cotton, but also that so many machines which could otherwise be employed on production for civilian trade are being fully occupied.

**What Cloth Buyers Find**

As an instance of how Canadian manu-

facturers are finding things when they go to the States to buy, the following story told by one manufacturer is worth repeating.

"I went into one shirt house," he says, "and got a quotation on a certain line of goods of 26c. At lunch that day, I met J— J—, and in conversation mentioned that this line had gone up to 26c. J— J— just whistled. Later in the day he went to the shirting house and asked what he could buy this particular line of cloth for. 'I don't need to be told,' he added, 'I saw T— T— at lunch and he told me it was 26c. 'Oh,' said the agent, 'we told T— T— 26c because we knew he did not want to buy. I really don't know whether I can give you the cloth at 26c or not, but I will find out from the mill.' He wired the mill and received word that he was not to sell a bit of cloth, as the cloth simply could not be turned out."

These are a few of the problems of the manufacturer—a few of the factors which are jumping prices higher and which seem likely to jump them still higher.

**Where Overhead Enters**

Retailers will realize also that as soon as a manufacturer is unable to keep his plant fully occupied, the cost of production must go up. He has to pay the same charges—rent, light, heating. If he cannot get the cloth to keep all his machines busy, or cannot get the help

to operate these machines, then the amount of goods going out of the factory is reduced and the percentage of these overhead charges to be borne by each garment has to be increased. There is reason to hope, however, that an improvement will come here. With the coming of Fall there will unquestionably be a return of many workers from the farm to the city, and it should be possible to get more operators. Also cloths will by then be in hand, so that the production will be kept up in a great majority of factories.

It is a factor in the shirt trade, of course, that shirtings are continually coming to hand which have been on order for a long time. Some of these have been on order for two years, more for four, five, and six months. These goods, of course, if orders have been taken for them, are made up and delivered to the retailer for what he contracted to pay. If they were sold they have to be delivered, for cancellations are particularly unheard of at the present time.

As to the future—more distant than Spring, 1919—it is hard to estimate what will occur. The mills, that is the manufacturers of the cotton cloths made into shirts—say with out hesitation that prices will go higher than they are for Spring goods. Some of the Canadian cutters up don't know quite what to think of this. The tendency, however, seems upwards.

**PREDICTED COLLAR ADVANCE ARRIVES**

This Necessitates Somewhat Larger Investment by Retailers, But Gives Slightly Higher Profit Per Dozen Collars

THE higher cost of various materials going into production, especially interlining, cost of laundering, and added cost of labor, has resulted in another advance in collar prices. This advance was put into effect shortly after the last issue of MEN'S WEAR REVIEW had gone to press and time has now been allowed the retailer to form some definite opinion as to the effect the higher price will have upon sales. Something is said on this line in another article.

The advance from \$1.60 to \$2.00 per dozen means an increase in the retail selling price of 5c per collar, making the price now 25 per cent. straight. This advance seems fair from the standpoint of the retailer. It does require a larger investment on his part. With good stock-keeping, however, this larger investment may be held down nicely. The margin of profit given under the new arrangement is the same as under that of March 16, while the actual profit is somewhat larger on a dozen collars at the present price than on a dozen at the \$1.60 price.

The trade will remember that in the April issue of MEN'S WEAR REVIEW it was indicated a further advance than the one then recorded would come very shortly. Then it was said: "As it now stands, manufacturers claim that further

advances 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 price is in order, and after three or four months of uncertainty, the advance will materialize.

MEN'S WEAR REVIEW was somewhat criticized for that prediction, and at this time MEN'S WEAR REVIEW must admit that it was not entirely correct. The advance to \$2.00 per dozen has come more quickly than was thought probable.

Of course soft collars have advanced as have the laundered varieties. The cheapest range is now at \$2.00 and the prices range from this up to four or five dollars per dozen for some of the fancy silk models.

MacDonald Bros., men's furnishings, Sarnia, Ont., have sold to R. H. & J. Dowler, Ltd.

George W. McQuay, of Owen Sound, has opened his new men's wear shop and has made his opening announcement to the trade for that district. Mr. McQuay's store will make quite an addition to Owen Sound's progressive merchants.

## GOVERNMENT CALLING FOR SHIRTS— MANY MANUFACTURERS UNABLE TO TENDER

**T**HE War Purchasing Board is again coming very strongly into the market. Tenders are now out for shirts for privates, but *MEN'S WEAR REVIEW* learns that a number of the firms who are making fine or working shirts have not been able to tender because their entire efforts are needed to fill the orders which they have already taken.

A number of manufacturers have gone very carefully into the matter, to see if they could not submit some price, being willing to take on the work not so much for profit but in order to do what after all they think is their duty. They have found, however, that the orders already taken for Fall will require all the production they can get out of their plant, therefore they feel that they cannot in fairness tender on the Government work.

At the time of writing it is not known whether, from other sources, the War Purchasing Board is receiving tenders which will enable it to secure the privates' shirts which are required. If not, it begins to seem that some system of commandeering a certain part of a plant will have to be resorted to. Of course, there is another consideration. The Government is calling for tenders on these khaki shirts, and is leaving it to the manufacturer to secure the cloth. Manufacturers are not supplied with much cloth at the present time, and certainly do not want to buy khaki unless sure that they would have the order, for khaki is a color with which they feel they may be left. The suggestion is heard that the Government should do as the United

States Government is frequently doing, supply the cloth and ask the manufacturers to merely cut this up and make up into shirts.

## OFFICERS' SHIRTS AGAIN IN DEMAND BUT FLANNEL MATERIALS UNOBTAINABLE

**A** GAIN has come the call for khaki shirts for officers, and mindful of the past one might be inclined to smile at the efforts made by the retailers and manufacturers in the past eighteen months to clean up their officers' shirts.

The retailers and manufacturers who endeavored to clean up these stocks were probably wise. It is true that officers' shirts at the old prices would be a very valuable asset, but, had Russia not gotten in such a lamentable condition, officers' shirts might be a very heavy drug on the market now. So, probably the wise thing for every one to do is to forget the past and go ahead and get the best out of the situation as it is at the moment.

### New Materials Being Used

Of course khaki flannel is practically off the market. In any case it could not be sold at a price the retailer would be able to handle without charging almost \$10 per shirt. But there are other materials available.

W. G. Hay, men's wear merchant, Queen street and Brock ave., has added an attractive line of ladies' sweater coats. The addition of these feminine lines is more and more meeting with favor, judging the number of haberdashers entertaining the idea. In Hamilton ladies' hats are sold in addition to sweaters and hosiery. Mr. Hay reports that sales of his new line have, so far, been all he could expect.

Some officers' shirts are being made from Shantung silk. These have been sold recently as low as \$36 per dozen. On the other hand, cheap cloth in khaki color is as high as 40c per yard in New York, making it about 56c per yard when laid down here. This means a \$48 shirt. Pongees are also popular in officers' shirtings. This is of course a material which manufacturers are ready to handle. It is something which will not mean a dead loss should the demand for officers' shirts suddenly fall away as it did before.

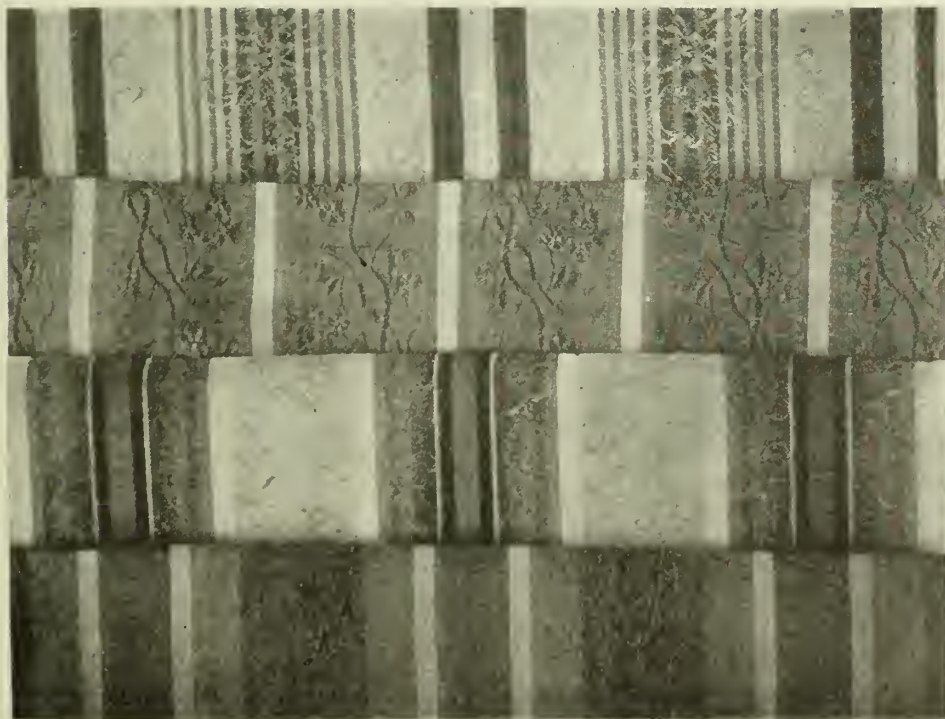
There have been some accidents—hardly any word fits the situation—which have served to bring good profits in officers' shirts. One retailer, who had ordered some flannel shirts, complained to the manufacturer that he could not sell these and the manufacturer took them back. At the present time the retailer could not procure these shirts for \$48 per dozen. If he had them they would unquestionably go like hot cakes at \$5.00.

### A Setback Which Brought Profit

A manufacturer had 7,000 yards of khaki bought in the United States. After holding this for six months, and finding no market for the goods in Canada, he arranged to sell these goods back at a fair profit. It was impossible, however, to get the duty lifted. As a result the goods were kept, and have since yielded the firm a very substantial profit when made into khaki shirts.

This, however, is only the bright side. There seems no reason to expect a great easing up in officers' shirts. Retailers will find a good demand but will only be able to get these shirts in certain materials—very attractive materials it is true but suitable more for Summer wear than for Winter. It is possible that something more appropriate for cold weather will come on the market at a later date, but at the moment it seems hard to figure where such cloth could be secured.

Jas. K. P. Williams, vice-president and general manager of R. H. Williams & Sons, Limited, department store, Regina, Sask., is in Eastern Canada on a business trip calling on the wholesalers and manufacturers, with a view to keeping more closely in touch with conditions.



Four Fancy Jacquards. To be used in high priced shirts. From the range of the John Forsyth Co.



# MARKET REPORTS



## THE MARKETS AT A GLANCE

**T**ORONTO, June 25.—Raw cotton shows little appreciable difference in quotations during the month, variations of 100 points being considered a negligible factor under present conditions. Prices on cotton underwear have been named for Spring but show no decline, rather an increase of about 10 per cent is being asked. New prices about to be announced on shirts reveal figures ranging from \$4.50 to \$6.00 per dozen over present basis of quotations.

The purchase of the entire Australian wool clip by the British government was the feature in the wool market during the month. Canadian wool which is now being sheared will, it is expected, show an increased production of about 25 per cent. Canadian manufacturers will undoubtedly endeavor to retain a greater percentage of this crop this year owing to uncertainty re allotments of Australian wool. The shipping situation is such that some manufacturers are figuring on little of this latter getting through for Canadian consumption. Others, again, are more optimistic and it would seem that this purchase must have been considered in the light of shipping conditions and the probability of being able to transport same.

The Canadian trade will have to lean more heavily on the Canadian mills for practically all their cotton and wool supplies. The United States government is absorbing enormous quantities of cotton for her military men and orders have even been placed in Canada. These war orders secure precedence over all others and if they continue for some little time the amount of goods for domestic use must be curtailed. In view of these facts which necessarily affect supplies of raw materials, orders accepted by manufacturers generally carry the proviso that delivery must depend on ability to secure the material, and they reserve the option to cancel after a period of some months has elapsed, the date being mentioned.

Overalls show a further advance of \$1.00 per dozen during the month and prospects for Fall are that even higher levels will be reached. South American Panama hats for next year will, it is thought, range about 10 per cent. higher with the probability of ample supplies getting through. Neckwear is reaching the point where values less than \$1.00 retail will soon be extinct. Business generally is just a little quiet.

## NECKWEAR MINIMUM WILL BE \$1.00

Lower Values Practically Cleaned Up—  
Fall Requirements Will Be Met—  
Western Demand Good—Silks  
Increasingly Difficult

NECKWEAR.—The day of the 25c neckwear passed, followed by the 50c line, and now the 75c goods are rapidly vanishing, to be supplemented by the \$1.00, \$1.25 and even higher values. The trade generally is not sorry to see the end of

the cheapest lines and that they will ever come back is not thought likely.

That the requirements of the trade for Fall will be taken care of is indicated in all sources and a fairly satisfactory business is reported for future delivery. News from the West is very encouraging, manufacturers intimating that heavy sales are being made throughout the Western provinces.

The situation in silks is increasingly difficult, the United States being called on now to supply practically the entire market. This would present difficulties

to silk manufacturers were they able to operate at capacity but production has been influenced by the necessity of employing new hands to man the looms, in the majority of cases these being women with a consequent loss of output.

Little silk from overseas is coming through, the Italian and French markets supplying a negligible quantity and the importation of Japanese depending on very uncertain shipping across the Pacific. Lower prices can not be looked for in any line into which silk enters and most certainly neckwear will undergo no decline in to-day's prices under present condition.

## UNDERWEAR

Prices on Cotton for Spring Delivery Are About 10 Per Cent. Higher—Mills Operating Under Great Difficulties

UNDERWEAR.—There is little new to report in respect to underwear during the month. Prices on cotton have been set and range about 10 per cent. higher than former quotations. As outlined above, the cotton situation is difficult and mills generally are accepting business only on the basis of being able to supply. All orders are subject to mill approval before acceptance, and it is intimated every effort to deliver will be exerted, but there may be contingencies over which they have no control arise and preclude the possibility of filling contracts.

Woolen and cashmere are void of interest. Prices remain high and even higher levels may be attained. Canadian mills are looked to as the principal source of supply this year and whereas it is thought this year's business will be taken care of the outlook for next year is not so bright.

## CLOTHING

Fall Orders Being Rushed to Conclusion—  
Belted Styles Disappearing—  
Looking Towards Spring—  
Cloth From England

CLOTHING.—Manufacturers are busy completing Fall orders and expect to complete same in ample time. The belted styles are fast disappearing and one manufacturer intimated that in the United States his advice was that the belted coat is in distinct disfavor. The saving in cloth, however, is the main consideration in omitting this line and represents a big item.

Good cloth is still procurable though prices range very high. From one source

MEN'S WEAR REVIEW learned that the situation in England as regards cloth was much better than had been expected. The buyer for this firm met with very good success in the purchase of Spring requirements and even bought some lines for the Fall of 1919. Some lines are hard to get, but the general feeling was that no acute shortage, generally speaking, is looked for for several months to come. Already plans and styles for Spring trade are being worked out and an announcement may be expected next month in this regard.

## SUSPENDERS FIRM

**Market One of Increasing Strength—  
Prices Reach Staggering Proportions—  
Conditions Not Improving**

SUSPENDERS.—Suspenders remain very firm and a disposition to refrain from giving any information which might be considered as advice to the trade was remarked in the face of present abnormal conditions. As one source stated, "if conditions continue to be as serious in our line, with prospect of their becoming worse (as the various mills tell us they will) we are going to see some staggering suspender prices in Canada. But there is always that 'if'."

## COTTON HOLDS

**Position of Raw Cotton Skews Little Variation—  
Higher Prices on Shirts, Overalls and Underwear Named**

COTTON.—There has been very little variation in the market on raw cotton during the month, and a firmer element seems to have entered the situation which holds values around a 30.00c basis. This figure has shown declines and advances of around 100 points during the 30 days which in normal times could be considered a factor but which is looked on today as a mere detail.

The difficulty in quoting raw cotton is said to be that it is not procurable in the grades wanted at these figures. Go into the market to buy cotton at 30.00c and it is indicated that it can't be secured, prices ranging more nearly around 40.00c to 60.00c for a grade that will meet with requirements.

Crop conditions generally convey an optimistic tone and the outturn will it is thought prove satisfactory. Add to this the difficulty of export due to submarine activities and it is felt that prices should show some weakness, but these factors have not yet provided for any appreciable showing this way.

Prices on manufactured cotton show no easing off and manufacturers generally intimate that they are operating under very firm conditions. Raw cotton has been bought on a high market and increased cost of production is generally being felt. Prices on cotton underwear for Spring have been determined upon in some quarters and show an advance of about 10 per cent. Shirt manufacturers also intimate that evidence of a sharp upward movement in their lines will become apparent in new prices now being

worked out. These range from \$4.50 to \$6.00 per dozen over present quotations. Overalls are higher in price and going still higher, one single advance reported on one line of garments amounting to \$5.50 per dozen.

The Canadian manufacturers have to depend almost altogether on the Canadian mills, 80 per cent. of the output of the American mills being used for various Government work, leaving only 20 per cent. of the normal supply for the civilian trade. It must also be borne in mind that many Canadian mills are working on large contracts for the American Government as well, so the situation generally for the future looks uncertain and serious.

## HEAVY WOOL BUY

**Australian Clip Bought by British Government—  
Canada's Allotment Likely To Depend on Shipping—  
Canadian Clip Increased**

WOOL.—An announcement to the effect that the British Government has purchased the entire Australian wool clip for the period of the war and the year after has been made recently. It is intimated that this is the largest wool transaction in the history of the world, involving as it will for the first two clips a matter of £100,000,000.

How this will affect Canadian manufacturers cannot yet be determined. There is the question of transportation to be considered and rumors are to the effect that many ships will be withdrawn from the Pacific service and transferred to the Atlantic. Other intimations also are that food stuffs will have first call on available tonnage and that wool shipments must suffer as a consequence.

On the face of it, however, it would seem that some means of transportation must be in sight or the purchase would never have been made. Ships are now being turned out rapidly in Canadian, British and United States yards and whereas the ravages of the submarine are heavy and greater demands to transport troops and supplies from the United States are constantly to be met, the outlook must be somewhat brighter in official circles as regards tonnage. Undoubtedly, Government needs will obtain the preference and whereas soldiers must be fed, they must also be clothed—in the winter time warmly. Canada's share of wool has been obtainable only under allotment for months past and the same procedure is likely to continue.

There are indications that the wool clip in Canada will show an increase of about 25 per cent. Shearing is now well under way and the wool is moving rapidly to market. There are indications that higher prices are being at some outside points than in the larger centres. It is thought that Canadian wool prices will be regulated by the price ruling on the Boston market, but with a greater interest in Canadian wool by Canadian manufacturers with a possible scramble for supplies, quotations may be governed by supply and demand and so reach high levels.

## SHIRTING HIGHER

**Advances for Spring Already Announced—  
Silk and Percalés May Be 100 Per Cent. Higher—  
No Cheaper Shirts Looked For**

SHIRTINGS.—Already an announcement of higher prices on shirts has been made ranging from \$4.50 to \$6.00 per dozen and indications are that all lines will be considerably higher. It is expected that silk will be double to-day's price and it is said percales show an advance of over 100 per cent.

Retailers who may have thought that because the raw cotton market has shown weakness that cloth would be cheaper are on the wrong track. Raw cotton developed weakness owing to difficulty of transportation and curtailment of export business on this account. Cloths, however, are high as for some time the demand has been in excess of the supply due to huge orders placed by the United States Government.

There is a hopeful note in the situation in that the shirt men have enough material on hand to take care of 1919 business, but prices are going to be high.

Military demand is back again but manufacturers and retailers show no desire to stock, especially those lines adaptable only to the military. Shantung, and pongees are being made into military shirts, these being favored owing to the elimination of the 100 per cent. loss feature.

The retailers' call for flannel military shirts is not going to be answered. There is no cloth. The Government is calling for U. S. khaki flannel and will undoubtedly commandeer output. The same conditions will be true of union flannel.

## OVERALLS ADVANCE

**Another Advance of \$1.00 Dozen For Immediate or Fall Business—  
Future Looks Much Higher and Very Uncertain**

OVERALLS.—Lower prices recently reached and since held on raw cotton have had no bearing on the manufactured article as it applies to overall materials. From all accounts the question of materials is undoubtedly serious and civilian requirements are not entering into the Government scheme of things to any appreciable extent. One manufacturer's view of the present outlook appears elsewhere in this issue.

One Canadian manufacturer turned out their first pair of overalls for the United States Government last week and the contract they are now working on will keep the mill running for about six weeks. After this contract has been completed, they hope to have material to take care of some of their retail demand but with the Government such a big customer and Canadian mills also working on United States contracts, this question of materials for domestic use must be a serious one.

Further advances have occurred in practically all quarters during the month, the better grades made along what is

known as railroad patterns being quoted at \$28.00 per dozen for immediate delivery, and \$30.00 for Fall delivery. One manufacturer to whom the matter of prices was broached replied: "As to prices, some of our garments are already selling at \$32.50 per dozen for Fall. We made one single advance of \$5.50 per dozen and I believe that by Fall all garments will be equally high and that \$32.00 a dozen will be an extremely close price sixty days hence."

## HATS AND CAPS

**Panamas to Be Higher Next Year—  
Straws Have Been Quiet—Fall  
Business Not So Heavy**

**HATS AND CAPS.**—Indications are that South American Panamas will be about 10 per cent. higher next year than present market. The question of supplies, depending as it does on shipping, must contain an element of uncertainty but the feeling prevails that stocks will be forthcoming in sufficient quantities to take

care of the demand. Toyo Panamas present greater difficulties in the matter of transportation but it does not require a great deal of space to bring over necessary supplies so hopes are expressed that space will be allotted for demands of the trade.

Weather conditions have been none too favorable for a heavy movement of straws and unless an improvement is shown during the next couple of weeks, it would appear that fairly heavy stocks may be carried over. In as far as these are good shapes, however, the view is expressed that their sale on a higher market next year will overcome carrying charges. A demand for Panamas of a shape corresponding somewhat to the boater has been apparent, owing to scarcity of latter shapes.

Fall business, although considered fair, is not heavy. In point of volume of sales the total may prove satisfactory though the number of pieces will be much less. Higher prices will overcome this latter contingency.

## COLLARS SELLING

**Good Movement of Soft Collars Reported  
—Linen Collars Selling at Higher  
Price Levels Established—  
Waterproof Lines Firm**

**COLLARS.**—Very heavy sales of soft collars are reported by manufacturers generally and the retail trade seems to be meeting with a ready response for this line from their trade.

The movement of laundered collars is also reported good and no diminution of the demand is as yet apparent on account of higher price levels recently established.

Waterproof collars are in a very firm market, but advanced prices expected on the better lines have not yet materialized. That higher price levels are warranted under present conditions was freely intimated but when these may be reached is not yet stated.

# How Do You Handle Customers?

**H**OW to answer the telephone.  
Treatment of children.  
Method of handling a customer who buys an article on approbation.  
How to meet your customer.  
Using counter check books properly.  
These are but a few of the store problems dealt with in the sales class classes of the Brown's Limited, department store, Portage La Prairie, Man., which have recently been established.

The store comprises several departments, including men's wear, ready-to-wear, etc., groceries, some lines of hardware, boots and shoes, toilet goods, etc.

Sales classes are held twice a week—Tuesday and Wednesday—and it is necessary for all employees to be on hand one of the two days. The method is to divide the heads of departments and employees into two groups, one attending one day and the other the next. H. M. Dunham, managing director, pointed out to a representative of this paper that these classes are having a splendid effect on the selling efficiency of the staff. There is a roll call made each day to make sure everyone attends once a week.

The talks are given by the heads of the firm and heads of departments.

### How to Meet Customers

For instance, W. H. Trainor, in charge of dress goods on one occasion gave a

Portage la Prairie, Man., Store Adopts a Plan of Sales Classes for its Clerks—How to Meet Customers—How to See That Maximum Sales Are Made—Making Friends of the Children, the Future Customers of the Store.

talk on "How to meet your customers." This dealt with procedure from the time the customer entered the department until she was passed along to the next department—notice the co-operation—the next department.

He urged that rather than address a customer in a formal stereotyped way, that it be done in a casual way, particularly when once you know his or her name and are familiar with their home life.

Never address a woman customer as "lady," was one of his admonitions. Say "madam."

Every sales clerk should make it a point to familiarize himself or herself with the name of the customer as soon as possible. This gives the customer more confidence in the seller and in some cases flatters her.

Co-operation between departments was referred to above. Mr. Trainor suggest-

ed that each member of the member of the staff should take a personal interest in the customer and determine as far as possible other wants. In this way the customer can be passed along to where more buying is to be done in a more rapid way and with better results. Remind her of other departments; she may casually mention in course of the selling conversation that there is this or that to be got, in such instances she should be reminded of it immediately before she leaves the department.

### Treat the Children Well

The method of treating children who come into the store was also commented upon. Brown's Limited work under the assumption that the child of to-day is the buyer of to-morrow and act accordingly.

Mr. Trainor maintains that the best attention should be given the children. When you see a bashful child coming into the store nervous and almost afraid to come near the counter, then that child should be handled carefully. Usually its mother has sent it for something, and by judiciously speaking to it in a casual, good-natured way, this shyness wears off, and next time its shopping tour is easier if the same salesman is serving it. In this way children soon begin to ask their mother to be able to get the



# Men's and Women's Lines



*Inside the store Frank Stollery, Toronto, gives just three wall and counter feet to hosiery, men's and women's. Last year he turned his stock nine times, getting fine business from men—from men for women's hosiery, from women for both women's and men's hosiery.*

*Trims like the above prepared by Mr. Balmer, help this store get its turnover. The intention is to have hosiery windows all through the summer. It is, Mr. Stollery has found, a fine season for booming hosiery sales.*

goods from your store. This devolves into a habit, so that when they grow up it is their natural shopping centre.

All these and other selling points are discussed in round-table fashion at the conferences. Questions are frequently asked bearing on the topic under con-

sideration and in this way a beneficial hour is passed, all of which helps the individual members of the staff to a better realization of what there is in salesmanship. There are some 45 or 50 employees in the Brown store.

we are reluctantly compelled to ask for your kind consideration in regard to deliveries of cloth against any orders that you have on our books, or may favor us with in the future. Every effort will be made to overcome the difficulty as far as possible, though in the event of late deliveries we would point out that under the prevailing circumstances we cannot hold ourselves responsible."

## IS GOVERNMENT TO COMMANDEER PLANTS?

It Would Seem Necessary Output Can be Given by Factories if Government is Able to Supply the Necessary Raw Material

**R**UMORS are abroad to the effect that the Government intends commandeering certain factories, or parts of many factories, in order to secure the necessary output of lines required by the Canadian authorities, and in order to assist in supplying the heavy needs of the United States authorities.

Some of the rumors suggest that 50 per cent. of the factories will be taken over.

It seems that this estimate is in excess of anything that may be done. However, as is indicated in various articles in this issue of MEN'S WEAR REVIEW, there does appear to be need of some kind of Government action in order to get the necessary quantities of certain lines. In a general way it would seem that the Government will be able to get what it requires without any commandeering, however, if it gets the raw

material which is needed for the manufacturing processes. If the Government gets the wool for the knit goods houses these would, doubtless, be able some way or another to turn out the necessary garments. If the Government gets the denim needed for fatigue uniforms, etc., there is no doubt whatever that the overall and shirt companies would be able to turn out the number of fatigue uniforms required—this without any commandeering of factories with the consequent upsetting of trade.

### WAR DEPARTMENT CONTRACTS

FOLLOWING is an extract from a letter which has been sent out to the customers of one of the largest cotton mills in England: "Owing to the government taking an increasing amount of the production of our looms for war materials



*A. D. Cornett, who has been appointed to look after the Manitoba and Saskatchewan territory for the John Forsyth Company, Limited, Kitchener.*



# NECKWEAR



## SILKS SCARCER ; LOW-PRICED TIES DISAPPEAR

Swiss Silk Practically Unobtainable—New York Now the Great Market—The Seventy-five Cent and Dollar Tie Now is the Leader—Tendency is for Still Higher Prices.

**F**ORTUNATELY goods of a kind are coming to hand for the production of at least fairly satisfactory quantities of the various men's wear lines; that neckwear silk in the necessary yardage is being received, however, is the result of unusual activity on the part of the Canadian neckwear manufacturer. Old sources of supply more and more are being interfered with, and the maker must be continually ready to jump on the train for New York to procure there something which will take the place of European goods which fail to arrive. An instance of this was noticed a fortnight ago when one firm lost \$4,000 worth of silk which they had counted upon to fill in a certain Fall range. The loss was the result of submarine activity. This manufacturer was able to run down to New York and get something there which would take the place of this silk stuff lost. The instance shows, however, the general state of affairs and the absolute need to keep in continual touch with the market.

### U. S. Silks Improving

Speaking of silks brings to mind the growing satisfaction which Canadian makers are securing from purchases on the New York market. There is no doubt now that the United States manufacturers have solved many of their difficulties. The quality of the goods being received from this market is very high; some manufacturers believe that from now on the United States silk mills will be able to hold a large part of the Canadian neckwear trade, a thing which, before the war, they never were able to do. The colors have improved, the weaving has improved. There is more snap than ever to the goods, and the United States silk makers never were weak in making something that would be attractive to the eye.

### The Leading Prices

Of course, silks are higher than ever in price. High cost of labor is one great factor making high prices of the silk product necessary. It seems indeed that a really cheap tie will be a mighty scarce article in the men's wear stores this Fall. There are still some \$2.25 ties be-



*An Italian broche satin. This is one of the models which has apron folded narrowly. Here it is spread out for display. Tie by A. T. Reid Co.*

ing offered from time to time—made out of ends or jobs. For the most part, however, the \$4.15 or \$4.25 range is the cheapest tie being shown, and cravats at this price are about as scarce as enthusiastic Unionists among the United States farmers. The big seller at the present time is the dollar tie, and the manufacturers' offerings from \$7.50 to \$8.50 are being eagerly inspected.

Some manufacturers are finding a big demand for the \$10.50 range, which generally is being marketed at \$1.25 or \$1.50. The opinion of retailers on a \$1.25 price is interesting. Some feel that they can get this sum just as easily as they can get a dollar—that if they show a little bigger shape for this extra 25 cents the sale is made easier than ever. Others feel that with many men a dollar does not seem such a big sum, but when they have to break into a second dollar for a cravat they hesitate to make the purchase.

The truth seems to be that each mer-

chant has to face his own problem in this regard. What is true of his district may be far from the case for another locality.

### High Priced Lines

It is very certain that a large number of men—a larger number than ever before—are willing to pay not only \$1.25, but \$2.50 and \$3 for a good tie. These are the ties that the manufacturers are selling from \$15 to \$20. Some of them are cut on the straight; practically all the high-priced lines are cut with somewhat narrower ends than has in the past been the style. In New York the call is not for the flowing ends, but the very moderate-sized ends, and this particularly in the high-classed ties.

While, however, this shape is being adopted by many Canadian makers, the amount of silk being used in this tie is in many cases just as great as at any time. The tie is so made that the ends appear small, and yet they can be spread in the window display to a remarkable size, making a most attractive appeal.

In material, crepe failles are still in demand, but are getting scarce. There is a near crepe faille coming on the market which seems very good, and will probably find many friends.

### Five Color Swatches

One unique feature is the showing by one house of some ranges containing only five colors. A certain Boston concern makes silks only in five colors—says there never was a range with six good colors in it, and the Canadian house has bought some of these silks. It will be interesting to note whether the trade is willing to buy these, or would prefer to get the complete range of six colors.

### LARGER QUARTERS NECESSARY

THE Arrow Garter Co., Montreal, have removed to new quarters at 489 St. Paul St., W., where they have more than four times the floor space of their old premises together with many other conveniences which go to make for a better service for their many customers in the trade.

## NECKWEAR SILK SEEMS SAFE—NOT LIKELY TO BE INCLUDED IN GOVERNMENT'S TABOO LIST

**T**HE embargo on goods from United States is to be enlarged. This announcement gives just one more cause for worry to the men's wear trade. Will anything be included which will harm the business? It is a difficult question—one which only the future can answer; but there is reason to hope that the neckwear trade, concerning which many have been particularly anxious, will not be hurt by this widening of the embargo.

It is learned, although positive proof is not at hand, that silk was on the first list of goods to be debarred from Canada. Silks later on were struck off and did not appear on the list as published. Now, however, by such a good authority as *The Financial Post*, it is stated that the embargo listed is to be considerably widened. Will silk again appear on the embargo list? If it does, will this have a ruinous effect on the men's neckwear industry?

The truth is that Canadian neckwear industry is almost entirely dependent upon United States silks at the present time. The witty remark of the retail buyer who, when a neckwear salesman was going into rhapsodies about some Swiss silk, remarked, "Yes, from Patter-son, N.J.," has proved prophetic. Swiss silks, Italian silks, and English silks are conspicuous by their absence. An occasional shipment gets through, but the great source of supply is the United States.

### United States Silks Good

The splendid redeeming feature about this has been that the United States neckwear mills have been turning out a much better product than for years past. The situation is such, however, that should the United States supply be interfered with the neckwear industry in Canada would automatically stop or practically stop.

Yet the Government's avowed intention is to cut off only such goods as are made in Canada. Now there is no neckwear silk made in Canada, so it seems reasonable to suppose that the entry of silk will not be debarred.

There is a good deal of doubt, indeed, if any silk will be restricted. This is a product which has taken the place of many others made exceedingly scarce by reason of the war. Silk has taken the place of woollens, silk hosiery is taking the place of cashmere. Silk is taking the place of many other products rendered scarce by the war. Its use as a luxury has partly, at least, passed away and its use as a substitute for what in the past have been regarded as essentials has come more and more to the fore.

### Doesn't Know What Next

However, Canadian manufacturers of men's wear are not too positive of what

### FEW TENDER FOR GOVT. ORDER

**T**HE Canadian Government, as is indicated by other news items in this issue of MEN'S WEAR REVIEW, is becoming an exceedingly large buyer again, and has just called for tenders on about 90,000 underwear garments—55,000 drawers and 30,000 shirts. The specifications call for flat rib which immediately excludes some of the mills from the tendering. Many of the other mills are in such a position that they cannot tender at the present time, so that it seems the Government may find definite action in the way of requisitioning certain supplies from mills necessary.

*Of course, this will have its bearing on the trade, making it a little more difficult for the manufacturer to fill the orders which he is receiving, unless, as is indicated elsewhere, there is an easing of the wool situation which will more than offset the added call on the mills by the Government demands.*

will develop. Let us quote one manufacturer:

"I have not gone into this matter in any way as there is nothing that we can do until we find that silks are on the prohibited list, and until such time we are not worrying as after four years we find that it does not pay. In the meantime we are just where we have always been in regard to silk, and any morning we may find our market closed by an order-in-Council."

A more hopeful note is struck by another manufacturer, who says:

"It is possible the Canadian Government might restrict the importation of dress silks owing to materials manufactured in Canada that might be used as a substitute. This condition, however, is also unlikely owing to the extreme scarcity of wool and the price of same, also the price of cotton materials.

"We might mention, however, that importation of neckwear silk from Switzerland has now become impossible owing to present rate of exchange which has risen as high as 40 per cent. The difficulties the United States manufacturers of textiles are having, owing to the shortage of labor, will make it growingly difficult to get silks from there.

### Another View

Still another manufacturer says:

"As far as we know there is no embargo to be placed on the silks for neckwear purposes, although there is a possibility that it might happen at a later date.

"All merchandise being shipped from the United States for the last several months has required an export license from the American War Board, but this has not hindered, to any extent, shipment of neckwear silk to date as most American manufacturers are able as far as we know, to get through their full shipments."

So the matter stands. The manufacturers can only hope that no serious interference with their industry will occur, and it does seem that no good purpose would be served by such interference and that therefore the Government will not make any regulations restricting the importation of United States neckwear silk.

Already, however, trouble has arisen regarding the importation of artificial silks such as are used in the manufacture of knitted ties, mufflers, etc. One manufacturer recently wanted to make sure of his supply of these and journeyed to New York to make the arrangement. After a good deal of trouble he succeeded in buying the materials only to find, upon getting back to his home office, that the United States War Board had refused to permit the goods to be sent out of the United States.

### Hard to Get Raw Materials Out

Our Canadian manufacturers are suffering a good deal as a result of the difficulty in getting some raw materials out of the States. A deputation from the Canadian Manufacturers' Association is at the present time in Washington taking up the matter of the need of easing up somewhat on shipping restrictions.

### HOW TWO PRIZES WERE WON

"FASHION-CRAFT": Of this well-known mark the company says: "In 1905 when we decided to go into the manufacture of quality clothing, one of the first questions which presented itself for solution was that of selecting a suitable brand name, one which would identify our clothing. We were unsuccessful in our search for a name until it was decided to hold a competition and offer a prize for the best name suggested. Over two hundred names were submitted, and among these was "Fashion-Craft" by Mr. Max Beauvais, general manager of Max Beauvais Limited, Montreal. The name "Fashion-Craft" was enthusiastically adopted. "Craft" meaning art, dexterity, and coupled with "Fashion" it met our desire perfectly. It is unnecessary to add that Mr. Beauvais secured the prize."

R. V. Brown of the Niagara Neckwear Co. Ltd., Niagara Falls, Canada, is now on a trip through the Western Provinces. Mr. Brown will go as far as the Coast before returning.

H. O. Boyer has opened a Semi-Ready store in Lachine.

## CUTTING COST OF SWATCHES IN TWO

Neckwear Managers Aim to Reduce Their Overhead Charge and to Conserve Silk at Same Time—Several Schemes Attempted—New Method of Sampling.

THE swatch you looked over the last time a neckwear traveller was in your store, Mr. Retailer, cost according to the figures of one manufacturer about .75. Supposing he has 12 outside men this means 12 swatches or a cost of \$9.00. Supposing he sends out 1,000 swatches during the year that means a cost for the swatches alone of \$9,000.

Whew! you whistle. A pretty big sum, but after all a necessary part of the expense.

Ah, that is the question! Is it a necessary part of the expense? Manufacturers are commencing to doubt this and are doing everything to cut down the waste of silk to change a costly means of showing you what they are able to make their ties of. Supposing a firm had not 12 but 25 travellers—and some Canadian houses have that number—the cost would be 25 times the cost of each individual swatch. Supposing they send out 2,000 or 3,000 different silks during the year, then the cost of swatches would go over the \$50,000 mark.

### How Cost is Found

Just how the cost of .75 per swatch is made is fairly easily explained. The swatch was composed of six bits of silk each say 8 inches wide by 12 inches long. Now the silk as received from the mills runs 24 inches wide, so that three widths could be secured out of one width of the piece, and the necessary 12 widths, one for each traveller, could be secured by multiplying this by 4.

That simply means that one and one-third yards of the silk would be required to make the 12 swatches and it would be required of each of the six different colors. So that the 12 swatches would have 1 1/3 yards, multiplied by 6 or 8 yards. With silk at only \$1.10 per yard, you will see the silk alone in each swatch would cost \$8.80, and with the printing and the work of mounting, cost runs still higher, say \$9.00. Each swatch, therefore, would cost roughly 75c.

As has been said, manufacturers having been trying various schemes to reduce the cost of getting out their swatches. One manufacturer has reduced the size of each swatch, trying to cut down expense in this way.

### Various Schemes Tried

Other manufacturers have increased the size of the swatch, making it of such size that two cravats could be cut from it when brought back. This, however, was not found satisfactory as often the silk was spoiled when it got back, and even where this was not the case the practice resulted in a lot of odds and ends being collected which could not be sold to very good advantage.

The latest move, MEN'S WEAR REVIEW has learned of, is to show one

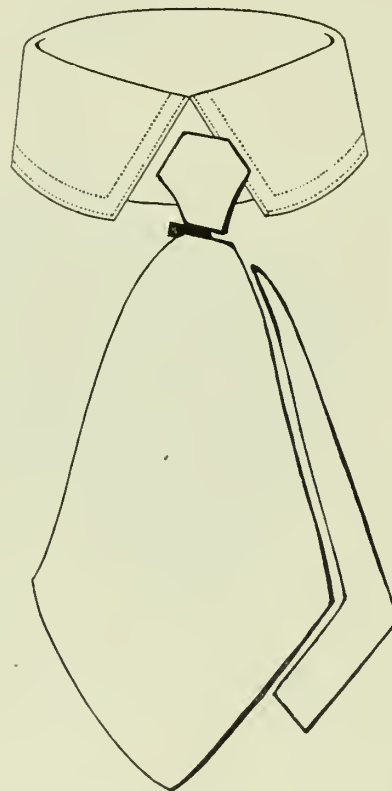
fairly large sized piece of silk in such a way that it gives the appearance of the tie as it will be made up. The other colors in the range are shown in very small squares 1 inch by 2 inches. The big piece is 1 1/2 inches at one end and 6 1/2 inches at the other, tapering down to this size so that two properly sized bits of the silk could be secured from

a piece 6 1/2 inches long by 8 inches wide, which means that the 12 samples could be secured from 18 inches of the silk. The smaller pieces could be taken out of about 2 inches of the silk. The entire samples therefore could be gotten out of 15 inches of the silk, with silk at \$1.10 a yard, total cost of 46c for the material.

Herewith is illustrated this scheme for saving material. The belief is that it will show the merchant exactly what he is buying more clearly than he can see from swatches. Of course everything in the nature of a style of manufacture will be shown in the cravat itself.

Wm. Milne

50 York Street  
Toronto



Range Style



Showing neckwear silk effectively, and conserving silk at same time.

The tie as here shown, is a cut out in the cardboard through which silk shows. Other colors in which cravat comes are shown in the small squares.

## STEEL AEROPLANE WINGS MAY RELIEVE LINEN SITUATION

THE linen problem is growing steadily more difficult. Just recently some large handkerchief shipments for Toronto houses have been lost at sea, shipments that were intended to fill immediate orders; and as there is no more linen in sight, the demand will have to be filled with cotton.

Imports from the Irish manufacturers are almost negligible and Russia is not producing flax in any quantity. Ireland only produces about one-eighth of the total output in normal times.

The retail trade situation in linen lines is eased to a certain extent by inter-store trading. Buyers are seeking goods

wherever they can be found. Price is not a consideration, the big problem is to get the goods.

Just now there are some tests being made with rolled sheets of steel 1-1000 inch thick for aeroplane wings. If satisfactory, the big need for linen will be relieved. The sheet steel is stronger than linen, will not burn or tear and the production is practically unlimited. However, only experiments have been made with it and it will be some time before the linen market is relieved by such possible substitution—certainly not during 1918.

We can make  
**Immediate Delivery**

of  
 Men's Trousers, Work Shirts,  
 Overalls, Boys' Bloomers,  
 Kiddies' Cover-All



All made to  
**Arm and Hammer Brand Standard**  
 of Strength and Durability

**J. A. Haugh Mfg. Company, Limited**  
 658 KING STREET WEST, TORONTO

**TAPATCO**  
 REGISTERED BRAND TRADE MARK

Sell Tapatco Gloves  
 to the Backyard Gardener

TAPATCO Dealers can realize extra sales this year by connecting their displays with the increased food production activities.

For Backyard Gardeners, for "Farmerettes," for Mechanics, Munition Workers—for everybody requiring a real, comfortable, reliable work glove, TAPATCO has no equal.

Note the variety of styles:

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 Co.**  
 CHATHAM, ONT.



## WAR BOARD INDICATES HUGE CLOTH SCARCITY

Manufacturers Urge Government to Buy Only for its Immediate Needs—The War Board Wants to Know Who Would Suffer if no Cloth for Civilian Use Came Through—Retailers Might as Well Prepare for Scarcer Goods—Fewer Patterns and Probably Higher Prices

ON June 25th representatives of the clothing manufacturers met with the War Purchasing Board at Ottawa. News of what transpired is gathered by MEN'S WEAR REVIEW just as the last form goes to press. The result of the gathering, however, can be very briefly given. Indeed, nothing of a definite nature was decided; yet the situation was made to appear serious indeed, and it seems that for fall 1919—if the war continues—Canadian cloth, for the manufacture of civilian clothing, will be practically unobtainable. Before that time cloth will become increasingly scarce, and variety of patterns will be reduced tremendously.

The manufacturers asked this of the War Purchasing Board—that they call only for what cloth they must have. It was said that in the past the Board ordered so much khaki cloth that it had to sell thousands of yards to the U.S.A. The cloth was sold at a profit of course, but its manufacture, when not needed, bared the Canadian civilian market just that much more.

The War Purchasing Board asked the manufacturers to frankly say if harm would result to the people of Canada should no Canadian cloth get to the Canadian clothing trade for a period.

Manufacturers replied that the people as a whole would get along nicely for a time, but that the manufacturing organizations—built up as a result of years' of work—would be disrupted; that people would be turned out of employment who are not fitted for other employment; that the retail distributing system

would be overturned; that almost incalculable harm would result—to be avoided if possible.

Manufacturers emphasized the change brought about by the war, whereby instead of 85 per cent. of cloths used in Canada coming from Britain, or the U.S.A., and 15 per cent. from Canada itself, now 85 per cent. comes from Canada and 15 per cent. from abroad. They urged that mills capable of producing cloth should not be asked to produce blankets, as is in some cases now a fact, since this occupies the looms on cheap production, and tends to defeat the aim of rectifying the balance of trade.

It was urged that Canadian manufacturers can buy woollens in the U.S.A. if they pay the high price plus the duty. This being so, the manufacturers said: "Why not let rich Uncle Sam buy these high-priced cloths for his soldiers, and let us keep our cheaper cloths? If we send moderate-priced cloths and blankets across the line, and bring back some expensive cloths, and some clothing to take the place of our clothing which is put off the market, the balance of trade will assuredly be given a further setback."

To these arguments the War Board gave courteous attention. No definite outline of the policy to be followed was given by the War Board, but the indication was that the Government is to be a much heavier buyer of woollens—that the manufacturers will, therefore, have more difficulty in getting cloth; that they will have less, therefore, to sell the retailer, less not only in quantity, but in range of patterns.

## "YOU KILL OUR CAT, WE'LL KILL YOUR DOG"

This Retaliatory Attitude Threatened Between Canadian and United States Government is Far as Hides and Leather Are Concerned

THOUGH matters are a little indefinite at present it does seem that retaliation is being practised between the American and Canadian Governments with regard to shipment of leather products and of hides.

There is, as readers of MEN'S WEAR REVIEW will understand, a considerable amount of traffic in hides and in leather between the United States and Canada. In light leather Canada produces more than she uses and has an exportable margin which is sent to the United States. In heavy leather it is the other way round. The United States pro-

duces more than she requires and exports a surplus to Canada.

Recently the United States forbade the exportation of hides to Canada. Shortly after this the Canadian Government forbade the exportation of hides to the United States. Then the United States forbade the exportation of leather, made from hides, to Canada. The Canadian Government shortly after this took action on its own part, forbidding the exportation of Canadian hides made into Canadian leathers to United States.

Tanners at Ottawa

So the matter stands at the moment,

and is of course causing considerable uneasiness, so much so that representatives of the leather-making industry of Canada are now at Ottawa trying to take up the matter with the authorities there in such a way that relief will be secured.

At the moment no real hardship is resulting. The exportation of heavy leathers and of hides is forbidden from the United States to Canada except for the filling of American war orders, for which contracts have been placed here. Yet both hides and leathers can be secured under license, and so far the licenses have evidently been obtainable by American shippers, for the leathers have been coming through pretty satisfactorily.

So it seems to be with the Canadian light leathers, which ordinarily go to the United States. Licenses have been obtainable. The trade, however, does not know where it stands and wants a definite ruling on the matter.

---

“*The Line of Unusual Values*”

**THE**  
*Lang*  
**SHIRT**

We are in a position to help you sort up your Summer stocks in shirts and boys' blouses and will be glad to learn of your immediate needs, or to have you visit our factory.

As for Spring, 1919—our representatives will take the road shortly and will have a range which we feel will delight you. Prices, considering advances in materials and labor, are very reasonable. The workmanship is the *Lang* standard.

The variety of cloths and patterns is the result of the most thorough canvas of the mills.

*Shirts and blouses made under the *Lang* quality-assuring label, or with your own name if you wish this.*

**The Lang Shirt Co., Limited**  
KITCHENER, ONT.

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## LAUNDRY BILL A CONSIDERATION WITH BUYERS OF MEN'S COLLARS

At the moment it seems that the shoe industry will be most affected should the U. S. hold up exports of leathers. The heavy leathers are used for soles and their being barred from entering Canada would make a complicated situation.

For light leathers the Canadian market is, as has been said, more than self-sufficient. Patent leathers, etc., will therefore be obtainable.

### Prices May Be Regulated

These restrictions under ordinary circumstances have an effect upon prices which would almost certainly send these still higher. The United States Government, however, has placed price restrictions both upon hides and upon leathers. This is to prevent speculation on the market. Tanners can only pay a certain amount for the hides, and shoemakers can only pay a certain amount for the finished leather. No amount of bidding against one another, therefore, will force up the price.

There is the feeling that some such price restrictions will be placed in Canada unless the restrictions preventing certain leathers from coming into Canada and other leathers from going out are lifted.

Sufficient time has elapsed for retailers of men's wear to form an opinion on the results of the advanced price on laundered collars. It is now six weeks since the price was fixed at the even quarter of the dollar. Some retailers are inclined to think the new price has had a tendency to divert trade to the soft collar, but this is a difficult thing to trace except in a few instances where retailers report that customers who asked for laundered collars, on being informed of the new price would change their mind and purchase soft collars instead. For these soft collars the same price, or higher was paid, and it is quite evident the customer figured his saving would result in having the laundry done at home.

No doubt many a purchase of soft collars is accounted for in this way. Laundry is not a large item, but it is a

consideration these days when one is continually facing advanced prices on everything.

The soft collar very evidently is now worn by all classes, the percentage sold varying in some stores from 10 per cent. to 50 per cent. of a total collar trade. Most stores say the one tone effects are meeting with increased favor.

Some retailers report greater demand for cleanable collars, this probably resulting from the desire to have a stiff collar without the laundry bill.

Enquiring from one well-informed retailer when the next advance in price would likely to take place, the answer came, "not for at least a year. So confident am I of this that I intend to reduce my stock considerably." Others think differently, but further advances do seem in the distant.

## NOT SHIPPING DENIMS TO U.S.A.

Authority on the Situation Says This Not Being Done Except Indirectly—Looks for Big Canadian Government Orders Which Will Further Complicate Situation.

"IN so far as our company is concerned we are not at the present time supplying any goods to the United States Government direct. We have been urgently pressed by Washington to let them have a portion of our product, but in view of the fact that there is such a shortage of goods in Canada, we feel that we ought to give the home trade first attention.

"We are supplying to some of the manufacturers denims that are being made into garments, and later shipped for use of the American troops. Most of this cloth is being supplied to Canadian manufacturers on their regular orders. This, of course, makes the shortage of goods more acute in Canada, and I fear that the situation is going to become worse rather than better until the end of the war.

"Many of our friends feel that as the United States is now fighting side by side with us that we ought to treat Washington the same as we treat Ottawa. There is a good deal to be said for this view of the situation. However, so long as it is at all possible for the United States to supply the wants of its army from mills within that country I personally feel that we ought to distribute the bulk of our product in Canada.

"In so far as the demands of the Canadian Government are concerned we have had no very large orders from them for some time now. Of course, either directly or indirectly we are continu-

ously supplying a larger or smaller quantity of goods to the Canadian Government, but the volume for the past few months has not been excessive.

"There are rumors that the Canadian Government is going to in the near future call for a large quantity of cotton goods. If this call should come we will, of course, have to respond to same, and will be compelled to give such orders the preference over all other business. However, as I have stated, only rumors have reached us thus far, and no definite request has as yet come before us.

"Even though such a demand from the Canadian Government should not materialize, there is no doubt but that there is going to be a very heavy shortage of cotton goods in this country for the next few months, and it appears to me that the shortage is going to become more acute as each month passes.

"We are told that the United States Government is now taking about 80 per cent. of the product of the heavy goods mills in the United States. This would leave only 20 per cent. of the mills' product for the civilian trade, which, of course, is entirely inadequate. Besides, too, none of the mills in either Canada or the United States are obtaining a maximum product, for the reason that the necessary help is not obtainable. Through enlistment and the draft we have lost most of our men, and female labor is also exceedingly scarce. The situation for the future, therefore, is not at all reassuring, and so far as I can

see the present shortage of goods is going to become more acute so long as the war lasts."



C. O. Paton, of the Mercury Mills, Hamilton, in charge of the wholesale selling office recently opened in the Foy Bldg., Toronto.

### BAD FIRE IN PEMBROKE BUSINESS DISTRICT

KEHOE, SLATTERY & CO. and Jewell & Brunette, men's wear dealers of Pembroke, suffered total loss by fire on June 18th. Leary & Shields' big departmental store was also in the block that was completely destroyed. Total loss is estimated at one million dollars.



# It's Easy to Convince a Man Nowadays of **KANTKRACK** Collar Economy

Just show him the big money-saving possibilities of this truly linen-like composition collar.

**KANTKRACK** Collars are to all intents and purposes linen collars with one big difference—they never require laundering. In up-to-date styles. Wide range of sizes, and all round good looks the **KANTKRACK** line will compare favorably with any linen collar on the market.



12—18½

No matter how soiled a **KANTKRACK** Collar may become sponging with a damp cloth will instantly restore it to its original cleanliness.

This quick cleaning feature and their real linen finish will keep a stock of **KANTKRACK** Collars moving briskly from your shelves. And you make good profits.



12—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.

Canadian Manufacturers for THE ONLI-WA TIE Holders sold at \$3.50 per dozen.

### 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.

**CLOTHING SALESMAN. FOUR YEARS.** Saskatchewan and Manitoba, open to correspond with manufacturer wishing man with connection for Western Provinces. Write Box 1711, Men's Wear Review, Toronto.

**AGENT REQUIRED MEN'S WOOLLENS. MUST** have sound connection wholesale and large buyers. J. W. Thompson & Co., 26, Quebec Street, Leeds, England.

If you have a business to dispose of, or are in need of efficient help, try a want ad. in **MEN'S WEAR REVIEW** and let it assist you in filling your needs.

### THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

They  
always  
please:

## LION BRAND BLOOMERS

Please not only the Boy, but the Boy's Parents as well, thus guaranteeing the dealer satisfied customers in addition to the good big profits that every sale produces.

Make Lion Brand Bloomers the foundation of a big juvenile department.



The Jackson Mfg. Co., Limited  
CLINTON, ONTARIO  
Factories: Clinton Goderich Exeter Seaforth



## The Shirts you are looking for

Here they are—as attractive a range as you could possibly wish to select your stocks from. They are DEACON SHIRTS—the line that wins on its merit. See them before you close your next order.

The 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.  
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at Minimum Cost.

First in the Field and Still Leading.

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**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

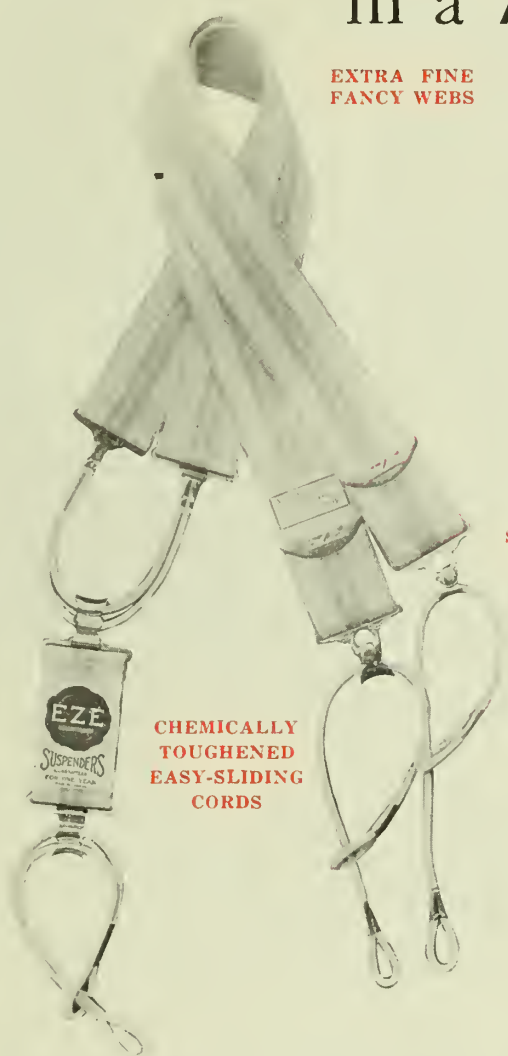


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Dry Goods Houses.

We confidently claim  
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on the Canadian Market

EXTRA FINE  
FANCY WEBS



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TOUGHENED  
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SOLID BRASS  
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Quality  
still goes on

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FOR ONE YEAR  
MADE IN CANADA

We've decided to keep up the proven, highest quality standard of guaranteed "EZE" Suspenders. But rising costs of the high grade materials used in their construction have at last forced us to raise the price. They're now retailing just as quickly at 75c. because the old genuine "King Quality" still goes in!

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Protect yourself now. War conditions may make it impossible to maintain the present low price!

The  
King Suspender & Neckwear Co.  
TORONTO, CANADA

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For Men's

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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.

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SUPER-STANDARDISED QUALITY  
IN COTTON GOODS  
"THE BEST IN THE WORLD"

That is all you want to know  
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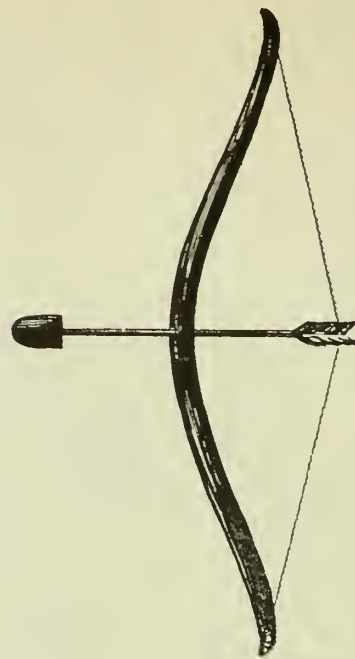
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**Men's Wear**  
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time. We are  
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**The Boy**

This bow and arrow, with your firm name and address printed on it, will draw him to your boys' department.

Including printing of firm name and location, per hundred . . . . . \$15.00  
Per thousand . . . . . \$125.00  
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HAMILTON, ONTARIO

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## **DOMINION RAYNSTERS**

When planning for your 1919 Rain-coat trade, it will pay you well to see the **DOMINION RAYNSTER** line before placing your order.

Hundreds of the best dealers throughout Canada give us their orders regularly for the **DOMINION RAYNSTER** line. They are more than pleased with the **DOMINION RAYNSTER** style, cut, workmanship and finish. The quality of each garment is equally pleasing.

Your interests will be best served by ordering **DOMINION RAYNSTERS** for 1919.

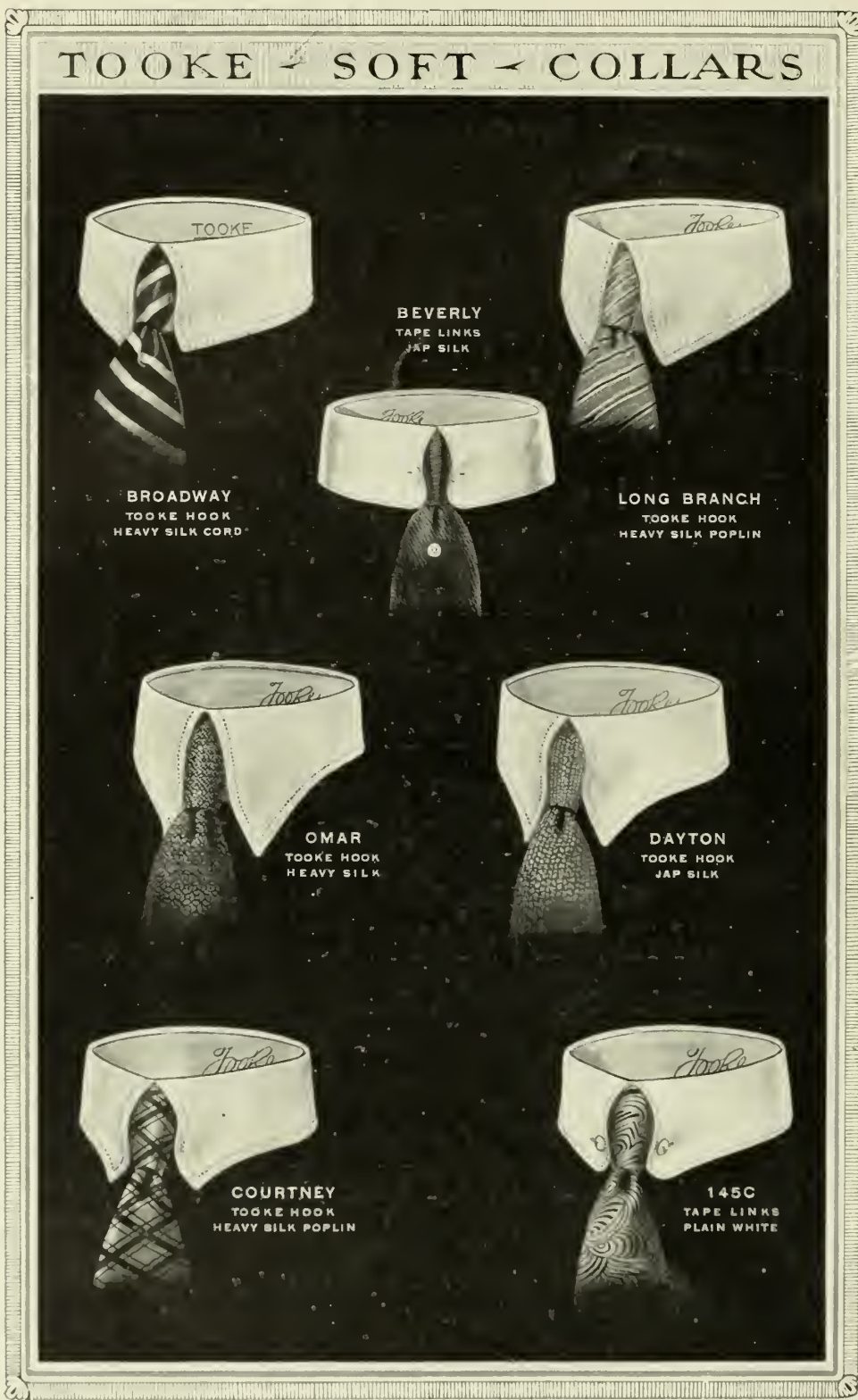
*Our nearest branch can supply catalogues,  
swatches and price lists.*

**Canadian Consolidated Rubber Co.  
LIMITED**

**HEAD OFFICE: MONTREAL**

Service 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.

**Dominion Raynsters are made in Canada.**



ASK FOR THE TOOKE HOOK

We illustrate here a sample page from our New Soft Collar Catalogue

*If you haven't received your copy, let us know*

**Tooke Bros., Limited**

MONTREAL

TORONTO

WINNIPEG

VANCOUVER



# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, AUGUST, 1918

No. 8



## It Springs

*at once into popular approval. Your most particular customers will come back for this new 75c*

## *King Tiger* POLICE AND FIREMEN BRACES

*Guaranteed Unbreakable*

As strong and tough as its name!--heavy cushion-back web---  
(quality only possible through old contracts)---solid army-leather  
trimmings---steel reinforced back.

Stock "*The Tiger*" Now

**The King Suspender & Neckwear Co.**  
TORONTO, CANADA



MEN'S WEAR REVIEW

The Guaranteed

*Forsyth*

SHIRT

SHIRT

SHIRT



# Niagara Neckwear Novelties

*Introducing Our Lines for Autumn*



Designs  
 Colorings  
 Qualities  
 Prices  
 to meet every requirement.

Prices  
 Range  
 \$5.50  
 to  
 \$18.00

Our early advance ranges for Autumn are now out with our salesman—Look them over.

*“Mitchell Slide Easy” Bands*

**NIAGARA NECKWEAR COMPANY**  
 LIMITED  
 NIAGARA FALLS, CANADA

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

# Panama Hats For 1919

Our samples, fit successors to those we have formerly shown as products of our large factory, are now in the hands of the leading Canadian hat jobbers, and will be taken to the Canadian hatters within the next few weeks.

While the price of straw hats is continually advancing, Panamas are at practically the old price. We therefore advise covering your needs with your jobber at once. This will ensure delivery at to-day's price, even though the prices go considerably higher, as seems possible on account of higher prices for material and greatly increased importation charges.

**Canadian Panama Hat Co., Limited**

**Manufacturers, Importers and Exporters**

**345-349 Adelaide Street West, - TORONTO**



*We announce the range  
for Spring, 1919*

### Monarch-Knit Hosiery

for men, women and children in Silk, Lisle, Mercerized,  
Cotton and Cashmere.

### Silk Sweater Coats

A beautiful array of striking new styles for women.

### Woollen Sweater Coats

Popular and exclusive styles for women and children.

### Bathing Suits and Jerseys

The very newest modes in bathing attire for men, women  
and children. Also jerseys for men and boys.

### Monarch Floss and Monarch Down

These highly popular yarns for patriotic and economical  
hand-knitting in 30 colors.

*Our travellers will start out early in August with a complete  
range of samples.*

# The Monarch Knitting Co.

Limited

DUNNVILLE, ONTARIO

Factories at Dunnville, St. Thomas and St. Catharines, Ont.,  
and Buffalo, N.Y.

# 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.**

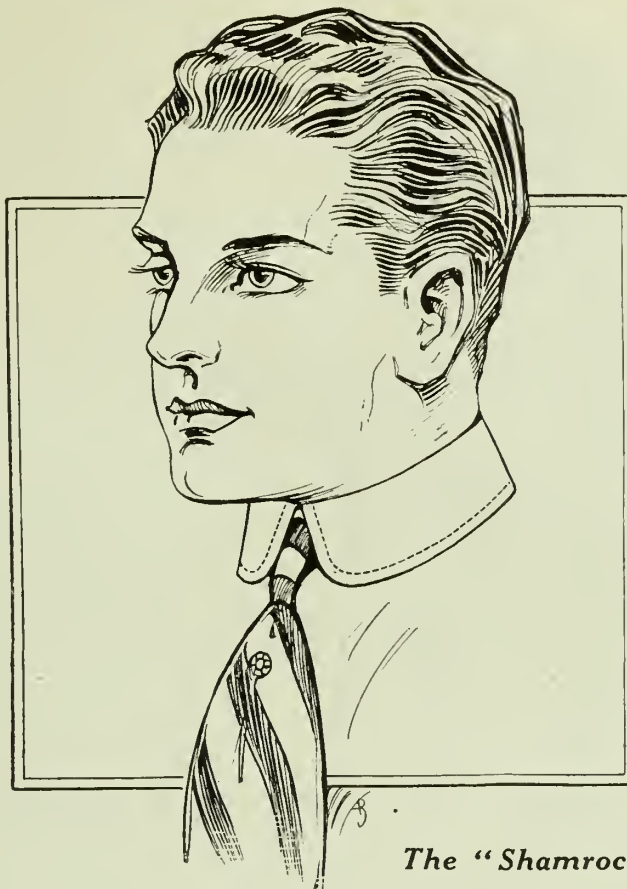
Factory: ST. JOHNS, P. Q.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

*The "Shamrock"*

## The Appearance that keeps your Customers Satisfied

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### ARLINGTON COLLARS

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It is the excellent appearance of Arlington Cleanable Collars that makes them sell easily.

The linen-like finish retains its "newly-laundered" effect for the full life of the collar and you may count on satisfied customers — always — when you sell this well known line.

Economy is the big talking point with Arlington Collars. The cleanable feature appeals strongly to almost every man who enters your store. Arlington Collars cannot wilt in the warmest weather and do not develop saw edges.

*Shapes and sizes to meet your every demand.*

## The Arlington Company of Canada Limited

76 Bay Street - - Toronto

Read Building, Montreal.

Travellers Building, Bannatyne Street, Winnipeg



## FRASER'S

### Men's and Boys' Caps and Kiddies' Hats for Fall

Our new assortment offers you a splendid sales-making combination of Good Appearance and Long Wear.

Fraser Caps for Men and Boys are the quality kind that you'll be proud to sell and that the men of your town will be proud to wear.

Fraser's Kiddies' Hats are all hand-blocked and lined with unbreakable French canvas.

*Our representative can call whenever you say. Ask us by postcard.*

THE FRASER CAP CO. - LONDON, CANADA

CAP MAKERS FOR 20 YEARS

**TAPATCO**  
REGISTERED BRAND TRADE MARK

## Sell Tapatco Gloves to the Backyard Gardener

TAPATCO Dealers can realize extra sales this year by connecting their displays with the increased food production activities.

For Backyard Gardeners, for "Farmerettes," for Mechanics, Munition Workers—for everybody requiring a real, comfortable, reliable work glove, TAPATCO has no equal.

Note the variety of styles:

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 Co.  
CHATHAM, ONT.





# Wait for the Christy Man

A record we  
are proud of

THIS season we delivered one hundred per cent. of all orders taken. The coming season we are in a position to do the same, and we can positively take care of your usual requirements for Christys' Soft Hats or Christys' Stiff Hats or Christys' Straw Hats.

And in addition we carry a full range of Soft Felt and Straw Hats from the best known Canadian factories.

Place your business where you get what you want when you want it.



*Drop in to see us during  
Exhibition Week*

Now we are practically settled in the new home we recently bought and altered to suit our needs at 108 Wellington St. West. Visit us. Our showrooms are only a step from the Union Station—just around the corner from York Street.



WE want to lay emphasis on one most important point. We have just received a big shipment of Christys' Soft Hats in the fashionable colors, and can supply your Fall sorting needs. These hats are ready for immediate delivery. Nobody thought we could do it. Send us your order at once and we'll prove it.

## Ansley-Dineen Co., Limited

108 Wellington St. West, Toronto

Sole Agents for

Christys & Co.  
Hillgate & Co.

Scott & Co.  
Peel & Co.

# The Gloves that make permanent customers



Carhartt Gloves give double wear for single price. Note the reinforcement as shown in the accompanying illustration. These gloves are a perfect combination of high-grade material with high-grade workmanship.

## Union Made and Guaranteed

against any defect of material or manufacture. They are unquestionably the most popular working gloves made.

Order an assorted shipment. Prices range from \$8.50 to \$24.00 per dozen.

Exhibition Visitors will be welcomed at our plant.

## Hamilton Carhartt Cotton Mills, Limited

535 QUEEN ST., EAST, TORONTO UNIT

Toronto

Montreal

Winnipeg

Vancouver

# Peck's



## BEAUTIFUL SHIRTS

SUCH shirts as these displayed in the show cases and windows of our dealers will make many sales during these hot summer days.

There are many patterns to choose from in our line of fine silk shirts. The one illustrated is in stripes of a soft shade of green alongside a satin stripe of lighter color. There are others in blues, pinks and reds.

SILK is an all-year material, but just now when coats are discarded so much it is finding special favor. In your town you will find that there are many men who will want shirts such as these. *Why not send an order for a dozen or more?*

## John W. Peck & Co., Limited

MONTREAL

WINNIPEG

VANCOUVER

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



# 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.



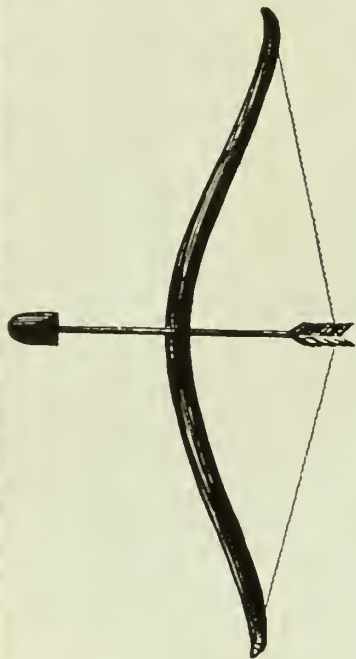
## GRANT---HOLDEN---GRAHAM, LIMITED

Factory and Warehouse: 147-151 ALBERT STREET, OTTAWA, CAN.

### Taylor - Made

Here is a New Feature to Interest

### The Boy



This bow and arrow, with your firm name and address printed on it, will draw him to your boys' department.

Including printing of firm name and location, per hundred .....\$15.00  
Per thousand .....\$125.00  
Deliveries ready for August 1st.

Just one of the new lines designed by

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

## Have you seen the new Deacon Shirts?



They are Stylish and Distinctive, with the Big Values and all-round Excellence for which Deacon Shirts have long been famous.

Look them over before you get in that new stock. We invite comparison.

## The Deacon Shirt Co.

Belleville, Ontario



# MANCHESTER RAINCOATS

Ready for 1919

See Our Travellers ————— or ————— Write for Samples

It will pay you to see the *MANCHESTER RANGE* before placing your order. The style, cut and finish of these garments, and the wide variety of cloths from which to choose, assures you ready sales. We bought the best British waterproof materials far in advance—and so can quote you most interesting prices.

*"Get into touch with us"*

## Manchester Waterproof Clothing Co.

319 ST. JAMES STREET, MONTREAL

Telephone Main 1342



## *Three Stunning Poses*

Two of which represent the nifty appearance of K. & S. garments, as worn by smart dressers. Despite the growing scarcity of materials the K. & S. line for Spring, 1919, will represent the highest in up-to-date styles and materials and the trade is assured of the same thoroughly reliable, custom - satisfying garments. All we ask is that you pass no opinion until you see our line for Spring. A postcard will bring our representative to you.

*Set the date NOW*

**Kaplan, Samuelsohn  
and Company**

1620 Clark St., MONTREAL



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

*THE*  
*Lang*  
*SHIRT*

*“The Line of Unusual Values”  
Will Shortly Be Shown for Spring*

**I**N spite of all difficulties we have gathered together ranges of Shirts and Boys' Blouses, of which we feel proud. We feel you will appreciate the Lang range, when you see it within a few weeks.

**R**EMEMBER, these shirts and blouses will be made with your label, if you desire; but always the workmanship will be the *Lang* standard, which ensures satisfaction to the wearer.

**O**UR models, of course, come in varied sleeve lengths, if you wish these.

Call upon us when  
at the Exhibition.

*In our Toronto Showroom, 513 Empire Building, 64 Wellington Street West, there will be a goodly number of samples for your inspection. These and a most cordial welcome.*

The Lang Shirt Co., Limited  
KITCHENER, ONT.

# Knitted Goods

made to

## Build Business

Such is the *Acme Line*.  
Quality, Style, Fit and  
Finish are our measure of  
Value.

The new range is replete  
with models that will be  
fast sellers. Examine care-  
fully the model illustrated  
to the right—note its snug  
fit, the smooth manner in  
which the large shawl  
collar lies, and its all  
around appearance of solid  
comfort.



**ACME**  
TRADE MARK

## Will Win Prestige For You

The great fundamental factor in winning trade—and holding it—is to handle merchandise that assures your customers **Satisfaction**. Goods of **Acme** manufacture are not just *made to sell* but they are *made to build business*. Our travellers will presently be on their territories with splendid new assortments for **Fall Sorting and Spring Placing**.

FINE GLOVES

WORKING GLOVES

WORKING SHIRTS

CLOTHING SPECIALTIES

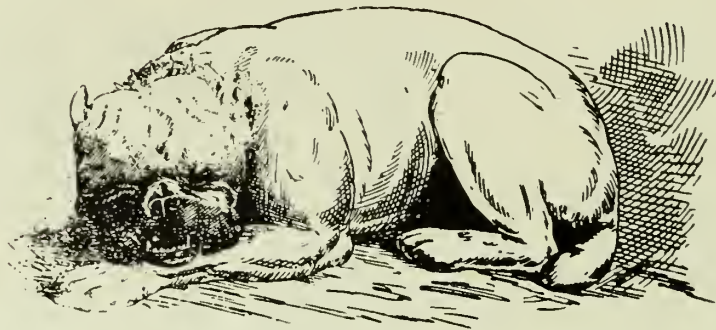
OVERALLS

Don't neglect to investigate these offerings.

*We can "show" you.*

**ACME GLOVE WORKS, LIMITED**  
**MONTREAL**

# Unapproachable Values



## in Waterproof Coats



Did you ever stop to consider how easily one can be deceived in a Waterproof Coat?

Labelling a coat "waterproof" doesn't make it so—everything depends upon what goes into it.

Sell your customer a real waterproof and you sell him the satisfaction that will make him a regular patron.

**In TRUE - FIT, DEPENDABLE, DOUBLE TEXTURE WATER-PROOF COATS** we are offering the best all-round weather-proof coats on the market.

Our Travellers will be out shortly with a full range for immediate and Spring wear.

Don't decide until you've seen what we've got.

We are sole agents  
for Canada for the  
**AQUATITE  
BRAND**

Gentlemen's Yarn-  
proof Coats.

**Samuel Wener and Co., Limited**  
SOMMER BUILDING    ∴    ∴    MONTREAL



# To Gillette Dealers:

## These are YOUR OWN ADVERTISEMENTS

We pay for the advertising, but that is all.

The man who is converted by the argument to Gillette shaving does not write to us—

He looks around for a dealer—

He wants to buy, and if he has not a dealer in mind he will look out for window displays.

Ten to one, if he has a dealer in mind it is because of past window displays.

**DO YOU GET  
THE POINT?**

A good display of Gillette Razors and advertising matter is equivalent to putting your own name and address at the bottom of our advertisements.

### Gillette Safety Razor Company of Canada, Limited

Office and Factory

65-73 St. Alexander Street, MONTREAL

**Luxurious Self-Service Untaxed**

Was is demanding of those at home many econonca.

With the new taxes in force we must pay more unless we smoke less, if cost us more to ride on the railway sleeper and pay for car, and tea and coffee have gone up at the grocer's, and the salary that enables us to pay the butcher and baker and moving picture makes a poorer show by becoming an income tax.

Those who were inclined to growbe a hair or two, were stopped when the war was on. A long hand and a hot razor by an expert and it's every man's business to get it done right in the normal course of life. There are some things which a man can't do what it does cost more to make—cost more to get—cost more to wear than to wear it. There are some things which a man can't do that it does cost more to make—cost more to get—cost more to wear than to wear it.

The man who shaves the day with a Gillette shave pays only the price of himself—of the price of a razor. Let the barber do what it does the barber. He has to remember that there is a limit to what a man can do. He has to remember that there is a limit to what a man can do. He has to remember that there is a limit to what a man can do.

**Where is Grandfather's Reaper Today?**

You could or one like

But grandfather's razor, jogging along in a good many "wells" shaving a burden.

**Register**

The Man-Power of Canada includes The Young Men of Sixteen

The Order of Canada is not only a great honor, it is a great responsibility. It is a great responsibility. It is a great responsibility. It is a great responsibility.

**Keep Down the Temperature of Your Summer Shave**

Buildup Set \$5.00

**Making Ten Blades Grow Where One Grew Before**

is Your Gillette Shave as Clean and Easy as Your Friends

If your friends are enjoying Gillette shaves that are quicker, cleaner or more comfortable than yours, because you haven't caught the simple knack of using a Gillette Safety Razor packs a real, good every man that grows a beard!

**PRODUCE FOOD CONSERVE But Have Your Relaxation**

It is splendid work that is being done on the farms, in the gardens, and in the homes right now!

It is patriotic work, for the winning of the war rests heavily on those who are providing and conserving food.

In a sense, it is a home work, for it is an effort towards the long-term personal comfort and pleasure in the face of duty to the country.

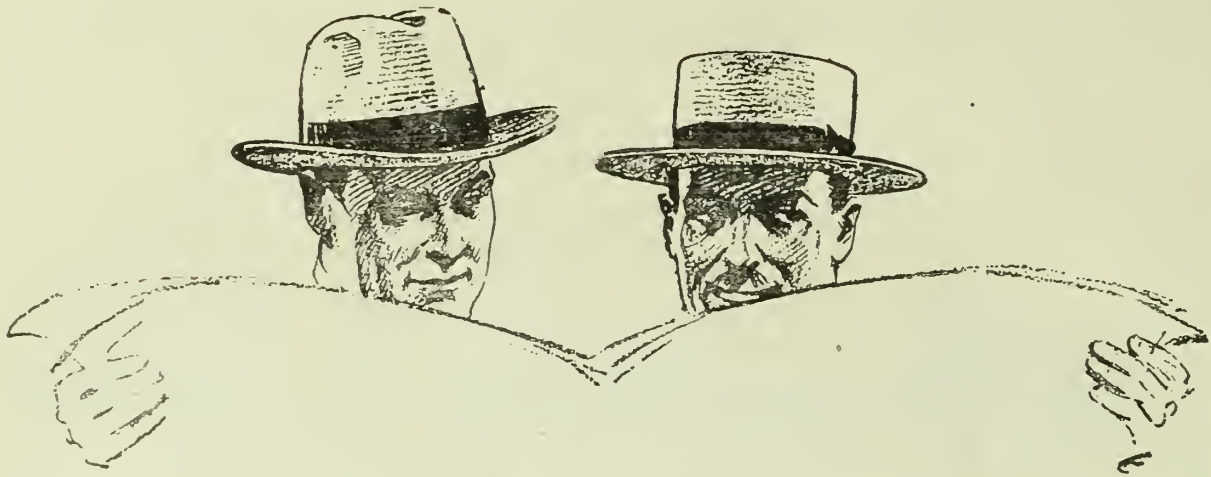
**Your S.O.S. Boy goes to do a Man's Work Give Him a Man's Razor!**

Give Him a Man's Razor!

**GILLETTE SAFETY RAZOR**

GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED

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



# GOOD NEWS!

To those dealers who believe that satisfied customers are the most bankable asset in the long run the new range of

## MONARCH HATS

will have a particularly strong appeal. Every customer-pleasing essential is here—*quality, style and price.*

### FELT HATS STRAW HATS

See them before you place your Spring 1919 order.

*A visit from our representative will mean money to you.  
Write for appointment.*



His Majesty George V.

## L. Gnaedinger, Son & Company

90, 92, 94 St. Peter Street, Montreal

ESTABLISHED 1852



## “OVER THE TOP”

*We have “cleared” the highest mark  
of Style and Value in our new  
assortment of*

*Wearbetter*

## Clothes for Boys

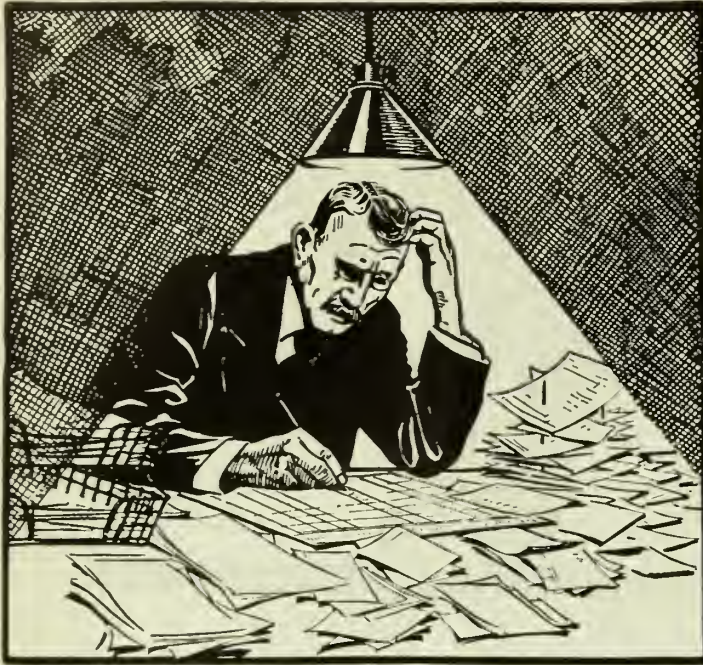
Your boys' department is one of the most important at this time, and we can assist you in making it still more so.

We have prepared as never before for a big business in this line, and you will find **STYLE**, **QUALITY** and **MATERIALS** a wonderful trio of varied and interesting values.

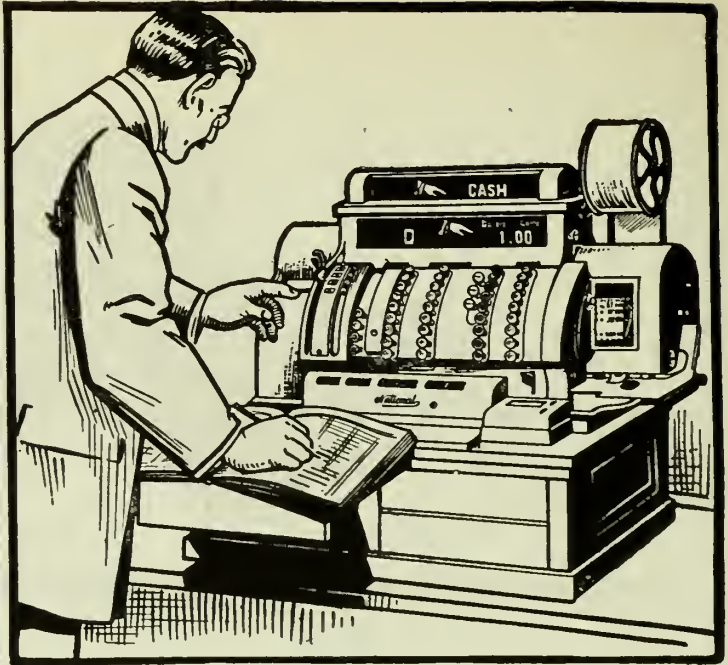
# Walter Blue & Co., Ltd.

*Makers*

SHERBROOKE, QUEBEC



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. C2, 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.....

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

# Correct Summer Togs for men of high fashion ideals

Every little style "kink" likely to win approval from discriminating dressers is beautifully expressed in this year's

## MILLER-MADE SUMMER-WEIGHT CLOTHING

Only the exquisite and masterly tailoring of the Miller Organization could possibly develop such character and individuality as are shown in these new warm weather creations.

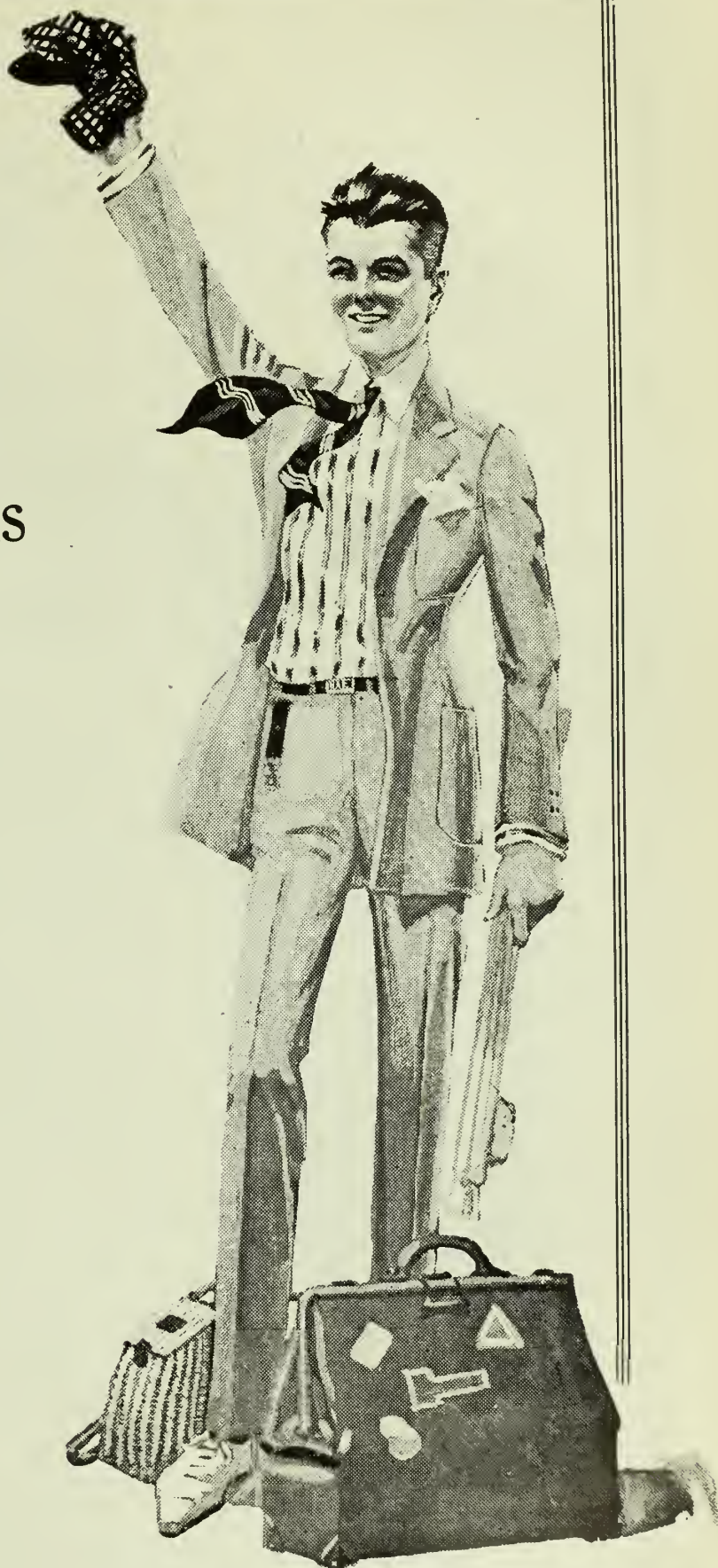
The assortment is comprehensive too, including Palm Beach Suits, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, White Duck Coats, Dusters, etc.

Cover your requirements immediately and insure timely deliveries.

### DON'T FORGET THE MILITARY LINES

It is doubtful if even in the recruiting boom of 1915 the opportunity for securing big military business was more promising than it is to-day. One thing is sure—the men getting into khaki now are men with plenty of money to buy any extras they may fancy. And they always fancy the Miller Walking Breeches.

We also supply Private's Serge Slacks, Tunics, Haversacks and Puttees.



# The Miller Manufacturing Company, Limited

Makers of the famous Miller-Walking Breeches and Miller "Master-Made" Clothing Specialties

44 YORK STREET, TORONTO



## War orders must have preference

We wish to do everything in our power to meet the requirements of our customers. The future of our business demands that we retain our connection with the trade, by maintaining both the standard of our goods and our reputation for prompt delivery and efficient service.

But the war comes first. Government orders are something more than orders in the general meaning of the word. They are demands, and every worthy citizen will obey them without question or quibble. Only a small portion of our output will be available for domestic business, and we ask our customers, in their own interests, as well as those of the Government, to place their orders for 1919 at the earliest possible moment. We will thus be able to adapt ourselves to the conditions, as far as possible, and do everything in our power to meet the requirements of the Canadian trade.

Will you kindly place orders with your wholesaler without delay?

**Zimmerman Manufacturing Co., Limited**  
HAMILTON, CANADA

# Specialists the World's Need

For a toothache the dentist ; for an operation the surgeon ; for a suit of clothes the tailor .

First and always, the House of Hobberlin is a tailoring house . To meet the need of all centres for high class tailored clothes , we enlarged - arranging to have merchants take the measurements and to become partners , as it were , in the business . But always we have been tailors - our service is not an adjunct to a ready-made house . . . . .



This is why our wide guarantee to entirely satisfy is possible .

Our tailoring service delights your customers Write for full particulars of our exclusive agency proposition . . . . .

The House of  
**HOBBERLIN**  
9 East Richmond St., Toronto, Ont.  
Canada's Oldest and Largest Tailoring Institution

H. VINEBERG & CO., Limited, Wholesale Clothiers' Manufacturers  
Office and Salesroom, 1202 St. Laurence Blvd., Montreal

# Clearing-House Department

## Stocks to be disposed of :

We offer our service only to dealers in lines we are familiar with, such as Men's and Boys' Ready-Made Clothing, cloth, linings of all kinds, woollens and cottons.

If you have any stocks of the above that you desire to realize on, we would suggest that you pick out what you desire to dispose of, count and measure carefully, make an inventory of the same in duplicate, pricing at the very lowest figure you can accept for them, and ship to us by Freight or Express PREPAID (don't charge cases). Shipments consigned to us will be kept absolutely separate and apart from our own merchandise.

We will sell them for you at your price, charging you 10% for handling, storage, insurance—and remit in Cash the amount less that 10%. If not sold, the same will be returned to you at the end of 60 days (or earlier if you should ask for it) without any charge whatever on our part. We will lose the expense of handling—you will be out of the Freight both ways.

To avoid, however, even this small loss—we would urge you to make your price attractive—bearing in mind always that it is a question of **NOW** or **NEVER**—**goods that cannot be sold now through a Clearing-House in the central market of Canada—Montreal—can hardly be looked upon as a liquid asset.**

Should any of your lines be defective, damaged or faded, be sure to point out in a letter to us the nature of such defect. We will accept no less, or ask any more than the price put on by you—but we must have full knowledge of the merits or demerits of the merchandise that goes through our hands, in order to protect our reputation in our regular business as manufacturers.

We are prepared to handle any quantity, large or small.

Reference—Merchants Bank of Canada.

## Lines you desire to purchase :

The ideal method of purchasing from the Clearing-House involves a personal inspection of the goods. This we strongly advise if possible.

If impracticable, then the next best thing is to write us giving certain definite lines, price, and all other information—and we will let you know by return what we have to offer.

There are almost sure to be numerous bargains in lines you particularly need.

**H. VINEBERG & COMPANY, LIMITED**  
*Clearing-House Department*



# *Clearing-House Department*

You, like practically every wholesale or retail merchant in Canada, must have on your shelves goods that are not suited to the needs of your particular locality, in short "dead stock."

Somewhere in this broad Dominion of ours, these goods **are** wanted and would find a ready sale.

The present market conditions afford a unique opportunity to dispose of these, due to a very real and increasing scarcity of all lines.

To best assist in bringing much-needed lines where they can be best utilized, for the duration of the war we have organized a practical Clearing-House Department, which we place at your service, either to dispose of certain slow-moving lines for you or to enable you to pick up real necessities at bargain prices.

In doing so we are prompted by the following considerations:

- 1. Merchandise is valueless unless saleable.**
- 2. What may be unsuited for one section may be most desirable elsewhere.**
- 3. Some one, somewhere, is badly in need of the very articles which are lying idle on the tables of others.**
- 4. Resources are valueless unless they are convertible into money—money that will liquidate debts, buy wheat, build ships, and win wars.**

You, as a patriotic Canadian, owe it to your country and fellow-citizens to convert dead stock into ready cash.

The opposite page will give you details of the plan. Write us at once if you desire further particulars.

**H. VINEBERG & COMPANY, LIMITED**  
*Clearing-House Department*



The label that has made Canada famous for its reliable clothing.

## AN OPPORTUNITY

### To Increase Profits Without Additional Investment

Investigate our Special Order Department—the maximum of *VALUE* and *SERVICE* at the Minimum of cost.

*FALL* and *WINTER SAMPLES* are now ready for distribution.

If our line is not already represented in your town we shall be glad to hear from you.

Enquire particularly about our  
Fur-Collar Overcoat proposition.  
It is a business-getter.

## H. VINEBERG & COMPANY, LIMITED

*SPECIAL ORDER (made to measure) DEPARTMENT*

1202 St. Lawrence Boulevard

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

*You Cannot Connect With a Better  
Trousers Assortment*

Real trouser values that will win new business and hold customer confidence.

## 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.

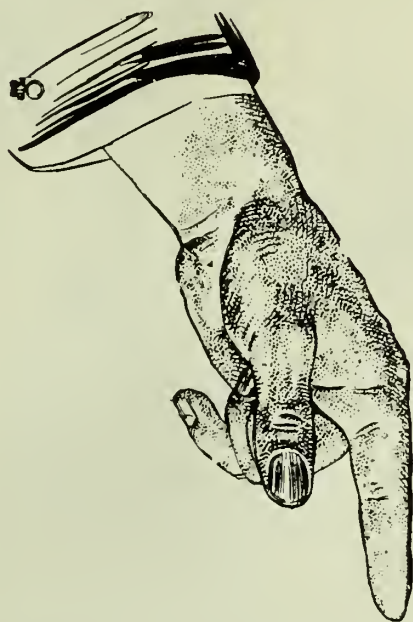
MANUFACTURERS

HAMILTON

ONTARIO

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

# We are Specialists in Gent's Furnishings



Insistently Incorporating Improvements  
and  
Seeking Solely Satisfaction in Service  
makes

THE HOUSE OF ALPHONSE  
RACINE, LIMITED, A REAL  
FACTOR in SUPPLYING THE  
MEN'S STORES of CANADA

So That Nowadays

***“THE ‘BEATEN PATH’ LEADS TO RACINES”***

WE MANUFACTURE  
in clean, airy factories, splendidly equipped,  
“RACINE” Working Shirts  
“HERO” Fine Shirts  
“STRAND” (Chemise de luxe)  
“LIFESAVER” Overalls  
“SAMSON” Pants  
“RECORD” Sox

Write us to send you by return (mail prepaid) a set  
(of say twelve samples in all) to give you a general idea  
of the WORKMANSHIP, VALUE and STYLES

We show a very large range of the above registered  
lines of our own manufacture together with

AN ABSOLUTELY FULL LINE OF GEN-  
ERAL AND FANCY FURNISHINGS  
FOR MEN & BOYS

## 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., Toronto.

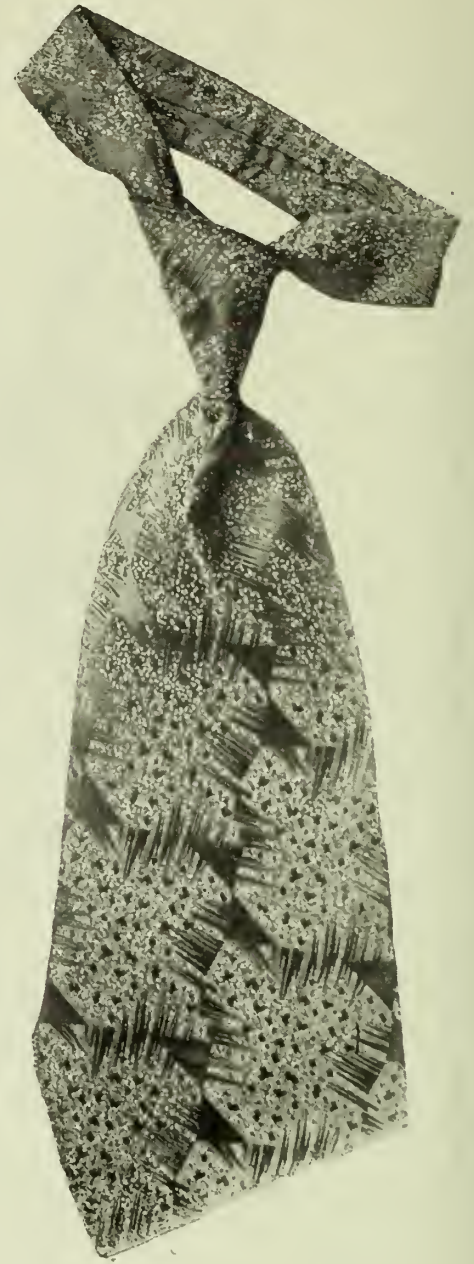
# Milne's Neckwear News for August



*Illustrating one of the  
\$18.00 ties*

## *More Italian Silks For Fall*

*Drop in when at the  
Exhibition. We will  
be glad to show you all  
our silks, and to assist  
you in covering your  
neckwear needs. Our  
plant is just round the  
corner from the Union  
Station.*



*Illustrating one of the \$20.00  
hand-made Ties*

We have received further shipments of this extremely popular silk, and are making these up in all the latest shapes.

In the extensive Fall range which our travellers are now showing you will find Cravats at \$6, \$7.50, \$10.50, \$13.50, \$16, \$18, \$20.

The cheaper ranges are going off the market and prices generally are advancing. We counsel early buying.

**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.*

# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 8

TORONTO, AUGUST, 1918

No. 8

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*Announcing New Prices on*

*Trade D Mark*  
**TEXEND  
 BRACES**

**I**NCREASES in cost of materials and manufacturing of TEXEND BRACES have made necessary an increase in the wholesale price to \$7.50 per dozen, establishing a

***New Retail Price, \$1.00 per pair***

TEXEND BRACES have secured world-wide recognition through unvarying high quality of materials and workmanship, and wherever production costs may lead, the quality of TEXEND BRACES will never be lowered. They will continue to be manufactured under a policy that insists upon uncompromising adherence to quality ideals.

Commenting on the situation, the largest manufacturer of webbing in the United States writes us the following:

*"All domestic (that is, U.S.) manufacturers of suspenders will be obliged to make further advances in the price of their product from now on, and will also be obliged to ask a price for suspenders that are not as good as the Texend Suspenders, of at least \$6.00 a dozen. This would mean a retail price of 75c (in U.S.) and it would seem to us as though Texends retailing at \$1.00 (in Canada) would be a cheap suspender in comparison."*

It is obvious, therefore, that TEXEND BRACES are maintaining, as well as quality, a standard of value that is unexcelled.

**The Dominion Suspender Co., Ltd.**

Originators and Manufacturers of "Texend" Braces

Niagara Falls - - - Canada



# Men's Wear Review

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

VOL. VIII.

TORONTO, AUGUST, 1918

NO. 8

## GOVERNMENT ORDERS MAKE CLOTH SCARCITY CERTAIN

Mills Can't Touch Civilian Business for Balance of the Year—Little Overcoating Coming From England, so These Sure to be Very Short.

**R**EPRESENTATIVES of the clothing manufacturers and the woollen cloth manufacturers met with the war purchasing board at Ottawa on Thursday, July 18, a thorough canvass of the situation then taking place, which, unfortunately, did not result in any fuller light being shed to give cause for optimistic reports as to conditions.

As a result of what transpired at this conference, indeed, it seems more than ever certain that the men's and boys' clothing situation will be extremely serious during 1919.

### OVERCOATING ESPECIALLY SCARCE

It seems that particularly will overcoating, for the winter of 1919 be hard to secure. There is this much satisfaction, however, in the situation. The fact of a probable shortage has been brought to light, and merchants will be able to govern themselves accordingly. They will be able to conserve what overcoats are left over from the coming winter, rather than slaughter these to clean up the stock.

One note of encouragement the war purchasing board gives in the assertion that it will see to it that woollen manufacturers do not make any cloth for export until they have satisfied the needs of the Canadian clothing manufacturers.

### MAKERS WANT TO SUPPLY CANADIAN MANUFACTURERS

There is no reason whatever to suppose that the Canadian cloth makers have been anxious to export before looking after the Canadian civilian trade. Indeed their interests lie entirely the other way. As was said last month, the Canadian made cloth, which, before the war amounted to about 15 per cent. of that used by Canadian clothing manufacturers, has now risen to about 80 per cent. of that used. It is very important to the cloth makers that they should hold their connection with the Canadian manufacturing trade to whom they hope to sell largely for years to come, and they would therefore want to give the best possible service. The war board's distinct announcement, however, to the effect that after the needs of the Canadian government for military requirements there will come the needs of the Canadian civilian trade, dispels the idea that the Canadian government might be buying cloth to re-sell to the United States for the making of uniforms. Some cloth was sold to the United States by the Canadian government, in the past—this quite properly, as it was sold at a profit and when an unnecessary supply was on hand. With the present shortage, however, such shipment of Canadian cloth would be generally felt to be a mistake.

### MILITARY ORDERS HAVE MILLS FULLY OCCUPIED

The situation at the moment is about as follows. Practically all the Canadian mills are working on military cloth orders. They will be so working until the end of this year. This means that working on cloth for the new Spring stuff cannot start until the turn of the year, and that no work upon





# SHORT SUPPLIES OF UNDERWEAR AND HOSIERY

Yarns, Needles, Transportation and Exchange all Cause Uneasiness—Mills Scoured of all Underwear Stocks for Army—Will Civilians Shiver Next January?

**W**HILE all the Canadian knitting mills are extremely busy in their endeavor to comply with the demands placed upon them, their ways are fraught with difficulties which in ordinary times would be well nigh overwhelming. Readers of MEN'S WEAR REVIEW will have noted in last month's issue that the prospects look more hopeful for fair supplies of fine grades of underwear, hosiery, etc., for next year. It must be remembered, however, that the prices will be extremely high as compared with what they were when fine all wool garments were plentiful. Demand at the prices which have to be asked is much smaller than it used to be and for that reason the supplies in sight will probably be fairly well able to answer the call.

## Cotton Yarns Come Irregularly

The fact remains, however, that the bulk of trade will be done in cotton goods, and here the difficulty of getting yarns is again serious. United States mills are crowded with orders for their own country, both civil and military; this, with the transportation difficulties makes deliveries of yarns from that country more and more uncertain. Deliveries from the English mills are better but vast quantities have been sunk by submarines, and these yarns cannot be replaced. All the delay of placing a new order is inevitable in cases like this, "For that reason," said one of the largest hosiery mills, "we do not sell goods until the yarns are on our premises. There is nothing in sight but high prices and shortage of supplies. Mill prices this Fall will run about 20 per cent. to 100 per cent. higher than they were a year ago, according to the amount of wool used. A heavy outdoor wool garment will be 100 per cent. higher than a year ago."

One of the mills ordered between twenty and twenty-five thousand pounds of yarns last November for delivery this year, and so far none at all has been received because of government work being done by the spinners; of another contract, 14 cases were sunk.

## Must Get Silks From Japan

Another mill (hosiery) which requires two tons of yarns a week stated that if an embargo is put upon cotton yarns leaving the United States they will have to close up that part of the mill which uses the cottons, for they are only able to work on supplies that come to hand from week to week. It is quite impossible to stock up for any time ahead. "They promised an embargo on silk yarns coming from the U. S." said the manager, "but if they had not let us get enough for nine weeks we would have had to stop work in the silk hosiery section. Within that nine weeks we hope to get silk yarns from Japan and shall

have to import direct from there hereafter."

## Needles Still Scarce

Needles for knitting machines, while produced in much larger quantities than they were a year ago, are still a difficult problem. For a time it will be remembered there was a famine owing to the fact that practically all in use in America were of European make. With the efforts which the mills made to cope with the increased demands for knitted goods owing to the cutting off of German supplies, the demand for needles for the machines had to be met also. United States factories began to put special attention upon these and before long the famine was eased up. Now, however, the quantity of machines is so large, and they are so filled up with government work, that the needles available, especially those required for special government orders, are again causing some concern. Now that some of these are being produced in Canada, mills here are hopeful of fair supplies.

At one of the mills the manager remarked that last March he had placed an order for 50,000 needles for immediate delivery, but so far had received only 2,000. He uses 500 a week on 75 machines.

## Government Takes Underwear

The underwear and hosiery mills say that they have on hand practically no stocks of any kind—a condition which has never before occurred. A buyer could always pick up some kind of odd lots in past seasons, but this year a new call has had to be reckoned with. In the early part of June the Canadian government called for 150,000 dozen of men's underwear to be delivered by July 15. The mills could not get yarns and turn out new goods to order in the time required and so the country was scoured for whatever was on hand; 25,000 dozen of old stock was collected and of course various kinds were included—a motley array for our soldiers!

Both the United States government and some jobbers over there have placed orders with our mills for underwear. They are placing orders four to six months ahead wherever possible, because of the inability of the mills there to supply all that is wanted from them. For the U. S. army there are two grades of underwear ordered, one a light weight for hot weather, the other heavy, for Winter. In addition to this several mills are making up puttees for the U. S. government.

"All this," said the manager of one of the best known mills, coupled with the fact, as stated by more than one of our mills, that buyers generally in Canada are not placing orders far ahead owing to the extremely high prices, "indicates that by the first of January, 1919, or

perhaps before, there will not be enough domestic goods for immediate wants." The situation will be helped a little by the wools which are spun in this country being available, but these are in a very small proportion to the consumption.

## Many Price Difficulties

With regard to the present situation in prices one mill pointed out that merino yarns which used to be 2 shillings before the war are now 7 shillings, and cotton yarns which were 22 and 23 cents are now 68 cents, which means that a 50 per cent. fleece-lined garment will cost the consumer, when it gets to him a year from now, \$2.00 to \$2.50. A change of ¼d. in peace times caused a great deal more of a furore than does a jump of 2d. or even 4d. now.

In getting cotton yarns from the United States one of the younger mills finds that the difference in currency exchange costs him \$500 a month. If he wants to get U. S. yarns in any kind of early delivery he must have it come by express, which costs him \$10 where \$2 would cover it by freight. With all these expenses "on the side," there is little doubt that hosiery and underwear will keep on the rise even though it should be that yarns are as high as they can get, as one of the large mill men believes.

## SOFT HATS FAVORED

**These are Safer to Handle Than the Hard Hat When Orders Have to be Placed So Far Ahead**

THE need of placing orders for imported hats so far ahead seems to be stimulating the demand for the soft hat. Some manufacturers are just now receiving hats which were ordered in September, 1917. They were able to call for these in conservative styles and in some of the staple colors, without any misgivings as to suitability for the trade when the hats should arrive. With the stiff hat, however, it is somewhat different. There might be a style change in six months here which would render hats purchased so far ahead rather passe.

The soft hats certainly seem in for a big year. Nevertheless there are men who still look with great favor on hard hats. In ordinary times—with conditions such that the hatter could get what he wants when he wants it—this tendency to look upon the hard hat with favor would be worth cultivating, for it would mean the possibility of selling more hats to each man. These are abnormal days, however, and it is only to the rich that this argument should be made.

T. J. Winterton has purchased the men's wear business of J. W. Bowyer & Co., Maple Creek, Sask.

# MAKING AUTOMOBILE YIELD BIG PROFITS TO STORE

C. E. Akins, of West Toronto, Says "My Car is My Most Valued Employee. It Has Brought Me Business From Districts I Could Not Otherwise Touch."

**M**ANY merchants in towns large and small own automobiles which they use, almost exclusively for pleasure trips; but here is an instance of one who is making his car bring him profit as well as pleasure; surely an ideal combination from any standpoint.

C. E. Akins, who has in the past conducted tailor shops in Midland and other Ontario towns, located in the growing district of West Toronto before the war broke out, and was making a fair success until enlistments from this suburb made him cast around for means of finding new customers to replace those who had offered their service for King and Country.

## Lack of Help Ties Him Down

In addition to the depletion of his district of men who relied on him for their clothing, there was the difficulty of obtaining and keeping experienced help. Mr. Akins found that it was fast becoming a matter of his having to do almost all the work himself, and this, of course, prevented him from making any progress. He was using all his energy to finish the orders he got, not to improve and extend his business.

Day after day he would try to devise some way out of his dilemma, and at last thought of a plan whereby he would make his car, which previously has been a pleasure vehicle, not only help his business, but actually extend his sphere of operations in a manner which would be impossible without its aid.

## Gave Up Practical Tailoring

Almost exactly two years ago, Mr. Akins ceased to do any practical tailoring; took up the agency for a large made-to-measure clothing house, and thus at one stroke freed himself of the necessity for constant attendance at the store, and threw himself whole-heartedly into his new scheme of selling.

He notified by letter all his old customers in Midland that on a certain day he would be there to see them with tailoring samples.

Then, a duplicate set of samples in a grip, and a few order sheets packed under the seat of his car, and taking his wife and child along, Mr. Akins cranked his engine and set off to meet Fortune half-way.

## Eight Orders at Once

During that one day, Mr. Akins took eight suit orders, left literature to show when he would be back again, and well satisfied with the initial success of his idea came back home.

Just about this time, New Toronto, on the Lake Shore Road, was becoming the home of dozens of families who had secured employment at the tremendous new rubber plant. Mr. Akins, ever on

the alert for new openings, again packed the samples in his car and went on a reconnoitering trip with plenty of advertising matter.

Having been a prominent athlete, and being fond of "trap-shooting," he came across some of his old cronies and acquainted them with the object of his visit, eventually succeeding in filling some more order sheets.

## Extends Fields of Operations

Mount Dennis, Weston and other places within reach by motor car were

trusted and valued employee. Never too busy, seldom idle, always reliable, it has made me known in districts which I could not touch in any other way. I take my hat off to the automobile as a tonic for slack business."

Without being dogmatic, is it too much to say that dozens of merchants in all lines of business could benefit by Mr. Akins' experience? "What has been done, can be done again." Why not work out for your own business some way in which your car could build bigger and better business?



*TWO views showing Mr. Akins and his business-getting ally.*

quickly visited and a regular schedule worked out, the novelty of the idea appealing to many and becoming a first-rate advertisement for "Charlie" as he always becomes known.

In a short time, not only did the car prove its value, but Mr. Akins bought a larger one, and soon had all his old business records beaten hollow, piling up figures which would hardly be credited by anyone not acquainted with the possibilities that a car can open up.

## Kept in Touch by Phone

Meanwhile, the store was not neglected; there was always some capable person left in charge in Mr. Akins' absence, and a 'phone message would soon bring Mr. Akins and his car back, or take Mr. Akins in his car to anyone's home or business address at any appointed time.

Looking back reminiscently to the old days, he says this: "My car is my most

## WORKING ON SERVICE SHIRTS

Government Has Supplied the Necessary Cloth for Production of These Garments

THE War Purchasing Board has placed orders for service shirts with a number of Canadian shirt manufacturing concerns.

The Government has delivered the cloth from which these are to be made, but has sent this cloth C.O.D. to the manufacturer. The manufacturer, therefore, has to finance the production and gets his remuneration within 30 days from delivery of the goods.

The orders are not so large in the majority of cases that this need of financing is any burden. They are, however, keeping many of the shirt plants busy and will of course interfere to a certain extent with the production of civilian lines.



### Is This Trim Worth \$1.75 ?

*Yes, the cost of this trim, exclusive, of course, of the designer's time, was only \$1.75. It proved a winner, bringing fine early sales of straws to Garner's Kitchener Store.*

*The trim was made by the use of rye straw and green ribbons, a green band being used on the big hat shown in the centre.*

*The color struck out—fairly struck at passers-by.*

*The large hat, which formed the centre of this trim was made quite cheaply, an old band box being used for the crown, and heavy pieces of cardboard for the rim. Straw was fastened on with heavy linen thread.*

*This unique trim was arranged by George B. Hathaway.*

# MEN'S WEAR REVIEW



VOL. 8 AUGUST, 1918 No. 8

## ARE CANCELLATIONS WISE?

THE report of poor crops in certain Western sections—perhaps also the definite first hand knowledge which they possess—has caused some merchants in Western Canada to cancel a part of their orders. If supplies on hand are sufficient to satisfy the trade which they expect, without the delivery of these new goods, probably the cancellation is wise.

If, however, the cancellation is the result of an attack of nerves—resulting from the report of bad crops—resulting even from the experience of what bad crops meant in previous years—then the cancellation may not be wise.

Things are not in 1918 as they were in 1914. For three years now the Western farmer has had more than average crops. He enjoyed what he would have considered before the war phenomenal prices. He has liquidated his indebtedness. He has put money aside so that, in a majority of cases, he will be able to purchase to cover his needs, even if the crop is poor this year.

Moreover, a poor crop, at the prices of to-day, will mean a very fair amount of money, and this will go for necessities, such as food and clothing.

The Western merchant might well figure the question carefully before canceling goods which he will not be able to order again at as favorable prices.

## NO FOR THE FARMER

A PROSPEROUS man is a man whose trade is worth cultivating. That the farmer is prosperous any lawyer or banker, who has been in touch with the farm mortgage situation, will assure you.

Word comes from a banker in London, Ont., that during the last six months more farm mortgages had been cleaned up than in the previous 20 years.

This seems beyond belief almost, yet from other

parts of the country the word at least indicates a great movement on the part of the farmer to clean up all the indebtedness against his farm.

The farmer is in such a position as he never has been before. He is going to have a prosperous time for years after the war. His living will undoubtedly move on to a higher plane. He will be a heavier buyer of working men's clothes and of finer clothes to wear when he goes to town.

The farmer's trade is more than ever worth cultivating. It is time to cultivate it now.

## MAKING FATHER COME ACROSS

SOMEWHAT amusing but significant stories are being told by merchants who do business with farmers and farmers' sons. The boy has the whip-hand. He is working hard and feels he needs good clothing. As has been the time-honored custom, the father frequently comes with him when he is making a purchase. It is the father who pays the bill. The father, also according to a time-honored custom, is coming into considerable disfavor, by urging that the boy have a cheap suit. The son wants something better, something very good indeed.

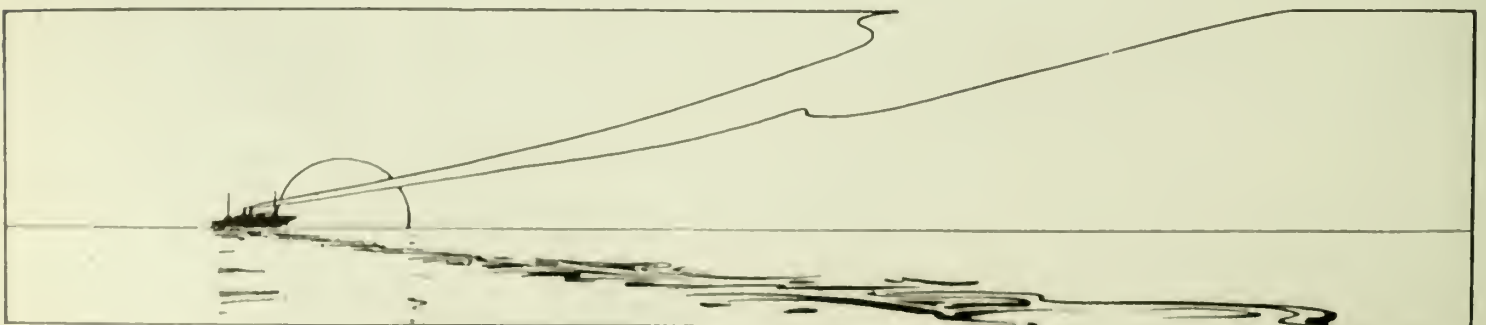
So the significant suggestion is made: "If I stay home on the farm and work I ought to have good clothing," says the boy. "If I went to the city I could earn good clothing. If I entered the army I would have a good snit given for nothing."

So poor father pays.

This is significant not only of the present but the future. The boy on the farm is an earner, he is entitled to his money and should have the privilege of spending it as other boys spend—for good clothing. If father does not come across for the suit of clothes, he will have to go across to England, or somewhere else, for his hired help. The boy is going to be well dressed.

## EDITORIAL NOTES

IN THE United States they are imposing taxes upon a wide list of luxuries. It is said, for instance, that shirts costing more than \$2 may be taxed. With prices as they are now, and still soaring, a \$2 shirt isn't going to be much of a luxury unless we hark back to Adam's fig leaf as the necessity.



## FREIGHT RATE INCREASE INDICATES TROUBLE

To Make Sure of Deliveries Merchants Should Take in Goods Early—Otherwise the Goods May be Lacking When Needed.

**B**OTH because it is a necessary forerunner of a further movement toward higher prices, and because it indicates the existence of transportation difficulties on a larger scale than ever before, the order-in-council recently passed by the Government of Canada, authorizing a freight rate increase of something like 20% is of great importance to the manufacturing and retail men's wear trade.

### INCREASE COMES EARLY

Information so far to hand does not state definitely when this increase in rates will come into effect. Rumor says that Aug. 1st is the date. Probably this is a little sooner than the change will be made, but it is certain that the advance may be looked for without any considerable delay.

### INDICATES GREAT TRANSPORTATION DIFFICULTIES

Perhaps the greatest significance of this movement to the men's wear trade is in the indication given that transportation difficulties are becoming greater and greater. The reason for the advance in rates is due to the higher cost of operating expenses. The very thing that makes cost higher makes labor difficult to obtain; and it seems possible—unfortunately indeed probable—that the railways will experience serious difficulties in operating during the coming Fall and Winter.

Such being the case it is quite certain that such necessary commodities as coal will be given preference—also the transportation of troops will have the precedence over all other needs so that commercial freight, perhaps commercial express, will be delayed.

### PERHAPS OTHER INCREASES

The same factors which make an increase in freight rates necessary apply also to express rates, and there is reason to look for higher prices here.

Both, therefore, to avoid delays in receiving goods, and to avoid the possibility of paying a higher price for the carrying of these, due to a very possible express revision, the retail trade would be well advised to take in goods as quickly as possible.

### TAKE IN GOODS IF POSSIBLE

There are many orders now on hand calling for deliveries in September and October. It would seem to be the part of wisdom for those merchants who can possibly take in the goods to instruct the manufacturers to send forward the orders at once. This would mean that the merchant would have the goods on hand when required. It would mean also that he would be doing something to relieve the situation by taking deliveries now and not holding these back to congest the carrying facilities in the later months when transportation is heavier.

### TIME TO PLAY SAFE

These are days when it is exceedingly difficult to tell what is coming next. This freight advance may be the last of its kind, or it may be merely the forerunner of other advances. It does seem quite possible that a corresponding advance will be allowed to the express companies. Moreover, there is the possibility of labor difficulties which has to be considered at the present season. Merchants cannot tell what will arise to delay deliveries. The safe course, therefore, is unquestionably to get the goods in—at least in sufficient quantities to make sure of having on hand a supply large enough to meet the season's requirements.



Above illustration shows the delivery equipment of Browns Limited, Portage la Prairie store. One of the motor trucks and one of the horse deliveries are not shown. Complete equipment includes three motor trucks, two covered waggons and one furniture delivery.

## MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE

When Farmers Are Busy Spring Seeding and Harvesting in the Fall, Brown's Limited, Portage la Prairie, Make it Easier for Them to Shop—Definite Routes Planned for Each Day—Summer and Fall Trade Greatly Increased

Written by a staff representative for Men's Wear Review

**“W**HEN the farmer cannot come to town to buy his goods, we take the store to him.”

This is one of the principles under which the large Browns, Ltd., department store in Portage la Prairie, Man., operates in order to keep the home trade at home. The two important adjuncts to the carrying out of this principle are Rural Telephone and Motor Trucks.

Beginning with April each year during the past three years Browns, Ltd., have been sending a motor truck into the country for 10 or 12 miles delivering goods to the farmers. This does not mean the farmers come into town and buy their goods and have them delivered. The farmer always takes his own goods home when he does come to the town.

The idea is to give the farmer a real service during his busy months by means of the rural telephone and the motor trucks.

Each afternoon the farmers along a certain route in the surrounding territory are called up by phone for their orders. These are made up that day and go out the first thing next morning.

### Different Route Each Day

It would of course be impossible to give this service every day to all customers. Browns, Ltd., have instituted definite routes for their motor trucks to travel each day of the week. The truck goes one direction one day, another the next and so on. This means that the business

is operated on a well laid plan eliminating confusion and giving the farmers along each route an efficient weekly service.

This year the service was begun on April 22. To acquaint the farmers along the different routes with its commencement and operation a letter was sent to all urging them to place their orders day before. This will enable our de-store on the phone. This circular letter read as follows:

Portage La Prairie, Man.  
April 18, 1918.

Dear Sir or Madam:—

Our Rural Delivery Schedule for the coming season commences next week.

The following routes will be covered each day:

Burnside, Bagot—	Monday
High Bluff, Poplar Point—	Tuesday
Rossendale, Edwin—	Wednesday
McDonald, Longburn—	Thursday
Oakiand, Flee Island—	Friday
South of River, Oakville—	Saturday

Weather permitting the motor cars will leave the store the first thing every morning, so all orders must be in the day before. This will enable our departments, especially the Grocery Department, to get orders ready and thereby help us to render more prompt service.

This schedule will be carried out as closely as possible, but if you require goods on a day not scheduled for your route do not hesitate to call us up as

we can usually make some delivery arrangement.

Place this schedule somewhere convenient to your telephone so that it can be easily consulted.

At Your Service,  
BROWNS, LIMITED.

Keep Trade at Home

Browns, Ltd., do not wait for the farmers to telephone in their orders. They get busy each day themselves and call up their customers along the routes the auto trucks will travel next day and find out their wants. The management of the store state this method has greatly increased their business during the summer seasons. It tends to prevent farmers and their wives sending to the distant mail order houses for goods. They now deal almost entirely at their home town.

“All kinds of goods are bought over the phone by the farmers in this way,” stated a member of the firm. “Farmers have plenty of money and they buy in big quantities. When buying provisions they seldom order 10 or 20 lbs. of sugar, for instance, but buy a hundredweight. Every thing is bought in similar quantities. We sell them not only provisions but clothing such as overalls, collars, shirts and even a large number of our customers buy dresses, waists, etc., by phone. Two of the employees do the shopping for them in such cases. Of course we know our customers pretty well and know about

(Continued on page 46)

# SPECIAL TIME CLERKS DRAW FACTORY MEN'S TRADE

Ernie White, of Chatham, Solves Help Problem and Secures Human Magnets for His Store by the Same Stroke—Results, in Dollars and Cents, Show the Benefit.

**N**EVER was there a time when the business of factory employees was so important to the men's wear trade. These workers are all drawing larger wages than ever before, a great many plants are running two or three shifts, so that the actual earnings of the workers has pyramided over the pre-war days.

All of which simply means that wide-awake men's wear merchants are continually on the lookout for methods by which they can attract the trade of the factory men. They should, therefore, be greatly interested in the scheme which has been adopted by Ernie White of Chatham, Ont.

Mr. White has built up his scheme on the proposition that people like to deal with some one they know; that they feel more at home when talking to a friend; come more readily into the store where a friend is working. Mr. White naturally can not know all the workers in all the factories himself and has therefore used the system of getting clerks who will multiply the number of customers known to the store's staff.

The store is open many evenings and Mr. White has made an arrangement with some of the young men in the factories to assist him then and on Saturday afternoons and evenings. The system of paying for this help is partly wage and partly on a commission basis. This means that it is particularly worth the while of the transient clerk, if such a term may be used, to bring all the trade possible to the store. In consequence he talks about the store to his friends in the factory; tells them that he will be in the store on such and such a day and suggests if they have anything to buy, they drop in then.

With several of these transient clerks taking such action it is no wonder that a large number of the factory boys have come to regard this store as a place they naturally want to visit. Then, remembering how one man frequently brings another with him, it will be seen that the more that are led to come by reason of these extra helpers, the more people will continue to come for the very fact that their friends have been going to the store.

In April last Mr. White had a \$700 increase in sales over the corresponding month of the year previous. A good part of this increase he attributed to this system of using outside help, and getting this outside help to draw trade. However, he has other principles which undoubtedly have influence. Mr. White, for instance, aims to have goods which are entirely different from those to be secured in some of the other stores. He wants people to feel that they can get a certain line from him and from him only. This Mr. White believes is a good way to hold trade.

Mr. White moreover is a very keen be-

liever in special sales, and when holding these advertises them freely in the local papers. Circulars are also a factor, these being sent out both to the town and country customers.

It is interesting to note that Mr. White in his effort to increase the business secured from the workers, has at the same time solved the help problem which is a big one to many merchants at the present time. He has clerks on whom he can call when he is particularly busy. He pays them when they are working, plus a commission for business they actually bring to the store. He is paying little or nothing for help which may for a part of the day be standing idle.

Conscription of course will make some difference to Mr. White as it will make some difference to many other merchants. A great part of his business,

with the workers, however, has been with the men past middle age and with the very young fellows who will not be taken. The loss as a result of boys getting into uniform will unquestionably be felt but it will, Mr. White believes, be offset in other ways. Certainly the experience of the last month for which figures are available seems to indicate that there is nothing to fear as to the result of conscription.

Moreover here, as in many other places the boys are beginning to come back from the front and from them good business will be secured; and the business in selling goods to the soldiers—not uniforms only but underwear, and all the little accessories which are not with the outfit supplied by the Government—seem certain from now on to be a bigger thing than since 1915.

## PRESSING DEPARTMENT HELPS SALES

Chas. F. Wilson Finds This Service Pays Directly and by Bringing People More Often to His Store.

**I**F I can see my customers more often, I have an opportunity to talk with them, I will get better acquainted and it is certain more business will follow." So figures Chas. F. Wilson of 1005 Bloor street W., Toronto. Mr. Wilson's neat and attractive show windows make a splendid impression on the passer-by. Seasonable goods are well displayed, in fact it was his window that prompted MEN'S WEAR REVIEW to drop in for a chat—the windows were inviting. Inside one found a well-selected and arranged stock of the "fixings" for men. Panamas and straws were being played up prominently at present. The display fixtures, silent salesman and cases were well chosen, making in all a most attractive and easily run men's wear shop.

Mr. Wilson sees his customers more often, for he operates a pressing outfit at the rear of the store. Separated by a light partition this ally brings his regular customers in frequently and a neat sign in his window attracts the notice of the traffic up and down past his door. As Mr. Wilson says, "This all helps, and in these times we need to be on the lookout for plans that pay."

Mr. Wilson has suits called for and delivered, and while he has some customers on contract, the separate charge each time is much better for all, he believes. As stated above, he gets much better acquainted with his customers, makes buying more easy. He gets to know his customers' likes and dislikes, and in this way has a stock that turns over more quickly.

A "Wilson pressed" suit shown in contrast to an unpressed one is his best advertisement. While clothes do not make the man, a great deal hinges on making the best possible appearance, and pressing decidedly adds to the appearance of one's suit. This display drives home the point.

Mr. Wilson is enthusiastic about his ally and contemplates putting a man on his pressing machine; but as he says, he is getting along alone until the boys come back.

The machine is also quite a help in keeping his stock that has been "mussed" by handling in good saleable shape. This means a great deal. Ties, for instance, that have been creased can be made to look fresh and saleable.

Altogether, Mr. Wilson is well pleased with this combination of pressing and selling men's wear goods and finds that they work well together.

## ENLARGING HOSIERY PLANT

THE Peerless Hosiery Co., Ltd., London, Ont., has changed its name to the London Hosiery Mills, Ltd., and is now arranging to use as a trade mark the words "London Knit."

The capacity of this mill has been about 400 dozen a day, but an addition of 70 feet is being made to the factory, and it is expected that very shortly daily output will reach 1,000 dozen. Men's half hose are being added to the range. Some 60 new machines are now being secured.

# SERVE "PEP" TO THE SALES' STAFF

Hudson Bay Co., Calgary, Alta., Print It Monthly and Fill It With Ginger Talks, Instructions on How to Prevent Errors, Wit and Humor, etc.—One Page Signed by the Store Superintendent

Special Staff Correspondence

"PEP" is the title of a monthly pamphlet issued by the Hudson Bay Co., Calgary, Alta., for the benefit of their employees. "Pep" not only supplies practical information on handling and serving customers in the store, but it also goes in for the humorous side of life—it contains ginger and jokes, so to speak.

A large number of stores throughout the country have been going in strong of late for sales classes, including every member of the staff. The Hudson Bay Co., Calgary, maintains sales classes for beginners. These are held twice a week, but they issue "Pep" to take the place of these classes in so far as the remainder of the staff is concerned.

The information for keeping the staff in touch with the ideas and methods of the management is given in each month's issue under the heading, "The Superintendent's Page." This page is probably the most important one in the entire issue. It is signed by the superintendent, E. A. Landry.

### Urge Curtailment of Special Deliveries

For instance, in the March issue a number of items appeared on it under the following headings: "Good and Bad Penmanship," "About Wrong Addresses," and "Unnecessary Expense." Under "Good and Bad Penmanship" it is pointed out that whereas probably 75 per cent. of the staff are good writers and take pains in making out their sales slips so as to give the delivery department a minimum of trouble, some of the others are careless. "The sheet writer when entering the name and address on the delivery sheet is often compelled to stop and make inquiries either from the delivery superintendent or assistant, and often is actually obliged to call the department from whence the purchase came and make a further search," says one of the statements. This trouble and expense is caused by poor writing.

The information about wrong addresses urges the same care when making a sale.

Under "Unnecessary Expense" heading the staff is urged not to promise too many special deliveries. It is pointed out



Centre shows front cover of an issue of "Pep" and right and left are pages illustrated from two other issues.

by the superintendent that the delivery department has reported recently quite a number of cases when the customer has been really surprised to find her merchandise come as a special delivery. Delivery operation to-day is a big expense, and it is necessary to keep it down to the minimum.

The front cover of the same issue has splendid selling talks on "The Voice on the Telephone." This aims to show the correct method of talking to a prospective customer over the phone in order that she may not feel that the speaker is gruff or discourteous in any way. The article cites a case of how a salesman in a large department store missed his opportunity to sell a vacuum cleaner because he began to argue with the customer over the phone.

### Choice of Words Important

In another issue the superintendent has some important talks under the headings of "Lates," "Objectionable Words and Expressions," "Avoid Making Mistakes," and "Wasting Time."

Under "Lates" the staff is urged to realize the importance of being at their work at the specified hour.

Under the "Objectionable Words and Expressions" item, it is pointed out, it is preferable to use the word "we" instead of "I" in all cases except those of a strictly personal character.

For instance, a clerk should say, "We have this in ten shades," not "I have this in ten shades." Advice is given to use the word "Madam" and not "Lady" in addressing women when not acquainted with their surnames. The word "Apartment" should be used and not "Flat" in referring to an apartment building. Clerks are also instructed not to use

the abrupt question "Charge or Cash?" Instead say, "Have you an account?"

In connection with "Avoid Mistakes," the selling staff is urged to call upon the buyer or assistant floor man or superintendent to furnish information which is not at hand.

### A Lesson on Wrong Addresses

To avoid getting wrong addresses the sales people are urged not to write down an address from memory, but to make sure of its correctness. The management points out that loss through error occasioned by neglect cannot be overlooked. Loss through error in issuing checks or their extension, entry of figures on transfers or giving package or change to wrong customer may mean dismissal. "It is just as easy to be careful," writes Mr. Landry, "as to be careless when the habit is once formed. Aside from the possibility of dismissal carelessness in small matters unfits you for usefulness in any sphere of labor elsewhere."

In still another issue of "Pep" the superintendent's page has items under the following headings: "Common Errors in Making Out Sales Checks," "Lates' Last Notice," "Carrying Small Packages," "Small Purchases," "White Blouses for Sales Women."

In connection with "Small Purchases" the staff is urged to give the same attention to customers buying only small articles as they give to those who purchase expensive goods. "What about yourself when you go to a store to make only a small purchase? Would you like to have the clerk in the other store make you feel uncomfortable just because you are making this small purchase? You certainly would not feel like going back to

Continued on page 46.





# SUITS & OVERCOATS



## CLOTH CONSERVATION, YES—YET THERE ARE NEW STYLES

Some of the Conservation Talk is Only Talk, Say Canadian Designers, Who Are Tending to Hit Out on More Distinctive Lines—Conservative Models Very Popular

WITH cloth scarce as at present, it is natural that manufacturing tailors should be making every possible saving. To this end there is a tendency to forego the use of belts which take up about 3½ inches of the cloth. There is a tendency also to give over the patch pockets—at least the unnecessary use of the patch pocket—as this takes up about one-quarter yard.

Cloth which costs, say, \$3.60 a yard is 10c an inch, and if from 4 to 6 inches can be saved without in any way taking away from the style of the garment, the saving is worth while both on a monetary basis—worth while also from the standpoint of using less goods.

A sum like \$3.60 a yard, moreover, is a moderate price nowadays. With cloth jumping the way it has of late there are some fancy priced cloths going into suits—no wonder these suits are selling from \$30 to \$50 and even \$60 wholesale.

One blue serge cloth of a well known brand, which was selling at \$2.10 per yard before the war, is now at \$10.00 per yard. There are many such startling advances noted.

### Some Bright New Models

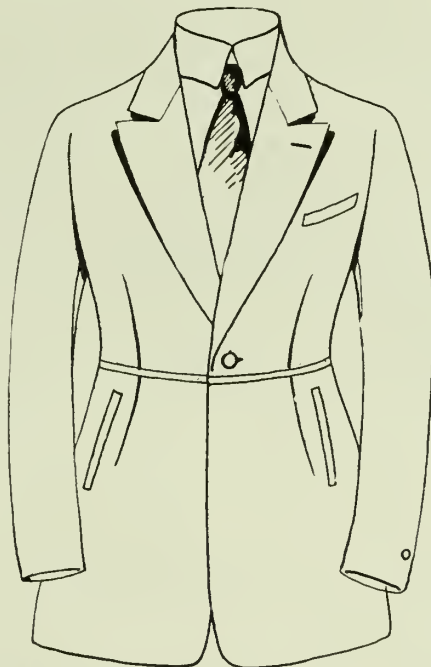
The tendency to conserve cloth is not, it would seem, to be allowed to take away from the snappiness of the manufacturer's showing. It begins to seem that the Canadian designers are more and more striking out on lines of their own. Certainly they are doing some things which would not be tolerated in the U.S. at the present time—showing double-breasted suits for instance.

Across the line, so some of the Canadian designers indicate, the talk of conserving cloth has become a bugaboo. Not that Canadian designers are deprecating the move to this end. They seem to feel, however, that some of the measures taken to conserve cloth are not really doing this as well, perhaps, as could be done in some other way. One manufacturer, for instance, states that many people are overlooking the possibility of making great conservation in the cutting room. By eliminating waste there it is

possible to make savings which mount up very rapidly both in cloth and in money.

Yes, there are to be plenty of new models shown for Spring, 1919.

One rather striking model, which MEN'S WEAR REVIEW saw, has a seam built around the jacket at the place where a belt would be; then, instead of the vent at the back, there is a pleat which gives freedom and yet prevents the trouser seat showing when the wearer leans over. The pockets are



Showing one of the new models with pleat where formerly was the belt.

of the vertical slash variety, the coat of course being single-breasted style.

### The D.-B. Style

Another model seen is in the double-breasted style which is taboo in the U.S.A. Yet this model, according to its designer, uses less goods than a number of single-breasted models. It has wide lapels which run practically down to the waist, where there are the two horizontally placed buttons, and where a seam runs around as would be the case with a belt. From there down this model is

much like the single-breasted model just described, except that the vent at the back is a real vent and not a pleat.

Still another striking style being shown is a single-breasted with just one button, which can be adjusted either in the cuff-link style or buttoned right over. Here, too, there is a seam running around giving the belt-like appearance. Vertical slash pockets are used.

There will, of course, probably be more staple lines shown for Spring than have been shown for a good many seasons past. This is because the older man is so much more important to the merchant at the present time—also because there is a feeling on the part of manufacturers that the retailer will want to keep his stock within bounds, will therefore want to carry a good part of this stock in good conservative styles which will suit the taste of many customers.

### Keeping Stocks Down

By the way, this question as to how the merchant should keep his stock is one which is causing both merchant and manufacturers a good deal of serious thought. Certainly the stock will cost a lot more now than ever before. Suits wholesaling around \$40 run into money fast. For this reason the need seems to be to keep things down.

There is also the question in the minds of all clothing men as to what will happen if the war should end. A certain unquietness is caused from the rumors which are given circulation from time to time of large hidden stocks of woollen cloth in Canada; also the uncertainty as to what woollen manufacturers would do immediately following a declaration of peace is causing wonderment.

While there does not seem any immediate reason to look for peace, nevertheless the question of what will happen when this ultimately arises is of interest.

One theory is, of course, that woollens which are in existence will be in huge demand, and that prices on them will remain steady or even higher.

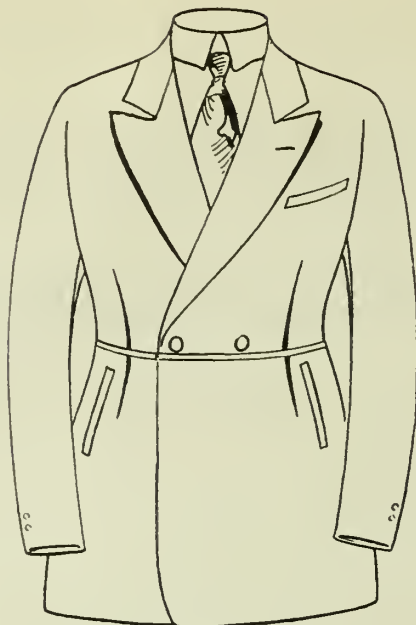
### Will Want to Show Something Fresh

The other opinion is that the cloth

manufacturers, who have sent out practically nothing new in the way of patterns for some years, will rush to get out something fresh with which to appeal to a sated trade. This, it is held, will result in a big depreciation in the value of cloths which are held.

It is certain that some Canadian manufacturers have been laying in pretty good stocks of woollens. Those who are making cheaper clothes have been forced to do this to give any kind of service. It is also true, however, that the world consumption of wool has been tremendous and there does seem a good reason to expect that prices will remain high just on the working of the law of supply and demand.

It is an interesting point, however. Probably merchants would like to play the game reasonably safe and to be low in their stocks when peace does come. On the other hand, take the question of overcoatings at the present time. It seems absolutely certain that overcoatings for next year will be very much



*A double-breasted model said to use less cloth than the sac. Here the pleat takes the place of the belt, too.*

higher than for the present year. Would the merchant, therefore, be wise to clean up his overcoatings at the end of this season? It would seem not. To carry over a moderate stock, if this can be financed easily, should prove profitable.

**THIEVES EVIDENTLY KNEW VALUES**

THIEVES who broke into the store of J. C. McGill, Oshawa, early in the month, carried off enough men's wear almost to start a store—20 or 30 suits, a pile of overcoats, another pile of overalls, a considerable number of ties, braces, garters, panama and fedora hats, men's gloves, underwear, raincoats, etc., totalling in value over \$1,000. At the time of writing the thieves have not been apprehended.

Mr. H. Samuels has moved his men's wear business from 117½ Queen west to 151 Queen west, and has opened up with a splendid stock for the men's wear trade.

**OVERCOATINGS WILL BECOME SCARCE**

The Outlook is That Cloth Will be Both Scarce and Higher in Price — Present Stocks of Overcoating Should be Carried Over to Avoid 25 Per Cent. Advance

**C**ONFLICTING opinions are met with concerning the future of the clothing business—whether the scarcity of cloth will cease to exist when peace comes, whether the tendency will be more and more towards conservative styles, etc. There is no controversy whatever, however, as regards the fact that prices for Spring, 1919, are going to be higher than they have been, and regarding the fact that for Fall, 1919, certain lines of clothing, notably overcoats, will be terribly scarce.

Elsewhere in this issue full information is given regarding steps taken by the War Purchasing Board to secure uniform cloths from the Canadian woollen mills. Now the Canadian clothing trade has come, since the commencement of the war, to depend more and more upon the Canadian mills for their supplies. The large government orders which have been placed with these mills, therefore, mean that a big part of the necessary supplies of the manufacturing tailors will be cut off.

For clothing to be delivered to the retailer for Fall no difficulty will be experienced, as the manufacturers have the necessary cloths on hand. So with the special measure goods to some extent, although here, of course, the manufacturers make available cloths as they come to hand, which means that this year they will be adding cloths from time to time and will doubtless be cancelling other cloths upon failure to receive delivery on repeat orders.

**Pinch to Come for Fall**

For Spring, 1919, ready-to-wear lines are fairly adequate, cloth stocks are

ready on hand, and more are expected. It is for Fall, 1919, that the great hardship is likely to result. The Canadian mills are now so busy on military orders that only a few of them are taking any orders for civilian business. What they are able to sell will be entirely insufficient to meet the demand, so that unless there is a big easing up the cloth available for the Fall, 1919, line will be limited.

**Scarcity of Overcoatings**

It is overcoatings which are expected to be the most scarce. Canadian woollen manufacturers have been very successful in making these. The trade has come to depend more and more upon the Canadian products, and so the inability of Canadian mills to turn out their full production of overcoatings would be a serious thing. The hope is that the mills will be able to get through their government orders by January or February, 1919, and then will be in a position to rush civilian business, especially to rush production of overcoatings. If such is the case, and the mills can get the necessary wool, there should be a very fair production of overcoatings before these are needed for making up into the 1919 Fall lines.

Still, overcoatings are going to be scarce. There seems no way of avoiding such a state of affairs. Merchants, therefore, would do well to husband anything in the nature of staple overcoats which they have on hand now, or which they will have on hand at the conclusion of the coming winter. Slaughter sales of overcoats would seem to be bad business.

One man says there will be only two

conclusions to reach upon seeing a slaughter sale of overcoats this winter—either the merchant who is carrying on the sale is a fool or he is hard up for money. The latter, of course, is a mighty good reason for holding a clean up sale. If this class of goods can be carried over, however, without weakening credit, it would seem that the merchant would be acting wisely to carry them into the next Winter season. He probably would not be able to replace the overcoats which he has bought for this coming Fall at less than a 25 per cent. advance.

**NEW FIRMS WILL MAKE OVERCOATINGS**

ONE result of the recent meeting between representatives of the War Purchasing Committee, the Canadian cloth manufacturers, and the Canadian clothing manufacturers, was a decision on the part of mills engaged in the manufacture of mackinaw cloths and blankets to work on overcoatings. It was stated that clothing men would have to submit samples of the cloths which they wanted, and that the cloth manufacturers will make these up to the best of their ability.

The hope is that this diversion of mills, for a certain period only of course, will do a great deal towards relieving the situation in overcoatings. It is probable these mills will work only on the simpler patterns, but this will leave the other firms, who have been for years making overcoatings, free to go after the more complicated cloths and to work up an increased output.



### Is This Trim Worth \$1.75 ?

*Yes, the cost of this trim, exclusive, of course, of the designer's time, was only \$1.75. It proved a winner, bringing fine early sales of straws to Garner's Kitchener Store.*

*The trim was made by the use of rye straw and green ribbons, a green band being used on the big hat shown in the centre.*

*The color struck out—fairly struck at passers-by.*

*The large hat, which formed the centre of this trim was made quite cheaply, an old band box being used for the crown, and heavy pieces of cardboard for the rim. Straw was fastened on with heavy linen thread.*

*This unique trim was arranged by George B. Hathaway.*

# MEN'S WEAR REVIEW



VOL. 8

AUGUST, 1918

No. 8

## ARE CANCELLATIONS WISE?

THE report of poor crops in certain Western sections—perhaps also the definite first hand knowledge which they possess—has caused some merchants in Western Canada to cancel a part of their orders. If supplies on hand are sufficient to satisfy the trade which they expect, without the delivery of these new goods, probably the cancellation is wise.

If, however, the cancellation is the result of an attack of nerves—resulting from the report of bad crops—resulting even from the experience of what bad crops meant in previous years—then the cancellation may not be wise.

Things are not in 1918 as they were in 1914. For three years now the Western farmer has had more than average crops. He enjoyed what he would have considered before the war phenomenal prices. He has liquidated his indebtedness. He has put money aside so that, in a majority of cases, he will be able to purchase to cover his needs, even if the crop is poor this year.

Moreover, a poor crop, at the prices of to-day, will mean a very fair amount of money, and this will go for necessities, such as food and clothing.

The Western merchant might well figure the question carefully before canceling goods which he will not be able to order again at as favorable prices.

## HO FOR THE FARMER

A PROSPEROUS man is a man whose trade is worth cultivating. That the farmer is prosperous any lawyer or banker, who has been in touch with the farm mortgage situation, will assure you.

Word comes from a banker in London, Ont., that during the last six months more farm mortgages had been cleaned up than in the previous 20 years.

This seems beyond belief almost, yet from other

parts of the country the word at least indicates a great movement on the part of the farmer to clean up all the indebtedness against his farm.

The farmer is in such a position as he never has been before. He is going to have a prosperous time for years after the war. His living will undoubtedly move on to a higher plane. He will be a heavier buyer of working men's clothes and of finer clothes to wear when he goes to town.

The farmer's trade is more than ever worth cultivating. It is time to cultivate it now.

## MAKING FATHER COME ACROSS

SOMEWHAT amusing but significant stories are being told by merchants who do business with farmers and farmers' sons. The boy has the whip-hand. He is working hard and feels he needs good clothing. As has been the time-honored custom, the father frequently comes with him when he is making a purchase. It is the father who pays the bill. The father, also according to a time-honored custom, is coming into considerable disfavor, by urging that the boy have a cheap suit. The son wants something better, something very good indeed.

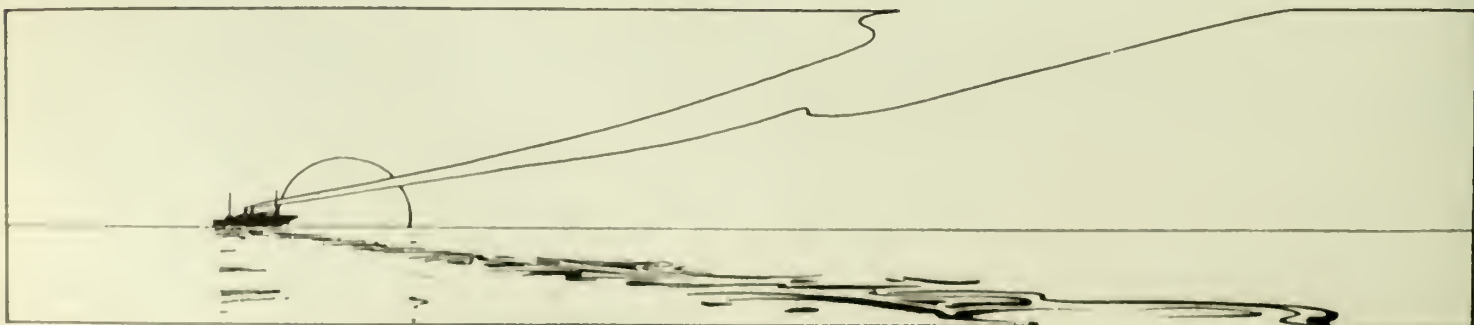
So the significant suggestion is made: "If I stay home on the farm and work I ought to have good clothing," says the boy. "If I went to the city I could earn good clothing. If I entered the army I would have a good suit given for nothing."

So poor father pays.

This is significant not only of the present but the future. The boy on the farm is an earner, he is entitled to his money and should have the privilege of spending it as other boys spend—for good clothing. If father does not come across for the suit of clothes, he will have to go across to England, or somewhere else, for his hired help. The boy is going to be well dressed.

## EDITORIAL NOTES

IN THE United States they are imposing taxes upon a wide list of luxuries. It is said, for instance, that shirts costing more than \$2 may be taxed. With prices as they are now, and still soaring, a \$2 shirt isn't going to be much of a luxury unless we hark back to Adam's fig leaf as the necessity.



## FREIGHT RATE INCREASE INDICATES TROUBLE

To Make Sure of Deliveries Merchants Should Take in Goods Early—Otherwise the Goods May be Lacking When Needed.

**B**OTH because it is a necessary forerunner of a further movement toward higher prices, and because it indicates the existence of transportation difficulties on a larger scale than ever before, the order-in-council recently passed by the Government of Canada, authorizing a freight rate increase of something like 20% is of great importance to the manufacturing and retail men's wear trade.

### INCREASE COMES EARLY

Information so far to hand does not state definitely when this increase in rates will come into effect. Rumor says that Aug. 1st is the date. Probably this is a little sooner than the change will be made, but it is certain that the advance may be looked for without any considerable delay.

### INDICATES GREAT TRANSPORTATION DIFFICULTIES

Perhaps the greatest significance of this movement to the men's wear trade is in the indication given that transportation difficulties are becoming greater and greater. The reason for the advance in rates is due to the higher cost of operating expenses. The very thing that makes cost higher makes labor difficult to obtain; and it seems possible—unfortunately indeed probable—that the railways will experience serious difficulties in operating during the coming Fall and Winter.

Such being the case it is quite certain that such necessary commodities as coal will be given preference—also the transportation of troops will have the precedence over all other needs so that commercial freight, perhaps commercial express, will be delayed.

### PERHAPS OTHER INCREASES

The same factors which make an increase in freight rates necessary apply also to express rates, and there is reason to look for higher prices here.

Both, therefore, to avoid delays in receiving goods, and to avoid the possibility of paying a higher price for the carrying of these, due to a very possible express revision, the retail trade would be well advised to take in goods as quickly as possible.

### TAKE IN GOODS IF POSSIBLE

There are many orders now on hand calling for deliveries in September and October. It would seem to be the part of wisdom for those merchants who can possibly take in the goods to instruct the manufacturers to send forward the orders at once. This would mean that the merchant would have the goods on hand when required. It would mean also that he would be doing something to relieve the situation by taking deliveries now and not holding these back to congest the carrying facilities in the later months when transportation is heavier.

### TIME TO PLAY SAFE

These are days when it is exceedingly difficult to tell what is coming next. This freight advance may be the last of its kind, or it may be merely the forerunner of other advances. It does seem quite possible that a corresponding advance will be allowed to the express companies. Moreover, there is the possibility of labor difficulties which has to be considered at the present season. Merchants cannot tell what will arise to delay deliveries. The safe course, therefore, is unquestionably to get the goods in—at least in sufficient quantities to make sure of having on hand a supply large enough to meet the season's requirements.



Above illustration shows the delivery equipment of Browns Limited, Portage la Prairie store. One of the motor trucks and one of the horse deliveries are not shown. Complete equipment includes three motor trucks, two covered waggons and one furniture delivery.

## MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE

When Farmers Are Busy Spring Seeding and Harvesting in the Fall, Brown's Limited, Portage la Prairie, Make it Easier for Them to Shop—Definite Routes Planned for Each Day—Summer and Fall Trade Greatly Increased

Written by a staff representative for Men's Wear Review

**“W**HEN the farmer cannot come to town to buy his goods, we take the store to him.”

This is one of the principles under which the large Browns, Ltd., department store in Portage la Prairie, Man., operates in order to keep the home trade at home. The two important adjuncts to the carrying out of this principle are Rural Telephone and Motor Trucks.

Beginning with April each year during the past three years Browns, Ltd., have been sending a motor truck into the country for 10 or 12 miles delivering goods to the farmers. This does not mean the farmers come into town and buy their goods and have them delivered. The farmer always takes his own goods home when he does come to the town.

The idea is to give the farmer a real service during his busy months by means of the rural telephone and the motor trucks.

Each afternoon the farmers along a certain route in the surrounding territory are called up by phone for their orders. These are made up that day and go out the first thing next morning.

### Different Route Each Day

It would of course be impossible to give this service every day to all customers. Browns, Ltd., have instituted definite routes for their motor trucks to travel each day of the week. The truck goes one direction one day, another the next and so on. This means that the business

is operated on a well laid plan eliminating confusion and giving the farmers along each route an efficient weekly service.

This year the service was begun on April 22. To acquaint the farmers along the different routes with its commencement and operation a letter was sent to all urging them to place their orders day before. This will enable our de-store on the phone. This circular letter read as follows:

Portage La Prairie, Man.  
April 18, 1918.

Dear Sir or Madam:—

Our Rural Delivery Schedule for the coming season commences next week.

The following routes will be covered each day:

Burnside, Bagot—	Monday
High Bluff, Poplar Point—	Tuesday
Rosendale, Edwin—	Wednesday
McDonald, Longburn—	Thursday
Oakiand, Flee Island—	Friday
South of River, Oakville—	Saturday

Weather permitting the motor cars will leave the store the first thing every morning, so all orders must be in the day before. This will enable our departments, especially the Grocery Department, to get orders ready and thereby help us to render more prompt service.

This schedule will be carried out as closely as possible, but if you require goods on a day not scheduled for your route do not hesitate to call us up as

we can usually make some delivery arrangement.

Place this schedule somewhere convenient to your telephone so that it can be easily consulted.

At Your Service,  
BROWNS, LIMITED.

### Keep Trade at Home

Browns, Ltd., do not wait for the farmers to telephone in their orders. They get busy each day themselves and call up their customers along the routes the auto trucks will travel next day and find out their wants. The management of the store state this method has greatly increased their business during the summer seasons. It tends to prevent farmers and their wives sending to the distant mail order houses for goods. They now deal almost entirely at their home town.

“All kinds of goods are bought over the phone by the farmers in this way,” stated a member of the firm. “Farmers have plenty of money and they buy in big quantities. When buying provisions they seldom order 10 or 20 lbs. of sugar, for instance, but buy a hundredweight. Every thing is bought in similar quantities. We sell them not only provisions but clothing such as overalls, collars, shirts and even a large number of our customers buy dresses, waists, etc., by phone. Two of the employees do the shopping for them in such cases. Of course we know our customers pretty well and know about

(Continued on page 46)

# SPECIAL TIME CLERKS DRAW FACTORY MEN'S TRADE

Ernie White, of Chatham, Solves Help Problem and Secures Human Magnets for His Store by the Same Stroke—Results, in Dollars and Cents, Show the Benefit.

**N**EVER was there a time when the business of factory employees was so important to the men's wear trade. These workers are all drawing larger wages than ever before, a great many plants are running two or three shifts, so that the actual earnings of the workers has pyramided over the pre-war days.

All of which simply means that wide-awake men's wear merchants are continually on the lookout for methods by which they can attract the trade of the factory men. They should, therefore, be greatly interested in the scheme which has been adopted by Ernie White of Chatham, Ont.

Mr. White has built up his scheme on the proposition that people like to deal with some one they know; that they feel more at home when talking to a friend; come more readily into the store where a friend is working. Mr. White naturally can not know all the workers in all the factories himself and has therefore used the system of getting clerks who will multiply the number of customers known to the store's staff.

The store is open many evenings and Mr. White has made an arrangement with some of the young men in the factories to assist him then and on Saturday afternoons and evenings. The system of paying for this help is partly wage and partly on a commission basis. This means that it is particularly worth the while of the transient clerk, if such a term may be used, to bring all the trade possible to the store. In consequence he talks about the store to his friends in the factory; tells them that he will be in the store on such and such a day and suggests if they have anything to buy, they drop in then.

With several of these transient clerks taking such action it is no wonder that a large number of the factory boys have come to regard this store as a place they naturally want to visit. Then, remembering how one man frequently brings another with him, it will be seen that the more that are led to come by reason of these extra helpers, the more people will continue to come for the very fact that their friends have been going to the store.

In April last Mr. White had a \$700 increase in sales over the corresponding month of the year previous. A good part of this increase he attributed to this system of using outside help, and getting this outside help to draw trade. However, he has other principles which undoubtedly have influence. Mr. White, for instance, aims to have goods which are entirely different from those to be secured in some of the other stores. He wants people to feel that they can get a certain line from him and from him only. This Mr. White believes is a good way to hold trade.

Mr. White moreover is a very keen be-

liever in special sales, and when holding these advertises them freely in the local papers. Circulars are also a factor, these being sent out both to the town and country customers.

It is interesting to note that Mr. White in his effort to increase the business secured from the workers, has at the same time solved the help problem which is a big one to many merchants at the present time. He has clerks on whom he can call when he is particularly busy. He pays them when they are working, plus a commission for business they actually bring to the store. He is paying little or nothing for help which may for a part of the day be standing idle.

Conscription of course will make some difference to Mr. White as it will make some difference to many other merchants. A great part of his business,

with the workers, however, has been with the men past middle age and with the very young fellows who will not be taken. The loss as a result of boys getting into uniform will unquestionably be felt but it will, Mr. White believes, be offset in other ways. Certainly the experience of the last month for which figures are available seems to indicate that there is nothing to fear as to the result of conscription.

Moreover here, as in many other places the boys are beginning to come back from the front and from them good business will be secured; and the business in selling goods to the soldiers—not uniforms only but underwear, and all the little accessories which are not with the outfit supplied by the Government—seem certain from now on to be a bigger thing than since 1915.

## PRESSING DEPARTMENT HELPS SALES

Chas. F. Wilson Finds This Service Pays Directly and by Bringing People More Often to His Store.

**I**F I can see my customers more often, have an opportunity to talk with them, I will get better acquainted and it is certain more business will follow." So figures Chas. F. Wilson of 1005 Bloor street W., Toronto. Mr. Wilson's neat and attractive show windows make a splendid impression on the passer-by. Seasonable goods are well displayed, in fact it was his window that prompted MEN'S WEAR REVIEW to drop in for a chat—the windows were inviting. Inside one found a well-selected and arranged stock of the "fixings" for men. Panamas and straws were being played up prominently at present. The display fixtures, silent salesman and cases were well chosen, making in all a most attractive and easily run men's wear shop.

Mr. Wilson sees his customers more often, for he operates a pressing outfit at the rear of the store. Separated by a light partition this ally brings his regular customers in frequently and a neat sign in his window attracts the notice of the traffic up and down past his door. As Mr. Wilson says, "This all helps, and in these times we need to be on the lookout for plans that pay."

Mr. Wilson has suits called for and delivered, and while he has some customers on contract, the separate charge each time is much better for all, he believes. As stated above, he gets much better acquainted with his customers, makes buying more easy. He gets to know his customers' likes and dislikes, and in this way has a stock that turns over more quickly.

A "Wilson pressed" suit shown in contrast to an unpressed one is his best advertisement. While clothes do not make the man, a great deal hinges on making the best possible appearance, and pressing decidedly adds to the appearance of one's suit. This display drives home the point.

Mr. Wilson is enthusiastic about his ally and contemplates putting a man on his pressing machine; but as he says, he is getting along alone until the boys come back.

The machine is also quite a help in keeping his stock that has been "mussed" by handling in good saleable shape. This means a great deal. Ties, for instance, that have been creased can be made to look fresh and saleable.

Altogether, Mr. Wilson is well pleased with this combination of pressing and selling men's wear goods and finds that they work well together.

## ENLARGING HOSIERY PLANT

THE Peerless Hosiery Co., Ltd., London, Ont., has changed its name to the London Hosiery Mills, Ltd., and is now arranging to use as a trade mark the words "London Knit."

The capacity of this mill has been about 400 dozen a day, but an addition of 70 feet is being made to the factory, and it is expected that very shortly daily output will reach 1,000 dozen. Men's half hose are being added to the range. Some 60 new machines are now being secured.

# SERVE "PEP" TO THE SALES' STAFF

Hudson Bay Co., Calgary, Alta., Print It Monthly and Fill It With Ginger Talks, Instructions on How to Prevent Errors, Wit and Humor, etc.—One Page Signed by the Store Superintendent

Special Staff Correspondence

"PEP" is the title of a monthly pamphlet issued by the Hudson Bay Co., Calgary, Alta., for the benefit of their employees. "Pep" not only supplies practical information on handling and serving customers in the store, but it also goes in for the humorous side of life—it contains ginger and jokes, so to speak.

A large number of stores throughout the country have been going in strong of late for sales classes, including every member of the staff. The Hudson Bay Co., Calgary, maintains sales classes for beginners. These are held twice a week, but they issue "Pep" to take the place of these classes in so far as the remainder of the staff is concerned.

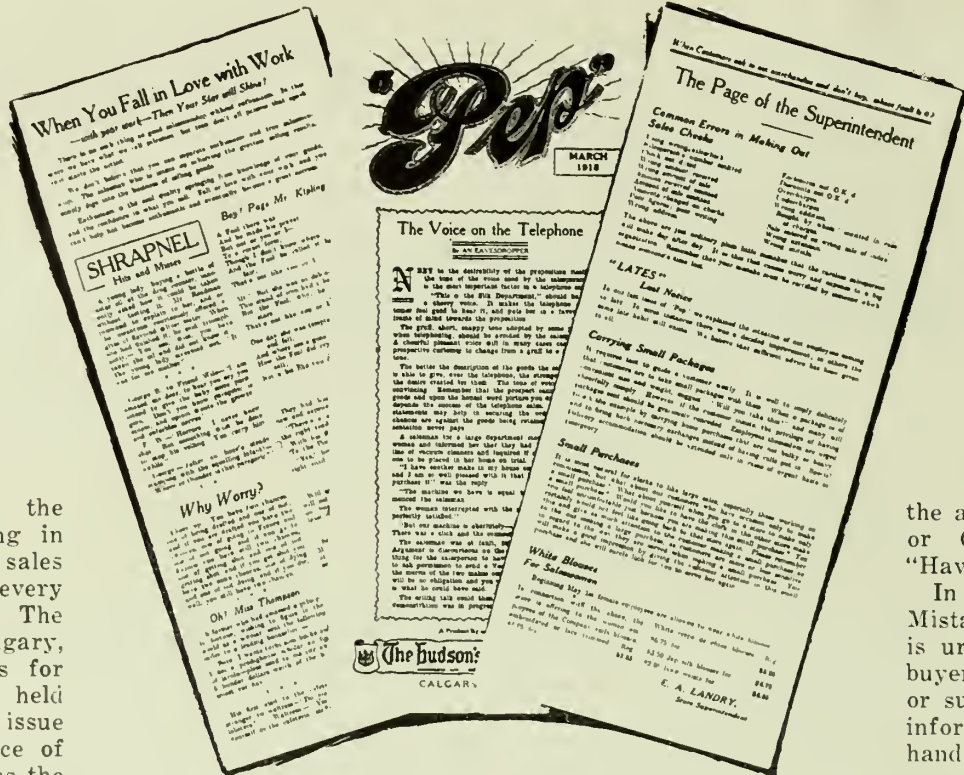
The information for keeping the staff in touch with the ideas and methods of the management is given in each month's issue under the heading, "The Superintendent's Page." This page is probably the most important one in the entire issue. It is signed by the superintendent, E. A. Landry.

## Urge Curtailment of Special Deliveries

For instance, in the March issue a number of items appeared on it under the following headings: "Good and Bad Penmanship," "About Wrong Addresses," and "Unnecessary Expense." Under "Good and Bad Penmanship" it is pointed out that whereas probably 75 per cent. of the staff are good writers and take pains in making out their sales slips so as to give the delivery department a minimum of trouble, some of the others are careless. "The sheet writer when entering the name and address on the delivery sheet is often compelled to stop and make inquiries either from the delivery superintendent or assistant, and often is actually obliged to call the department from whence the purchase came and make a further search," says one of the statements. This trouble and expense is caused by poor writing.

The information about wrong addresses urges the same care when making a sale.

Under "Unnecessary Expense" heading the staff is urged not to promise too many special deliveries. It is pointed out



Centre shows front cover of an issue of "Pep" and right and left are pages illustrated from two other issues.

by the superintendent that the delivery department has reported recently quite a number of cases when the customer has been really surprised to find her merchandise come as a special delivery. Delivery operation to-day is a big expense, and it is necessary to keep it down to the minimum.

The front cover of the same issue has splendid selling talks on "The Voice on the Telephone." This aims to show the correct method of talking to a prospective customer over the phone in order that she may not feel that the speaker is gruff or discourteous in any way. The article cites a case of how a salesman in a large department store missed his opportunity to sell a vacuum cleaner because he began to argue with the customer over the phone.

## Choice of Words Important

In another issue the superintendent has some important talks under the headings of "Lates," "Objectionable Words and Expressions," "Avoid Making Mistakes," and "Wasting Time."

Under "Lates" the staff is urged to realize the importance of being at their work at the specified hour.

Under the "Objectionable Words and Expressions" item, it is pointed out, it is preferable to use the word "we" instead of "I" in all cases except those of a strictly personal character.

For instance, a clerk should say, "We have this in ten shades," not "I have this in ten shades." Advice is given to use the word "Madam" and not "Lady" in addressing women when not acquainted with their surnames. The word "Apartment" should be used and not "Flat" in referring to an apartment building. Clerks are also instructed not to use the abrupt question "Charge or Cash?" Instead say, "Have you an account?"

In connection with "Avoid Mistakes," the selling staff is urged to call upon the buyer or assistant floor man or superintendent to furnish information which is not at hand.

## A Lesson on Wrong Addresses

To avoid getting wrong addresses the sales people are urged not to write down an address from memory, but to make sure of its correctness. The management points out that loss through error occasioned by neglect cannot be overlooked. Loss through error in issuing checks or their extension, entry of figures on transfers or giving package or change to wrong customer may mean dismissal. "It is just as easy to be careful," writes Mr. Landry, "as to be careless when the habit is once formed. Aside from the possibility of dismissal carelessness in small matters unfits you for usefulness in any sphere of labor elsewhere."

In still another issue of "Pep" the superintendent's page has items under the following headings: "Common Errors in Making Out Sales Checks," "Lates' Last Notice," "Carrying Small Packages," "Small Purchases," "White Blouses for Sales Women."

In connection with "Small Purchases" the staff is urged to give the same attention to customers buying only small articles as they give to those who purchase expensive goods. "What about yourself when you go to a store to make only a small purchase? Would you like to have the clerk in the other store make you feel uncomfortable just because you are making this small purchase? You certainly would not feel like going back to

Continued on page 46.





# SUITS & OVERCOATS



## CLOTH CONSERVATION, YES—YET THERE ARE NEW STYLES

Some of the Conservation Talk is Only Talk, Say Canadian Designers, Who Are Tending to Hit Out on More Distinctive Lines—Conservative Models Very Popular

**W**ITH cloth scarce as at present, it is natural that manufacturing tailors should be making every possible saving. To this end there is a tendency to forego the use of belts which take up about  $3\frac{1}{2}$  inches of the cloth. There is a tendency also to give over the patch pockets—at least the unnecessary use of the patch pocket—as this takes up about one-quarter yard.

Cloth which costs, say, \$3.60 a yard is 10c an inch, and if from 4 to 6 inches can be saved without in any way taking away from the style of the garment, the saving is worth while both on a monetary basis—worth while also from the standpoint of using less goods.

A sum like \$3.60 a yard, moreover, is a moderate price nowadays. With cloth jumping the way it has of late there are some fancy priced cloths going into suits—no wonder these suits are selling from \$30 to \$50 and even \$60 wholesale.

One blue serge cloth of a well known brand, which was selling at \$2.10 per yard before the war, is now at \$10.00 per yard. There are many such startling advances noted.

### Some Bright New Models

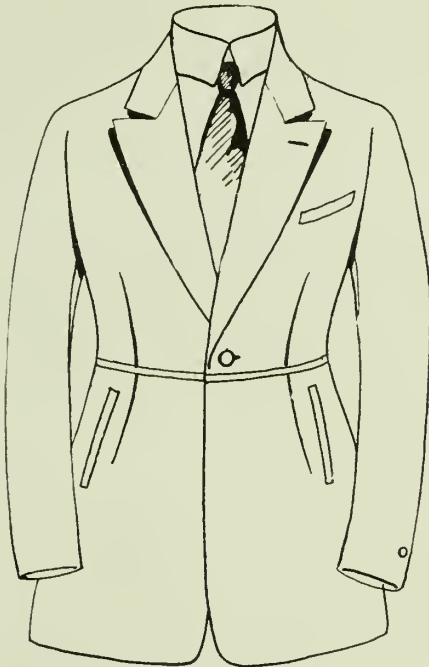
The tendency to conserve cloth is not, it would seem, to be allowed to take away from the snappiness of the manufacturer's showing. It begins to seem that the Canadian designers are more and more striking out on lines of their own. Certainly they are doing some things which would not be tolerated in the U.S. at the present time—showing double-breasted suits for instance.

Across the line, so some of the Canadian designers indicate, the talk of conserving cloth has become a bugaboo. Not that Canadian designers are deprecating the move to this end. They seem to feel, however, that some of the measures taken to conserve cloth are not really doing this as well, perhaps, as could be done in some other way. One manufacturer, for instance, states that many people are overlooking the possibility of making great conservation in the cutting room. By eliminating waste there it is

possible to make savings which mount up very rapidly both in cloth and in money.

Yes, there are to be plenty of new models shown for Spring, 1919.

One rather striking model, which **MEN'S WEAR REVIEW** saw, has a seam built around the jacket at the place where a belt would be; then, instead of the vent at the back, there is a pleat which gives freedom and yet prevents the trouser seat showing when the wearer leans over. The pockets are



*Showing one of the new models with pleat where formerly was the belt.*

of the vertical slash variety, the coat of course being single-breasted style.

### The D.-B. Style

Another model seen is in the double-breasted style which is taboo in the U.S.A. Yet this model, according to its designer, uses less goods than a number of single-breasted models. It has wide lapels which run practically down to the waist, where there are the two horizontally placed buttons, and where a seam runs around as would be the case with a belt. From there down this model is

much like the single-breasted model just described, except that the vent at the back is a real vent and not a pleat.

Still another striking style being shown is a single-breasted with just one button, which can be adjusted either in the cuff-link style or buttoned right over. Here, too, there is a seam running around giving the belt-like appearance. Vertical slash pockets are used.

There will, of course, probably be more staple lines shown for Spring than have been shown for a good many seasons past. This is because the older man is so much more important to the merchant at the present time—also because there is a feeling on the part of manufacturers that the retailer will want to keep his stock within bounds, will therefore want to carry a good part of this stock in good conservative styles which will suit the taste of many customers.

### Keeping Stocks Down

By the way, this question as to how the merchant should keep his stock is one which is causing both merchant and manufacturers a good deal of serious thought. Certainly the stock will cost a lot more now than ever before. Suits wholesaling around \$40 run into money fast. For this reason the need seems to be to keep things down.

There is also the question in the minds of all clothing men as to what will happen if the war should end. A certain unquietness is caused from the rumors which are given circulation from time to time of large hidden stocks of woollen cloth in Canada; also the uncertainty as to what woollen manufacturers would do immediately following a declaration of peace is causing wonderment.

While there does not seem any immediate reason to look for peace, nevertheless the question of what will happen when this ultimately arises is of interest.

One theory is, of course, that woollens which are in existence will be in huge demand, and that prices on them will remain steady or even higher.

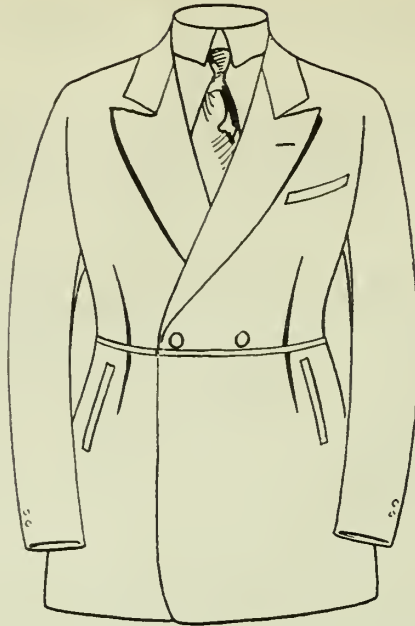
### Will Want to Show Something Fresh

The other opinion is that the cloth

manufacturers, who have sent out practically nothing new in the way of patterns for some years, will rush to get out something fresh with which to appeal to a sated trade. This, it is held, will result in a big depreciation in the value of cloths which are held.

It is certain that some Canadian manufacturers have been laying in pretty good stocks of woollens. Those who are making cheaper clothes have been forced to do this to give any kind of service. It is also true, however, that the world consumption of wool has been tremendous and there does seem a good reason to expect that prices will remain high just on the working of the law of supply and demand.

It is an interesting point, however. Probably merchants would like to play the game reasonably safe and to be low in their stocks when peace does come. On the other hand, take the question of overcoatings at the present time. It seems absolutely certain that overcoatings for next year will be very much



*A double-breasted model said to use less cloth than the sac. Here the pleat takes the place of the belt, too.*

higher than for the present year. Would the merchant, therefore, be wise to clean up his overcoatings at the end of this season? It would seem not. To carry over a moderate stock, if this can be financed easily, should prove profitable.

**THIEVES EVIDENTLY KNEW VALUES**

THIEVES who broke into the store of J. C. McGill, Oshawa, early in the month, carried off enough men's wear almost to start a store—20 or 30 suits, a pile of overcoats, another pile of overalls, a considerable number of ties, braces, garters, panama and fedora hats, men's gloves, underwear, raincoats, etc., totalling in value over \$1,000. At the time of writing the thieves have not been apprehended.

Mr. H. Samuels has moved his men's wear business from 117½ Queen west to 151 Queen west, and has opened up with a splendid stock for the men's wear trade.

**OVERCOATINGS WILL BECOME SCARCE**

The Outlook is That Cloth Will be Both Scarce and Higher in Price—Present Stocks of Overcoating Should be Carried Over to Avoid 25 Per Cent. Advance

CONFLICTING opinions are met with concerning the future of the clothing business—whether the scarcity of cloth will cease to exist when peace comes, whether the tendency will be more and more towards conservative styles, etc. There is no controversy whatever, however, as regards the fact that prices for Spring, 1919, are going to be higher than they have been, and regarding the fact that for Fall, 1919, certain lines of clothing, notably overcoats, will be terribly scarce.

Elsewhere in this issue full information is given regarding steps taken by the War Purchasing Board to secure uniform cloths from the Canadian woollen mills. Now the Canadian clothing trade has come, since the commencement of the war, to depend more and more upon the Canadian mills for their supplies. The large government orders which have been placed with these mills, therefore, mean that a big part of the necessary supplies of the manufacturing tailors will be cut off.

For clothing to be delivered to the retailer for Fall no difficulty will be experienced, as the manufacturers have the necessary cloths on hand. So with the special measure goods to some extent, although here, of course, the manufacturers make available cloths as they come to hand, which means that this year they will be adding cloths from time to time and will doubtless be cancelling other cloths upon failure to receive delivery on repeat orders.

**Pinch to Come for Fall**

For Spring, 1919, ready-to-wear lines are fairly adequate, cloth stocks are ai-

ready on hand, and more are expected. It is for Fall, 1919, that the great hardship is likely to result. The Canadian mills are now so busy on military orders that only a few of them are taking any orders for civilian business. What they are able to sell will be entirely insufficient to meet the demand, so that unless there is a big easing up the cloth available for the Fall, 1919, line will be limited.

**Scarcity of Overcoatings**

It is overcoatings which are expected to be the most scarce. Canadian woollen manufacturers have been very successful in making these. The trade has come to depend more and more upon the Canadian products, and so the inability of Canadian mills to turn out their full production of overcoatings would be a serious thing. The hope is that the mills will be able to get through their government orders by January or February, 1919, and then will be in a position to rush civilian business, especially to rush production of overcoatings. If such is the case, and the mills can get the necessary wool, there should be a very fair production of overcoatings before these are needed for making up into the 1919 Fall lines.

Still, overcoatings are going to be scarce. There seems no way of avoiding such a state of affairs. Merchants, therefore, would do well to husband anything in the nature of staple overcoats which they have on hand now, or which they will have on hand at the conclusion of the coming winter. Slaughter sales of overcoats would seem to be bad business.

One man says there will be only two

conclusions to reach upon seeing a slaughter sale of overcoats this winter—either the merchant who is carrying on the sale is a fool or he is hard up for money. The latter, of course, is a mighty good reason for holding a clean up sale. If this class of goods can be carried over, however, without weakening credit, it would seem that the merchant would be acting wisely to carry them into the next Winter season. He probably would not be able to replace the overcoats which he has bought for this coming Fall at less than a 25 per cent. advance.

**NEW FIRMS WILL MAKE OVERCOATINGS**

ONE result of the recent meeting between representatives of the War Purchasing Committee, the Canadian cloth manufacturers, and the Canadian clothing manufacturers, was a decision on the part of mills engaged in the manufacture of mackinaw cloths and blankets to work on overcoatings. It was stated that clothing men would have to submit samples of the cloths which they wanted, and that the cloth manufacturers will make these up to the best of their ability.

The hope is that this diversion of mills, for a certain period only of course, will do a great deal towards relieving the situation in overcoatings. It is probable these mills will work only on the simpler patterns, but this will leave the other firms, who have been for years making overcoatings, free to go after the more complicated cloths and to work up an increased output.

## TWO OPINIONS ON FUTURE OF CLOTHING PRICES

Some Expect British Government Will Hold Price of Wool at High Level Thus Making a Profit and Preventing Harmful Fall of Prices—The Other View.

WHAT will happen to clothing prices at the termination of the war? It is a question which many merchants would give a good deal to solve. If they have a big stock in hand when the end comes, and prices toboggan, there will be large losses to absorb. If the decline is gradual even a big stock would not be out of all danger.

In view of the importance of this subject it will be of interest to bring out two viewpoints which are being expressed—both by pretty close students of the situation.

One view is that there are unquestionably good stocks of certain classes of cloths on hand: that there is plenty of wool in Australia; and that after the war this will be brought over to Canada and England and the United States quite freely, so that the cloth makers will have lots of material with which to work.

### BIG SUPPLIES WILL BE AVAILABLE

After the war, so it is said, these cloth makers will also have plenty of labor available. They will therefore be in position to turn out large quantities of cloth—being unhampered by any demand for military supplies.

After working for a number of years on old patterns, the cloth manufacturers will, it is said, be eager to bring out new designs. They will know that other clothmakers will be bringing out new designs, and they will try to outdo the other fellow. As a result the market will for the first time in four years see fresh goods. This will mean that the old staple cloths will fall into disfavor—will naturally therefore go down in price.

### MARKING DOWN OF GOODS NECESSARY

It is the opinion of those holding this view that the clothing manufacturer who has large supplies of cloth on hand will find he has raw material which has decreased over night almost by 50 per cent; while merchants, who have a large quantity of clothing made up in these cloths, will be forced to mark these down in price.

But here is the contrary view.

It is true, say those holding this opinion, that there is a good deal of wool in Australia at the present time—this by reason of the fact that bottoms have been used for purposes of carrying troops, munitions proper and supplies to such an extent that even so important a commodity as wool was left until the great rush for these first line war supplies should be over.

### RESERVE SUPPLY GONE

The large supply of wool in Australia, however,

means that the reserve supply in the manufacturing centres, which is always necessary under normal conditions, is practically exhausted.

When, therefore, the war is over, and it is possible for the mills to resume something like normal production on civilian lines, there will be a big demand—sufficient to absorb all goods which can be turned out.

As far as large reserve supplies of cloth, in Canada or elsewhere goes, so these men state, this is largely talk. There were such supplies. In some ranges of goods there are doubtless such supplies still, but speaking broadly these have been practically used up by now. They will certainly be used up inside of another year.

### FIXING PRICES EXPECTED

Moreover, there is the question of fixed prices to be considered. It must be remembered that the Government will be the owner of the wool supplies. The Government of Great Britain and the U.S.A. are of course owners of the wheat supply. They have fixed the price on the wheat, and indicated that this price will be fixed for a period succeeding the war.

Nothing has yet been said regarding the fixing of the prices of woollens after the war, but it is being made known by the men closely connected with the woolen industry that this action will take place.

The British Government has been doing a very considerable bit towards financing the war with its dealing in wool. When it first purchased the Australian clip it secured this at something like 30c. Last year it was purchased at 55c, and it is now negotiating with the Australian Government to secure the coming clip, at a fair price, for the coming year.

Now 55c a pound for Australian wool, is, compared with pre-war prices, a very large advance. But it should be remembered that Canadian wool, which before the war sold at 15 and 16c a pound, is now touching the 90c figure. It will, therefore, be seen that the British authorities get the Australian supply at an exceedingly satisfactory price, and that whatever they sell of this to manufacturers in Canada, in the U.S.A., and in England, yields a profit to the Government, which, as has been said, is a considerable factor in financing.

### WILL HOLD PRICE FIRM

Now, it is certain that the British Government will have control of the wool supply when the war ultimately ends, and it is quite certain that the Government will not want to sustain a loss to itself—that it will not want to jeopardize the clothing industry.

either from a manufacturing or retailing standpoint, by causing the market to fall—that it will not want to jeopardize the position of the working man by bringing about anything in the nature of a panic as a result of heavy declines in prices. It therefore does seem highly probable that the Government will take such steps as will regulate the price of wool after

the war for a considerable period. In this way they will continue to earn a certain revenue for the Government and will stabilize trading conditions.

Here are the two viewpoints. It will be well for the retailer to consider these matters, and decide whether either view is right or whether some middle course will more nearly interpret what will come.



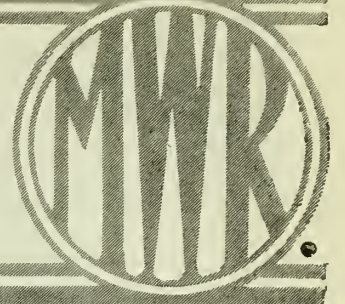
### Boys' Display Brings Family Trade

There is a play entitled "Father and the Boys." That's all right for a theatrical title, but for business it should be "Mother and the Boys." Mother and the boys do the buying—or, under such conditions as those of to-day, the boy does the buying alone.

Trims like the above establish a store as a boys' store, where both the lad and his mother are welcome. Trims like the above—trimmed with Fall lines—should be general in August and early September.



# HATS *and* CAPS



## U.S. EMBARGO RE FUR HAMPERS HAT INDUSTRY

Experts Say it Will be Impossible to Produce as Many Hats as a Year Ago—Fewer Styles and Higher Prices.

**N**O use, apparently, looking for lower prices in fur-felt hats. No use, apparently, looking for a more plentiful supply of these. Prices for the Spring models which will be shown very shortly are certain to be higher than for any season to date and there is no reason to expect that manufacturers will be able to supply the demand more readily than they have in the past season; indeed all the evidence to hand at the moment indicates that the output of fur-felt hats is going to be smaller during the remaining months of this year than for many years past.

The big factor which is going to make hats both scarce, and high in price, is the embargo against the importation of Australian rabbit skins from Australia. No skins have been coming to the United States from Australia now for three months and there is no sign of change in the regulations forbidding the entry of rabbit skins.

### Only Few Bales Available

So, with hatters clamoring for fur from which to blow their bodies, all that is coming through is a few hundred bales from France and England. The exceedingly limited quantity of Belgian hare and French coney coming to hand in this way has little effect on the market indeed.

With the Australian supply cut off the only thing which is keeping the industry going is the supply of fur which has accumulated. Naturally, however, this is being husbanded, so that Canadian manufacturers are having great difficulty in getting the fur they need. One manufacturer is said not to have enough to fill Fall orders. Another states that he has enough to keep his factory busy until June, 1919, but that they will have to get more by that date or close their plant. Another factory sent a representative to New York to buy fur just recently. This man secured 10 bales but he wanted something between 50 and 100 bales.

Of course it is the scarcity of shipping which has resulted in the United States embargo against the importation of Australian rabbit skins. The ships are needed in the Atlantic service to carry sol-

diers, and the necessary supplies which follow the soldiers, to France. The ships are needed for the huge business which has developed between Japan and this continent. Absolute war needs are coming first, and the Australian rabbit skins will have to wait. It can only be hoped that they will be given some ship room before too great a time, otherwise the hat industry will be badly affected.

One of the best authorities on hats on the continent has given his opinion on the situation to MEN'S WEAR REVIEW in the following words:

### Production Greatly Reduced

"More definite information is at hand and we can unhesitatingly say the production of hats during the next 12 months will be decidedly curtailed and the prices materially higher. We do not for one moment anticipate our ability to furnish a quantity of hats equal to our production for the past twelve months.

"In order to meet the situation we shall materially curtail the number of qualities and colors which we will produce. Undoubtedly the range of style for Spring, 1919, will be considerably smaller than for the present year although the samples for the Spring line are not yet quite ready."

This opinion seems to correspond very well with the opinion of other manufac-

turers and evidently represents the situation as it presents itself to the makers.

Just what prices will be for Spring cannot yet be positively announced. It seems however that the lowest-priced hats which will be offered will be about \$30. The hats will range up from this to \$48 and even \$60 per dozen.

### Boom on High-Priced Hats

While manufacturers are very anxious to keep up the output of their factory since their whole system of fixing overhead charges is based on turning out a certain number of dozen hats per day—they are yet apparently going to push the higher priced hats to the trade. The idea is that the high-priced hat has very fair quality, will give satisfaction to the customer. Under existing conditions the low-priced hat really has not great value and while it has to be offered to the trade the general feeling among manufacturers is that there will be greater satisfaction all round if the higher qualities are bought—even though the quantity bought is somewhat reduced.

For the Spring season retailers would do well to consider their needs very carefully—buy enough to cover these needs, but not more than enough. The amount of capital which will have to be wrapped up in hats will be considerable this year and the only way to keep this down will be to keep careful track of stocks.

## ARMY AT HOME IS STILL TO WEAR THE FUR FELT HAT.

**I**N the July issue of MEN'S WEAR REVIEW an article was published indicating that the United States Government was going to give over the use of fur-felt hats for the Army.

Later advice indicates that this is not altogether correct—that the regulation U. S. Army hat, which of course is made of fur-felt, will still be worn by U.S. troops who remain in the U.S. MEN'S WEAR REVIEW has been advised that instructions have been issued by the Quartermaster's Department in Washington to order a large additional quantity of these hats to cover the requirements

of the U. S. Army for the year 1919.

This of course means that the available supply of fur for civilian uses will be very materially diminished. Supplies needed to fill this Government order will be very great and even though cloth hats are worn by the U.S. soldiers overseas there will be no great relief for at the rate Uncle Sam is at present calling out his drafts there will be many hundreds of thousands of men in the United States to be equipped with headwear so that a continual supply of these, big, wide brimmed, fur-felt hats will evidently be needed.



### Caps as Well as Hats

*Not only for its effective neatness, but for its sense of proportion MEN'S WEAR REVIEW shows this Hat and Cap Section. Caps, as well as hats, are prominent. Too often in the past there has been a tendency to sidetrack the caps, but with conditions as they are to-day—with the boys' business so good, and so many men feeling the need of a cap as well as a hat—such side-tracking is unwise. As indicated in the illustration, both caps and hats gain by association.*

# SHOULD STRAWS BE CARRIED OVER IN VIEW OF ADVANCING PRICES?

HERE is no use blinding one's eyes to facts. It must be admitted that this has been an exceedingly bad year for straw hat sales. The one point to be considered now is as to the best way out of a rather unfortunate situation. Shall the men's wear merchant slaughter the straw hats which he has on hand or shall he carry these over for sale next year?

Something was said along this line in the July issue of MEN'S WEAR REVIEW. The question deserves more consideration however, and MEN'S WEAR REVIEW is giving herewith the opinion of a number of merchants, not quoting these merchants but presenting the general attitude which they take towards the subject.

Of course it has to be recorded that slaughter sales have already started. The first, MEN'S WEAR REVIEW believes, took place on July 11, but it is quite possible that sales were started even earlier than that. For the most part, however, the sales—if sales are to be—will start about the first half of August so that what is said here will be of real value to those merchants who are wondering what action they had best take.

## The Two Views

There are those who state that the course of wisdom is to realize this has been a bad straw hat year and to sell what is left over at the best possible price, turning this stock into cash. Others contend that this would perhaps be the best course under ordinary conditions, but the particular conditions of the present have to be considered, and that therefore, if the store offers proper storage accommodation, the straws should be carried over for the 1919 season. The merchants advancing this opinion point to the probability of higher prices for straw hats next year. What is sold now, they say, will not bring as much as the merchant has had to pay for it this year. To replace that stock the merchant next year will have to pay from \$1 to \$4.50 per dozen more than he has paid.

It is also urged that very many merchants will have stocks of straws which have never been opened — which never saw the light. These hats, it is contended, could be put away at once and would come out next year as good as ever. Under existing circumstances, with styles remaining practically steady, it would be almost certain that these would sell in 1919 just as readily as they would have in 1918 had the weather been favorable.

## Keep Money in Turning Stock

There are, however, those who urge the immediate cleaning up of straw stocks and who bolster up their opinions that this is the course of wisdom with figures. Outside of the few exclusive hatters in Canada, they say, some 50 dozen straws will be handled by a moderate sized store. Now these 50 dozen straws this

year cost something like \$18 a dozen or \$450. If 25 dozen remain on hand they represent an investment of \$250. If they are sold at once, these straws will yield something from \$200 to \$250 to be put back into other goods which the merchant can immediately sell again. It is, by turning goods over, that the merchant makes profits they say; not by keeping goods on the shelf.

There is unquestionably a lot in this, yet there is also a great deal in the contention of those opposing the sales, to the effect that these sales of straw hats mean that people come to regard the sale price as the proper price for the straw and will not buy until the hat is put at this price. The man on the street comes to expect that sales will come along early, and makes the hat he has carried over from the previous late sale do until the early sales commence. In addition to this it is admitted that the merchant who sells may realize on his stock—that is turn 25 dozen straw hats into \$200 cash—but it is argued he will have to replace these in 1919 with straws for which he will pay at least \$4.00 more than he paid this year. Twenty-five dozen straws at an additional \$4.00 means \$100 outlay at once—50 per cent. so those arguing this way figure on the sum realized by the sale.

It all depends on the merchant's policy, and also on his financial position. It would certainly be foolish to keep one's capital tied up in straw hats if it was needed for other purposes. Also there would be

no use in keeping straws over if the work of storing them would become a great burden. If the money is not immediately needed in the business, however, and if there is a good place for storing the hats, the merchant may well consider the advisability of carrying these over. Although it is worth noting in passing that the big department stores, who after all are very shrewd merchandisers, make it a pretty general rule not to carry anything over.

While talking on this matter of straw hat sales, and what should be done with the surplus straws left as a result of the bad weather, one large buyer of hats gave an opinion which will be of interest to many hatters.

"I have noticed," he said, "that the hats I get in early are, in many cases, the best. I take it that this is because the order gets to the manufacturer early. He makes the goods up at a season when he is not rushed for time and consequently the most careful workmanship is done. Sorting orders do not—at least this is my experience—come through in quite as good shape."

"Because of this, therefore, I am going to size up my requirements for next year at once, doing this by estimating what I have sold in the last two or three years.

"Having once estimated what I will need for 1919 I will give an order sufficiently large to cover the whole season's needs. This, I think, will enable me to get the best goods at the best price."

## WHY THE FARMER CAN PAY ADVANCES HIS PRODUCT HAS ADVANCED MOST OF ALL

Almost daily merchants are called upon to announce some new price advance. It is well, therefore, to keep steadily in mind the shifting value of the dollar. Grain prices bring this out clearly, and are particularly well to use when it is a farmer who must be convinced of the propriety of some advance.

Consider these changes:

	1914	Same date, 1918
Wheat .....	\$ .83½	\$2.21
Oats .....	.33	.82¾
Barley .....	.39½	1.37
Flax .....	1.23	3.18

Or take it another way: See what wheat will buy now, as compared with its buying power before the war:

PRICE OF WHEAT, JANUARY 2nd, 1914..... \$0.83½ AT FORT WILLIAM  
 PRICE OF WHEAT, JANUARY 2nd, 1918..... \$2.21 AT FORT WILLIAM

ARTICLE	Price 1914	Bus. of Wheat Required to Buy it	Price 1918	Bus. of Wheat Required to Buy it	Saving in Wheat
Sewing Machine .....	\$25.45	30½	\$30.50	13¾	16¾
Bicycle .....	25.00	30	35.00	15¾	14¼
Organ .....	36.00	43	39.50	18	25
Wagon .....	44.00	52½	61.00	27¾	24¾
Pump .....	11.00	12½	15.75	7¼	5¼
Cream Separator .....	32.50	39	41.50	18¾	20¼
Heavy Harness .....	32.50	39	62.50	28¼	10¾
Single Harness .....	12.00	14½	21.00	9½	5
Horse Collar .....	3.75	4½	7.50	3½	1
Buggy .....	77.00	92¼	111.50	50½	41¾
Paint, Beaver Brand .....	4.50	5½	6.80	3	2½
Shirts, ½ doz. men's .....	4.50	5½	7.50	3½	2
Shoes, family of four .....	9.50	11½	15.90	7¼	4¼

Is the farmer's business worth going after? He, indeed, has the buying power, and he has increased wants, too.

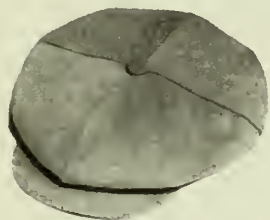
**SUBMARINE ACTIVITY REDUCES NUMBER OF STRAWS CARRIED**

DESPITE the bad season it is doubtful if a very large quantity of straw hats have been carried over by the men's wear merchants of Canada. The truth of the matter is, of course, that a number of straw hat orders were not completely filled, this being due to importers failing to receive the goods they had counted upon.

One large Canadian jobber for instance lost, towards the end of May, a shipment of over £3,000 worth of hats. He did the best he could to fill orders in spite of this loss but there had to be a curtailment.

This was just one instance of losses resulting from submarine activities.

Under the circumstances these losses will not have proved very serious from the retailers' standpoint although of course they will mean a loss to the wholesaler in the profits he would have received from handling the goods. The fact that so many straws did not reach Canada, however, does seem to point to the fact that the quantity carried over by the merchant in spite of weather conditions will be less large than might have been expected.



*New covert cloth cap, made in fawn color with piped seams—one of the new lines for Spring.*

**NO STRAY HAT SALES**

At an organization meeting held at Carleton Place recently the local men's wear section of the Retail Merchants' Association of Canada started off under splendid auspices. As one of the members stated that there has never been a time in the history of merchandising when it was more necessary that the merchants get together and keep together than now.

A decision reached at the meeting was that members would not start that early Summer pest, "the straw hat sale," before Civic Holiday, which is some time in August. This indeed is a splendid move.

The readers of MEN'S WEAR REVIEW will watch with interest the new branch of the association. Mr. J. C. Campbell is secretary of this district, with an office at 18 Rideau Street, Ottawa. The district includes the counties of Carleton, Russell, Prescott, Glengarry, Stormont, Dundas, Grenville, Leeds, Lanark, Renfrew, Frontenac, Hastings, Lennox and Addington.

**AN UNFORTUNATE APPOINTMENT**

Professor Goodwin, speaking at the annual meeting of the Canadian Manufacturers' Association, quoted from a Canadian technical paper to prove some

interesting information he was presenting to the Association, and said: "The fact that we now have a technical paper devoted to the chemical industry in Canada is a most encouraging factor in the development of this most important feature of Canadian life."

Yet, M. E. Nichols, for whom Hon. Wesley Rowell says he hand-picked Canada to fill the \$6,000 job of Director of Public Information, after careful investigation says that technical papers are of no value, and that they should not be admitted to the Canadian newspaper mails. A man who made such a gigantic failure of his own newspaper property is hardly an authority on Public Information, much less on Technical Information. Any man who can supply the public with general, special or technical news, such as they want, can make a success. Mr. Nichols failed to give the people of Montreal what they wanted in the way of news. He squandered over \$500,000 of friends' money in trying to establish *The Mail* in opposition to *The Gazette*, but the latter came out of the fight stronger and more reputable than ever.

**MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE**

Continued from page 36.

what they would like in connection with waists and dresses. We try to get them to describe as closely as possible the sort of articles they desire. This helps us greatly in doing the shopping for them."

**Every Department Sells by Rural Phone**

Something from practically all these departments is ordered each day. Trucks leave the store well laden. Delivery men do not take orders when they are delivering these goods. The store either calls up the farmer or the farmer calls up the store.

This company has also the agency for the McLaughlin and Chevrolet automobiles so that they sell considerable motor accessories in addition to the lines above mentioned. They also are agents for threshing machinery and plows. This department is across the road from their main store.

**SERVE "PEP" TO THE SALES' STAFF**

(Continued from page 38)

that store again." This is the way it is put to them.

Through the issue of "Pep" there are a number of ginger phrases such as "A real sales person sells goods so they stay sold." Another reads "When customers ask to see merchandise and don't buy, whose fault is it?" Still another, "Talent without tact is worthless. Talent is power. Tact is ability to direct that power."

**Better Service—The Aim**

The information supplied in "Pep" is designed, as one will see from the above, to keep the staff posted on the ideas of the management towards a better ser-

vice to customers. This tends to perform the same service as the sales' classes mentioned above. Each issue also contains a number of personal items about members of the staff and is gotten up in such attractive manner that it cannot fail to be read.

**GERMAN-MADE GOODS**

APROPOS of the bill introduced before the Senate at Ottawa, by Senator George Lynch-Staunton for the identification of traders in German goods, it is interesting that the United States is also sitting up and taking notice. The Canadian bill aims at protecting the public against dealers who may seek to sell German goods as the products of Canada. It contains but three clauses, to be inserted in the Criminal Code, as follows:

(1) Every person who deals in goods, wares, or merchandise which are, in whole or in part, the growth, product, or manufacture of Germany or Austria shall keep posted in letters easily legible over every outside entrance to his premises the words "Dealer in German Goods," and shall print the said words prominently in all his advertisements and stationery.

(2) Every person who fails to comply with the provisions of this section shall be liable for each offence on summary conviction to imprisonment for six months or to a fine of \$500, or to both such imprisonment and fine.

(3) The provisions of this section shall not apply to dealings in any such goods, wares, or merchandise as are in Canada at the date of the passing of this act, nor to dealings by any person who proves that he did not know that the goods, wares, or merchandise in respect of which the information is laid were, in whole or in part, grown, manufactured, or produced in Germany or Austria, and that he had taken reasonable precautions to ascertain the facts concerning the growth, manufacture, or production thereof.

Whether the bill if enacted will have the desired effect is still being discussed. It has been given its second reading in the Senate. In the United States Mr. Chauncey P. Carter of the Bureau of Foreign and Domestic Commerce, Department of Commerce, addressed the National Retail Dry Goods Association urging the adoption of a national trade mark in order to prevent "much legal-iped piracy of private trademarks in foreign countries."

The question of what is to be done regarding exports and imports from Germany after the war is one which needs a great deal of careful thought and the present is not too soon to think about it. However, caution is equally necessary lest we plunge into some regulations which might conflict with the peace terms. It appears at present, though, that every Canadian should have the right to know where every article which he purchases is manufactured if he so desires.





# COLLARS & SHIRTS



## NOTHING IN SIGHT BUT STILL HIGHER PRICES

Shirts Have Soared, Are Soaring and Evidently Will Soar — Spring Samples Now Being Rounded Into Shape

**I**N two or three weeks now retailers will have an opportunity to see the 1919 Spring shirt ranges. It is already evident, however, that manufacturers will be showing further Spring models at a somewhat later date. Indeed they will show these practically any time through the selling season, as the cloths are coming to hand very irregularly.

Deliveries are so exceedingly uncertain at present that the task of getting a range together for the inspection of the retail trade is indeed a serious task. Deliveries are so uncertain that cutters-up have the greatest difficulty in estimating what they will be able to show. There will be Fall shirtings shown along with the Spring ranges—some very suitable cloths just having come forward.

### Prices Very High

Once more it has to be reported that prices for Spring, 1919, are going to be high—perhaps the biggest advance that has yet been struck being noticeable here. The situation is such that it is very difficult to indicate exactly what these advances are. Manufacturers have some cloths which they bought at exceedingly favorable prices and which enables them to sell some shirts at figures very far below what they would be manufactured for if the cloth were bought to-day. However, the question of duty, which has to be paid not upon the contract price of the goods but in some cases upon the price of the goods at the time they were shipped from the United States, prevents many of these exceptional offers. The whole question, however, is dealt with elsewhere in this issue.

Generally speaking the advances shown for the Spring, 1919, range, compared with the pre-war prices are something as follows: The old \$9 line is now selling at \$16.50. The old \$10.50 is now selling at \$18.00. That even the prices being quoted for Spring are low, compared to what will be struck a little later on, is made evident by a consideration of changes in price of shirtings which have taken place since the time these Spring shirtings were bought and the present.

### Indicating Future Advances

One manufacturer, for instance, is showing a \$36 range. If he repeats on

this his factory cost of producing the shirt—leaving out of consideration entirely the cost of selling, delivery, etc.—would be \$32.50. This simply means that he would have to fix the price at \$2 on this shirt in order to clear himself—not to make any money but just to break even.

A \$60 silk shirt being offered for Spring would, if made up with cloth

bought on the present quotations, have to sell for at least \$72.

Still another shirt, being shown for Spring at \$36, is made of material which has advanced so rapidly that if it was bought at the present time a shirt made of it would have to be quoted at \$52. There is not a great deal of encouragement here for merchants who are naturally hoping for a somewhat lower trend of prices.

## TURNING FROM SELLING FUTURES

Shirt Makers Getting Nearer to the Method of Actually Making Up Shirts and Showing to Trade What They Are Positive They Can Deliver.

**S**OME changes have taken place almost every season now, and the tendency is to get away from selling futures. In the past shirt manufacturers have gone out with sample cloths, and from these the retailers have placed their orders. When these sample cloths were shown the manufacturer often did not have his supply of these cloths on hand. Under existing conditions, shirtings have often been sold which could not be delivered, because the cloth did not come in from the mills as expected.

In addition to this trouble of having to disappoint customers—not by reason of their own shortcomings, but through the inability of people from whom they had bought to supply the goods—manufacturers have, because of this future selling, been forced to bear some rather heavy losses.

The cloths ordered by retailers would not come in for the season they were expected. They would, however, come in at a later date, and would then be delivered to the retail buyer by the manufacturer, at the old figures, although the manufacturer had had to pay for these cloths more than he had figured when he sold the shirts. He would have to pay more for the cloths because he would have to pay duty, not only upon the purchase price, but upon the purchase price and at least a percentage of the increase in price at the port of shipment between

the time the cloth was ordered and the time it arrived.

There is a feeling—a growingly strong feeling—that the wise course now would be to forego this selling of futures entirely—for manufacturers to get the cloth, make up samples, and show these to the merchants—then the merchant would be sure of his delivery and the manufacturer would be sure of his costs. It is altogether unlikely that a change from the old system will be made overnight. The tendency, however, seems towards a selling of goods which are on hand, and less of this selling future.

### "IT CAN BE DONE"

Somebody said that it couldn't be done.

But he, with a chuckle, replied:

That "Maybe it couldn't, but he would be one

Who wouldn't say so till he tried."

So he buckled right in, with a trace of a grin

On his face. If he worried he hid it;

He started to sing as he tackled the thing .

That couldn't be done—and he did it.

Somebody scoffed: "Oh, you'll never do that.

At least, no one ever has done it."

But he took off his coat and he took off his hat.

And the first thing we knew he'd begun it.

With a lift of his chin, and a bit of a grin,

Without any doubt or quiddit,

He started to sing as he tackled the thing

That couldn't be done—and he did it.

There are thousands to tell you it cannot be done.

There are thousands to prophesy failure;

There are thousands to point out to you, one by

one,

The dangers that wait to assail you.

But just buckle in with a hint of a grin.

Then take off your hat and go to it:

Just start in to sing as you tackle the thing

That "cannot be done," and you'll do it.

## SHOWING SOME SHIRTINGS BY DRAWINGS

*Not only will shirt manufacturers be somewhat late in going to the trade this year, but they will have in their ranges, in some cases, not shirtings but cards illustrating on paper what the shirtings will be like.*

*Some of the U.S. mills have been absolutely unable to make up even sample cloths, and have resorted to this scheme for showing their goods.*

*Of course, Canadian shirt manufacturers have been buying cloth from such paper samples for a long while, but it will probably be the first time the Canadian retail trade has ever had samples of shirtings shown to them by drawings.*

*Merchants will be surprised with the accuracy with which the patterns can be displayed. Properly mounted on the manufacturers' cards they really give a splendid impression—the pattern shows up clearly, some think that it shows even more clearly than it would as woven or printed on the cloth.*

## TRICKS IN LAUNDRYING WORTH TELLING

So Many Shirts Are Now Being Washed at Home That Customers Would Appreciate Advice As to Setting Color by Soaking in Salt Solution, Etc.

THE higher cost of shirts is unquestionably driving still more business towards the French cuff models. This for the reason that these may readily be washed at home.

No use talking, very many men are cutting down the quantity of goods they send to the laundry. Stiff collars have to go there, and are going in good quantities, though even here there has been a reduction by reason of the greater adoption of the soft collar. Shirts, however, are more and more being washed at home.

There is a point of great interest here for the men's wear merchant, for it is distinctly to his interests to have his customers satisfied that shirts purchased in his store are made of the best material. Because of this, where time permits, some questions might well be asked of the purchaser as to how he gets his shirts attended to. If these are sent to the laundry, all well and good. What will happen to the shirt will depend upon the kind of work the laundry does. More than one shirt has been hurt in the laundry, but there are no doubt many careful and efficient laundries. The thing is for the user to find out the good laundry.

If the shirts are to be washed at home, however, a word or two of advice might well be given, for there are tricks in every trade, and there are some things which might well be remembered in washing shirts.

Shirts, like people, are very much affected by the company they keep. One good man, it is said, would have saved Sodom. It is just as true that one shirt badly dyed will ruin a whole wash

of other shirts. It is of course, not possible to wash every shirt separately; but a little care might well be taken to have the shirt soaked in a solution of salt and water overnight—about a handful of salt to a gallon of water makes the right solution. This serves to set the color so that they will not run during the wash.

Such treatment is particularly desirable where a new shirt is being put through the wash. On this there is often a surface dye which will wash off, even in the case of woven colors. This would not, of course, ruin the shirt, but would take away the freshness of the pattern. Danger of such damage can be removed by the treatment above. Little points these, but the kind which a customer appreciates being told.

## CLOTHING MEN AND WOOLEN MEN

FOLLOWING the meeting of clothing manufacturers with the War Purchasing Board at Ottawa, a conference was held between the clothing manufacturers and the manufacturers of woolens. The clothing men were assured that their requirements would be provided for before any export business was done. In the course of the discussion it was brought out that owing to the calls made by the army and the munition manufacturers on the skilled labor of the mills production of cloth had been curtailed. There is a feeling among the clothing manufacturers that the Canadian mills have made very marked improvements both in the quality and design of their fabrics during the past few years, and that for the future a larger proportion of their consumption should be procured from our own mills. It was decided to appoint a man who would be in a position to act between the clothing men and the mills right along, arranging for the distribution of the surplus production over army requirements, etc. Fred H. Yapp, secretary of the Woolen Men's Association, will in all likelihood act in this capacity.

Lyon Cohen felt it impossible to accept the chairmanship of the Clothing Manufacturers' Association, and it is likely that Geo. C. Coppley, of Coppley, Noyes and Randall, who has been nominated, will accept the chairmanship.

## CANADIAN PANAMA HAT CO. HOLD PICNIC TO GRIMSBY

THE entire manufacturing and office staff of the Canadian Panama Hat Co. held their picnic at Grimsby Beach, Monday, July 22.

The trip over was made in six large motors, and at the beach sporting events were indulged in, among them a baseball game in which some of the South American workmen who had never touched a baseball proved themselves real experts.

A chicken dinner served under the beautiful trees was another memorable feature of this picnic.

## A Few Reasons Why Cottons Are Scarce

*"A 12-inch gun disposes of half a bale of cotton with every shot fired.*

*"A machine-gun in operation will use up a bale in three months.*

*"In a naval battle, like that off Jutland, from 5,000 to 6,000 lbs. a minute are consumed by each active warship.*

*"It takes more than 20,000 bales a year to provide absorbent cotton to staunch the wounds of the injured.*

*"One change of apparel for all the troops now engaged in the war represents more than 1,000,000 bales.*

*"100 bales will be required to equip the proposed aeroplane fleet if cotton supplants linen for wings.*

*"The U.S.A. are now turning 1,000,000 bales a year into explosives alone."*

# TWO OPINIONS ON FUTURE OF CLOTHING PRICES

Some Expect British Government Will Hold Price of Wool at High Level Thus Making a Profit and Preventing Harmful Fall of Prices—The Other View.

WHAT will happen to clothing prices at the termination of the war? It is a question which many merchants would give a good deal to solve. If they have a big stock in hand when the end comes, and prices toboggan, there will be large losses to absorb. If the decline is gradual even a big stock would not be out of all danger.

In view of the importance of this subject it will be of interest to bring out two viewpoints which are being expressed—both by pretty close students of the situation.

One view is that there are unquestionably good stocks of certain classes of cloths on hand: that there is plenty of wool in Australia; and that after the war this will be brought over to Canada and England and the United States quite freely, so that the cloth makers will have lots of material with which to work.

## BIG SUPPLIES WILL BE AVAILABLE

After the war, so it is said, these cloth makers will also have plenty of labor available. They will therefore be in position to turn out large quantities of cloth—being unhampered by any demand for military supplies.

After working for a number of years on old patterns, the cloth manufacturers will, it is said, be eager to bring out new designs. They will know that other clothmakers will be bringing out new designs, and they will try to outdo the other fellow. As a result the market will for the first time in four years see fresh goods. This will mean that the old staple cloths will fall into disfavor—will naturally therefore go down in price.

## MARKING DOWN OF GOODS NECESSARY

It is the opinion of those holding this view that the clothing manufacturer who has large supplies of cloth on hand will find he has raw material which has decreased over night almost by 50 per cent: while merchants, who have a large quantity of clothing made up in these cloths, will be forced to mark these down in price.

But here is the contrary view.

It is true, say those holding this opinion, that there is a good deal of wool in Australia at the present time—this by reason of the fact that bottoms have been used for purposes of carrying troops, munitions proper and supplies to such an extent that even so important a commodity as wool was left until the great rush for these first line war supplies should be over.

## RESERVE SUPPLY GONE

The large supply of wool in Australia, however,

means that the reserve supply in the manufacturing centres, which is always necessary under normal conditions, is practically exhausted.

When, therefore, the war is over, and it is possible for the mills to resume something like normal production on civilian lines, there will be a big demand—sufficient to absorb all goods which can be turned out.

As far as large reserve supplies of cloth, in Canada or elsewhere goes, so these men state, this is largely talk. There were such supplies. In some ranges of goods there are doubtless such supplies still, but speaking broadly these have been practically used up by now. They will certainly be used up inside of another year.

## FIXING PRICES EXPECTED

Moreover, there is the question of fixed prices to be considered. It must be remembered that the Government will be the owner of the wool supplies. The Government of Great Britain and the U.S.A. are of course owners of the wheat supply. They have fixed the price on the wheat, and indicated that this price will be fixed for a period succeeding the war.

Nothing has yet been said regarding the fixing of the prices of wools after the war, but it is being made known by the men closely connected with the woolen industry that this action will take place.

The British Government has been doing a very considerable bit towards financing the war with its dealing in wool. When it first purchased the Australian clip it secured this at something like 30c. Last year it was purchased at 55c, and it is now negotiating with the Australian Government to secure the coming clip, at a fair price, for the coming year.

Now 55c a pound for Australian wool, is, compared with pre-war prices, a very large advance. But it should be remembered that Canadian wool, which before the war sold at 15 and 16c a pound, is now touching the 90c figure. It will, therefore, be seen that the British authorities get the Australian supply at an exceedingly satisfactory price, and that whatever they sell of this to manufacturers in Canada, in the U.S.A., and in England, yields a profit to the Government, which, as has been said, is a considerable factor in financing.

## WILL HOLD PRICE FIRM

Now, it is certain that the British Government will have control of the wool supply when the war ultimately ends, and it is quite certain that the Government will not want to sustain a loss to itself—that it will not want to jeopardize the clothing industry.

either from a manufacturing or retailing standpoint, by causing the market to fall—that it will not want to jeopardize the position of the working man by bringing about anything in the nature of a panic as a result of heavy declines in prices. It therefore does seem highly probable that the Government will take such steps as will regulate the price of wool after

the war for a considerable period. In this way they will continue to earn a certain revenue for the Government and will stabilize trading conditions.

Here are the two viewpoints. It will be well for the retailer to consider these matters, and decide whether either view is right or whether some middle course will more nearly interpret what will come.



### Boys' Display Brings Family Trade

There is a play entitled "Father and the Boys." That's all right for a theatrical title, but for business it should be "Mother and the Boys." Mother and the boys do the buying—or, under such conditions as those of to-day, the boy does the buying alone.

Trims like the above establish a store as a boys' store, where both the lad and his mother are welcome. Trims like the above—trimmed with Fall lines—should be general in August and early September.



# HATS *and* CAPS



## U.S. EMBARGO RE FUR HAMPERS HAT INDUSTRY

Experts Say it Will be Impossible to Produce as Many Hats as a Year Ago—Fewer Styles and Higher Prices.

**N**O use, apparently, looking for lower prices in fur-felt hats. No use, apparently, looking for a more plentiful supply of these. Prices for the Spring models which will be shown very shortly are certain to be higher than for any season to date and there is no reason to expect that manufacturers will be able to supply the demand more readily than they have in the past season; indeed all the evidence to hand at the moment indicates that the output of fur-felt hats is going to be smaller during the remaining months of this year than for many years past.

The big factor which is going to make hats both scarce, and high in price, is the embargo against the importation of Australian rabbit skins from Australia. No skins have been coming to the United States from Australia now for three months and there is no sign of change in the regulations forbidding the entry of rabbit skins.

### Only Few Bales Available

So, with hatters clamoring for fur from which to blow their bodies, all that is coming through is a few hundred bales from France and England. The exceedingly limited quantity of Belgian hare and French coney coming to hand in this way has little effect on the market indeed.

With the Australian supply cut off the only thing which is keeping the industry going is the supply of fur which has accumulated. Naturally, however, this is being husbanded, so that Canadian manufacturers are having great difficulty in getting the fur they need. One manufacturer is said not to have enough to fill Fall orders. Another states that he has enough to keep his factory busy until June, 1919, but that they will have to get more by that date or close their plant. Another factory sent a representative to New York to buy fur just recently. This man secured 10 bales but he wanted something between 50 and 100 bales.

Of course it is the scarcity of shipping which has resulted in the United States embargo against the importation of Australian rabbit skins. The ships are needed in the Atlantic service to carry sol-

diers, and the necessary supplies which follow the soldiers, to France. The ships are needed for the huge business which has developed between Japan and this continent. Absolute war needs are coming first, and the Australian rabbit skins will have to wait. It can only be hoped that they will be given some ship room before too great a time, otherwise the hat industry will be badly affected.

One of the best authorities on hats on the continent has given his opinion on the situation to *MEN'S WEAR REVIEW* in the following words:

### Production Greatly Reduced

"More definite information is at hand and we can unhesitatingly say the production of hats during the next 12 months will be decidedly curtailed and the prices materially higher. We do not for one moment anticipate our ability to furnish a quantity of hats equal to our production for the past twelve months.

"In order to meet the situation we shall materially curtail the number of qualities and colors which we will produce. Undoubtedly the range of style for Spring, 1919, will be considerably smaller than for the present year although the samples for the Spring line are not yet quite ready."

This opinion seems to correspond very well with the opinion of other manufac-

turers and evidently represents the situation as it presents itself to the makers.

Just what prices will be for Spring cannot yet be positively announced. It seems however that the lowest-priced hats which will be offered will be about \$30. The hats will range up from this to \$48 and even \$60 per dozen.

### Boom on High-Priced Hats

While manufacturers are very anxious to keep up the output of their factory since their whole system of fixing overhead charges is based on turning out a certain number of dozen hats per day—they are yet apparently going to push the higher priced hats to the trade. The idea is that the high-priced hat has very fair quality, will give satisfaction to the customer. Under existing conditions the low-priced hat really has not great value and while it has to be offered to the trade the general feeling among manufacturers is that there will be greater satisfaction all round if the higher qualities are bought—even though the quantity bought is somewhat reduced.

For the Spring season retailers would do well to consider their needs very carefully—buy enough to cover these needs, but not more than enough. The amount of capital which will have to be wrapped up in hats will be considerable this year and the only way to keep this down will be to keep careful track of stocks.

## ARMY AT HOME IS STILL TO WEAR THE FUR FELT HAT.

**I**N the July issue of *MEN'S WEAR REVIEW* an article was published indicating that the United States Government was going to give over the use of fur-felt hats for the Army.

Later advice indicates that this is not altogether correct—that the regulation U. S. Army hat, which of course is made of fur-felt, will still be worn by U.S. troops who remain in the U.S. *MEN'S WEAR REVIEW* has been advised that instructions have been issued by the Quartermaster's Department in Washington to order a large additional quantity of these hats to cover the requirements

of the U. S. Army for the year 1919.

This of course means that the available supply of fur for civilian uses will be very materially diminished. Supplies needed to fill this Government order will be very great and even though cloth hats are worn by the U.S. soldiers overseas there will be no great relief for at the rate Uncle Sam is at present calling out his drafts there will be many hundreds of thousands of men in the United States to be equipped with headwear so that a continual supply of these, big, wide brimmed, fur-felt hats will evidently be needed.



## Caps as Well as Hats

*Not only for its effective neatness, but for its sense of proportion MEN'S WEAR REVIEW shows this Hat and Cap Section. Caps, as well as hats, are prominent. Too often in the past there has been a tendency to sidetrack the caps, but with conditions as they are to-day—with the boys' business so good, and so many men feeling the need of a cap as well as a hat—such side-tracking is unwise. As indicated in the illustration, both caps and hats gain by association.*

# SHOULD STRAWS BE CARRIED OVER IN VIEW OF ADVANCING PRICES?

**T**HERE is no use blinding one's eyes to facts. It must be admitted that this has been an exceedingly bad year for straw hat sales. The one point to be considered now is as to the best way out of a rather unfortunate situation. Shall the men's wear merchant slaughter the straw hats which he has on hand or shall he carry these over for sale next year?

Something was said along this line in the July issue of *MEN'S WEAR REVIEW*. The question deserves more consideration however, and *MEN'S WEAR REVIEW* is giving herewith the opinion of a number of merchants, not quoting these merchants but presenting the general attitude which they take towards the subject.

Of course it has to be recorded that slaughter sales have already started. The first, *MEN'S WEAR REVIEW* believes, took place on July 11, but it is quite possible that sales were started even earlier than that. For the most part, however, the sales—if sales are to be—will start about the first half of August so that what is said here will be of real value to those merchants who are wondering what action they had best take.

## The Two Views

There are those who state that the course of wisdom is to realize this has been a bad straw hat year and to sell what is left over at the best possible price, turning this stock into cash. Others contend that this would perhaps be the best course under ordinary conditions, but the particular conditions of the present have to be considered, and that therefore, if the store offers proper storage accommodation, the straws should be carried over for the 1919 season. The merchants advancing this opinion point to the probability of higher prices for straw hats next year. What is sold now, they say, will not bring as much as the merchant has had to pay for it this year. To replace that stock the merchant next year will have to pay from \$4 to \$4.50 per dozen more than he has paid.

It is also urged that very many merchants will have stocks of straws which have never been opened — which never saw the light. These hats, it is contended, could be put away at once and would come out next year as good as ever. Under existing circumstances, with styles remaining practically steady, it would be almost certain that these would sell in 1919 just as readily as they would have in 1918 had the weather been favorable.

## Keep Money in Turning Stock

There are, however, those who urge the immediate cleaning up of straw stocks and who bolster up their opinions that this is the course of wisdom with figures. Outside of the few exclusive hatters in Canada, they say, some 50 dozen straws will be handled by a moderate sized store. Now these 50 dozen straws this

year cost something like \$18 a dozen or \$450. If 25 dozen remain on hand they represent an investment of \$250. If they are sold at once, these straws will yield something from \$200 to \$250 to be put back into other goods which the merchant can immediately sell again. It is, by turning goods over, that the merchant makes profits they say; not by keeping goods on the shelf.

There is unquestionably a lot in this, yet there is also a great deal in the contention of those opposing the sales, to the effect that these sales of straw hats mean that people come to regard the sale price as the proper price for the straw and will not buy until the hat is put at this price. The man on the street comes to expect that sales will come along early, and makes the hat he has carried over from the previous late sale do until the early sales commence. In addition to this it is admitted that the merchant who sells may realize on his stock—that is turn 25 dozen straw hats into \$200 cash—but it is argued he will have to replace these in 1919 with straws for which he will pay at least \$4.00 more than he paid this year. Twenty-five dozen straws at an additional \$4.00 means \$100 outlay at once—50 per cent. so those arguing this way figure on the sum realized by the sale.

It all depends on the merchant's policy, and also on his financial position. It would certainly be foolish to keep one's capital tied up in straw hats if it was needed for other purposes. Also there would be

no use in keeping straws over if the work of storing them would become a great burden. If the money is not immediately needed in the business, however, and if there is a good place for storing the hats, the merchant may well consider the advisability of carrying these over. Although it is worth noting in passing that the big department stores, who after all are very shrewd merchandisers, make it a pretty general rule not to carry anything over.

While talking on this matter of straw hat sales, and what should be done with the surplus straws left as a result of the bad weather, one large buyer of hats gave an opinion which will be of interest to many hatters.

"I have noticed," he said, "that the hats I get in early are, in many cases, the best. I take it that this is because the order gets to the manufacturer early. He makes the goods up at a season when he is not rushed for time and consequently the most careful workmanship is done. Sorting orders do not—at least this is my experience—come through in quite as good shape."

"Because of this, therefore, I am going to size up my requirements for next year at once, doing this by estimating what I have sold in the last two or three years.

"Having once estimated what I will need for 1919 I will give an order sufficiently large to cover the whole season's needs. This, I think, will enable me to get the best goods at the best price."

## WHY THE FARMER CAN PAY ADVANCES HIS PRODUCT HAS ADVANCED MOST OF ALL

Almost daily merchants are called upon to announce some new price advance. It is well, therefore, to keep steadily in mind the shifting value of the dollar. Grain prices bring this out clearly, and are particularly well to use when it is a farmer who must be convinced of the propriety of some advance.

Consider these changes:

	1914	Same date, 1918
Wheat .....	\$ .83½	\$2.21
Oats .....	.33	.82¾
Barley .....	.39½	1.37
Flax .....	1.23	3.18

Or take it another way: See what wheat will buy now, as compared with its buying power before the war:

PRICE OF WHEAT, JANUARY 2nd, 1914..... \$0.83½ AT FORT WILLIAM  
PRICE OF WHEAT, JANUARY 2nd, 1918..... \$2.21 AT FORT WILLIAM

ARTICLE	Price 1914	Bus. of Wheat Required to Buy it	Price 1918	Bus. of Wheat Required to Buy it	Saving in Wheat
Sewing Machine .....	\$25.45	30½	\$30.50	13¾	16¾
Bicycle .....	25.00	30	35.00	15¾	14¼
Organ .....	36.00	43	39.50	18	25
Wagon .....	44.00	52½	61.00	27¾	24¾
Pump .....	11.00	12½	15.75	7¼	5¼
Cream Separator .....	32.50	39	41.50	18¾	20¼
Heavy Harness .....	32.50	39	62.50	28¼	10¾
Single Harness .....	12.00	14½	21.00	9½	5
Horse Collar .....	3.75	4½	7.50	3½	1
Buggy .....	77.00	92¼	111.50	50½	41¾
Paint, Beaver Brand .....	4.50	5½	6.80	3	2½
Shirts, ½ doz. men's .....	4.50	5½	7.50	3½	2
Shoes, family of four .....	9.50	11½	15.90	7¼	4¼

Is the farmer's business worth going after? He, indeed, has the buying power, and he has increased wants, too.

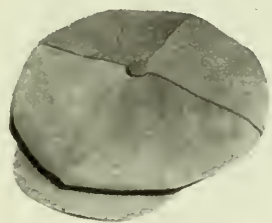
**SUBMARINE ACTIVITY REDUCES NUMBER OF STRAWS CARRIED**

DESPITE the bad season it is doubtful if a very large quantity of straw hats have been carried over by the men's wear merchants of Canada. The truth of the matter is, of course, that a number of straw hat orders were not completely filled, this being due to importers failing to receive the goods they had counted upon.

One large Canadian jobber for instance lost, towards the end of May, a shipment of over £3,000 worth of hats. He did the best he could to fill orders in spite of this loss but there had to be a curtailment.

This was just one instance of losses resulting from submarine activities.

Under the circumstances these losses will not have proved very serious from the retailers' standpoint although of course they will mean a loss to the wholesaler in the profits he would have received from handling the goods. The fact that so many straws did not reach Canada, however, does seem to point to the fact that the quantity carried over by the merchant in spite of weather conditions will be less large than might have been expected.



*New covert cloth cap, made in fawn color with piped seams—one of the new lines for Spring.*

**NO STRAY HAT SALES**

At an organization meeting held at Carleton Place recently the local men's wear section of the Retail Merchants' Association of Canada started off under splendid auspices. As one of the members stated that there has never been a time in the history of merchandising when it was more necessary that the merchants get together and keep together than now.

A decision reached at the meeting was that members would not start that early Summer pest, "the straw hat sale," before Civic Holiday, which is some time in August. This indeed is a splendid move.

The readers of MEN'S WEAR REVIEW will watch with interest the new branch of the association. Mr. J. C. Campbell is secretary of this district, with an office at 18 Rideau Street, Ottawa. The district includes the counties of Carleton, Russell, Prescott, Glengarry, Stormont, Dundas, Grenville, Leeds, Lanark, Renfrew, Frontenac, Hastings, Lennox and Addington.

**AN UNFORTUNATE APPOINTMENT**

Professor Goodwin, speaking at the annual meeting of the Canadian Manufacturers' Association, quoted from a Canadian technical paper to prove some

interesting information he was presenting to the Association, and said: "The fact that we now have a technical paper devoted to the chemical industry in Canada is a most encouraging factor in the development of this most important feature of Canadian life."

Yet, M. E. Nichols, for whom Hon. Wesley Rowell says he hand-picked Canada to fill the \$6,000 job of Director of Public Information, after careful investigation says that technical papers are of no value, and that they should not be admitted to the Canadian newspaper mails. A man who made such a gigantic failure of his own newspaper property is hardly an authority on Public Information, much less on Technical Information. Any man who can supply the public with general, special or technical news, such as they want, can make a success. Mr. Nichols failed to give the people of Montreal what they wanted in the way of news. He squandered over \$500,000 of friends' money in trying to establish *The Mail* in opposition to *The Gazette*, but the latter came out of the fight stronger and more reputable than ever.

**MOTOR TRUCK AND 'PHONE GETS SUMMER TRADE**

Continued from page 36.

what they would like in connection with waists and dresses. We try to get them to describe as closely as possible the sort of articles they desire. This helps us greatly in doing the shopping for them."

**Every Department Sells by Rural Phone**

Something from practically all these departments is ordered each day. Trucks leave the store well laden. Delivery men do not take orders when they are delivering these goods. The store either calls up the farmer or the farmer calls up the store.

This company has also the agency for the McLaughlin and Chevrolet automobiles so that they sell considerable motor accessories in addition to the lines above mentioned. They also are agents for threshing machinery and plows. This department is across the road from their main store.

**SERVE "PEP" TO THE SALES' STAFF**

(Continued from page 38)

that store again." This is the way it is put to them.

Through the issue of "Pep" there are a number of ginger phrases such as "A real sales person sells goods so they stay sold." Another reads "When customers ask to see merchandise and don't buy, whose fault is it?" Still another, "Talent without tact is worthless. Talent is power. Tact is ability to direct that power."

**Better Service—The Aim**

The information supplied in "Pep" is designed, as one will see from the above, to keep the staff posted on the ideas of the management towards a better ser-

vice to customers. This tends to perform the same service as the sales' classes mentioned above. Each issue also contains a number of personal items about members of the staff and is gotten up in such attractive manner that it cannot fail to be read.

**GERMAN-MADE GOODS**

APROPOS of the bill introduced before the Senate at Ottawa, by Senator George Lynch-Staunton for the identification of traders in German goods, it is interesting that the United States is also sitting up and taking notice. The Canadian bill aims at protecting the public against dealers who may seek to sell German goods as the products of Canada. It contains but three clauses, to be inserted in the Criminal Code, as follows:

(1) Every person who deals in goods, wares, or merchandise which are, in whole or in part, the growth, product, or manufacture of Germany or Austria shall keep posted in letters easily legible over every outside entrance to his premises the words "Dealer in German Goods," and shall print the said words prominently in all his advertisements and stationery.

(2) Every person who fails to comply with the provisions of this section shall be liable for each offence on summary conviction to imprisonment for six months or to a fine of \$500, or to both such imprisonment and fine.

(3) The provisions of this section shall not apply to dealings in any such goods, wares, or merchandise as are in Canada at the date of the passing of this act, nor to dealings by any person who proves that he did not know that the goods, wares, or merchandise in respect of which the information is laid were, in whole or in part, grown, manufactured, or produced in Germany or Austria, and that he had taken reasonable precautions to ascertain the facts concerning the growth, manufacture, or production thereof.

Whether the bill if enacted will have the desired effect is still being discussed. It has been given its second reading in the Senate. In the United States Mr. Chauncey P. Carter of the Bureau of Foreign and Domestic Commerce, Department of Commerce, addressed the National Retail Dry Goods Association urging the adoption of a national trade mark in order to prevent "much legal-ized piracy of private trademarks in foreign countries."

The question of what is to be done regarding exports and imports from Germany after the war is one which needs a great deal of careful thought and the present is not too soon to think about it. However, caution is equally necessary lest we plunge into some regulations which might conflict with the peace terms. It appears at present, though, that every Canadian should have the right to know where every article which he purchases is manufactured if he so desires.





# COLLARS & SHIRTS



## NOTHING IN SIGHT BUT STILL HIGHER PRICES

Shirts Have Soared, Are Soaring and Evidently Will Soar — Spring Samples Now Being Rounded Into Shape

**I**N two or three weeks now retailers will have an opportunity to see the 1919 Spring shirt ranges. It is already evident, however, that manufacturers will be showing further Spring models at a somewhat later date. Indeed they will show these practically any time through the selling season, as the cloths are coming to hand very irregularly.

Deliveries are so exceedingly uncertain at present that the task of getting a range together for the inspection of the retail trade is indeed a serious task. Deliveries are so uncertain that cutters-up have the greatest difficulty in estimating what they will be able to show. There will be Fall shirtings shown along with the Spring ranges—some very suitable cloths just having come forward.

### Prices Very High

Once more it has to be reported that prices for Spring, 1919, are going to be high—perhaps the biggest advance that has yet been struck being noticeable here. The situation is such that it is very difficult to indicate exactly what these advances are. Manufacturers have some cloths which they bought at exceedingly favorable prices and which enables them to sell some shirts at figures very far below what they would be manufactured for if the cloth were bought to-day. However, the question of duty, which has to be paid not upon the contract price of the goods but in some cases upon the price of the goods at the time they were shipped from the United States, prevents many of these exceptional offers. The whole question, however, is dealt with elsewhere in this issue.

Generally speaking the advances shown for the Spring, 1919, range, compared with the pre-war prices are something as follows: The old \$9 line is now selling at \$16.50. The old \$10.50 is now selling at \$18.00. That even the prices being quoted for Spring are low, compared to what will be struck a little later on, is made evident by a consideration of changes in price of shirtings which have taken place since the time these Spring shirtings were bought and the present.

### Indicating Future Advances

One manufacturer, for instance, is showing a \$36 range. If he repeats on

this his factory cost of producing the shirt—leaving out of consideration entirely the cost of selling, delivery, etc.—would be \$32.50. This simply means that he would have to fix the price at \$2 on this shirt in order to clear himself—not to make any money but just to break even.

A \$60 silk shirt being offered for Spring would, if made up with cloth

bought on the present quotations, have to sell for at least \$72.

Still another shirt, being shown for Spring at \$36, is made of material which has advanced so rapidly that if it was bought at the present time a shirt made of it would have to be quoted at \$52. There is not a great deal of encouragement here for merchants who are naturally hoping for a somewhat lower trend of prices.

## TURNING FROM SELLING FUTURES

Shirt Makers Getting Nearer to the Method of Actually Making Up Shirts and Showing to Trade What They Are Positive They Can Deliver.

**S**OME changes have taken place almost every season now, and the tendency is to get away from selling futures. In the past shirt manufacturers have gone out with sample cloths, and from these the retailers have placed their orders. When these sample cloths were shown the manufacturer often did not have his supply of these cloths on hand. Under existing conditions, shirtings have often been sold which could not be delivered, because the cloth did not come in from the mills as expected.

In addition to this trouble of having to disappoint customers—not by reason of their own shortcomings, but through the inability of people from whom they had bought to supply the goods—manufacturers have, because of this future selling, been forced to bear some rather heavy losses.

The cloths ordered by retailers would not come in for the season they were expected. They would, however, come in at a later date, and would then be delivered to the retail buyer by the manufacturer, at the old figures, although the manufacturer had had to pay for these cloths more than he had figured when he sold the shirts. He would have to pay more for the cloths because he would have to pay duty, not only upon the purchase price, but upon the purchase price and at least a percentage of the increase in price at the port of shipment between

the time the cloth was ordered and the time it arrived.

There is a feeling—a growingly strong feeling—that the wise course now would be to forego this selling of futures entirely—for manufacturers to get the cloth, make up samples, and show these to the merchants—then the merchant would be sure of his delivery and the manufacturer would be sure of his costs. It is altogether unlikely that a change from the old system will be made overnight. The tendency, however, seems towards a selling of goods which are on hand, and less of this selling future.

### "IT CAN BE DONE"

Somebody said that it couldn't be done,  
But he, with a chuckle, replied:  
That "Maybe it couldn't, but he would be one  
Who wouldn't say so till he tried."  
So he buckled right in, with a trace of a grin  
On his face. If he worried he hid it;  
He started to sing as he tackled the thing  
That couldn't be done—and he did it.  
Somebody scoffed: "Oh, you'll never do that,  
At least, no one ever has done it."  
But he took off his coat and he took off his hat,  
And the first thing we knew he'd begun it.  
With a lift of his chin, and a bit of a grin,  
Without any doubt or quiddit,  
He started to sing as he tackled the thing  
That couldn't be done—and he did it.  
There are thousands to tell you it cannot be done,  
There are thousands to prophesy failure;  
There are thousands to point out to you, one by  
one,  
The dangers that wait to assail you.  
But just buckle in with a hint of a grin,  
Then take off your hat and go to it;  
Just start in to sing as you tackle the thing  
That "cannot be done," and you'll do it.

## SHOWING SOME SHIRTINGS BY DRAWINGS

*Not only will shirt manufacturers be somewhat late in going to the trade this year, but they will have in their ranges, in some cases, not shirtings but cards illustrating on paper what the shirtings will be like.*

*Some of the U.S. mills have been absolutely unable to make up even sample cloths, and have resorted to this scheme for showing their goods.*

*Of course, Canadian shirt manufacturers have been buying cloth from such paper samples for a long while, but it will probably be the first time the Canadian retail trade has ever had samples of shirtings shown to them by drawings.*

*Merchants will be surprised with the accuracy with which the patterns can be displayed. Properly mounted on the manufacturers' cards they really give a splendid impression—the pattern shows up clearly, some think that it shows even more clearly than it would as worn or printed on the cloth.*

## TRICKS IN LAUNDRYING WORTH TELLING

So Many Shirts Are Now Being Washed at Home That Customers Would Appreciate Advice As to Setting Color by Soaking in Salt Solution, Etc.

THE higher cost of shirts is unquestionably driving still more business towards the French cuff models. This for the reason that these may readily be washed at home.

No use talking, very many men are cutting down the quantity of goods they send to the laundry. Stiff collars have to go there, and are going in good quantities, though even here there has been a reduction by reason of the greater adoption of the soft collar. Shirts, however, are more and more being washed at home.

There is a point of great interest here for the men's wear merchant, for it is distinctly to his interests to have his customers satisfied that shirts purchased in his store are made of the best material. Because of this, where time permits, some questions might well be asked of the purchaser as to how he gets his shirts attended to. If these are sent to the laundry, all well and good. What will happen to the shirt will depend upon the kind of work the laundry does. More than one shirt has been hurt in the laundry, but there are no doubt many careful and efficient laundries. The thing is for the user to find out the good laundry.

If the shirts are to be washed at home, however, a word or two of advice might well be given, for there are tricks in every trade, and there are some things which might well be remembered in washing shirts.

Shirts, like people, are very much affected by the company they keep. One good man, it is said, would have saved Sodom. It is just as true that one shirt badly dyed will ruin a whole wash

of other shirts. It is of course, not possible to wash every shirt separately; but a little care might well be taken to have the shirt soaked in a solution of salt and water overnight—about a handful of salt to a gallon of water makes the right solution. This serves to set the color so that they will not run during the wash.

Such treatment is particularly desirable where a new shirt is being put through the wash. On this there is often a surface dye which will wash off, even in the case of woven colors. This would not, of course, ruin the shirt, but would take away the freshness of the pattern. Danger of such damage can be removed by the treatment above. Little points these, but the kind which a customer appreciates being told.

## CLOTHING MEN AND WOOLEN MEN

FOLLOWING the meeting of clothing manufacturers with the War Purchasing Board at Ottawa, a conference was held between the clothing manufacturers and the manufacturers of woolsens. The clothing men were assured that their requirements would be provided for before any export business was done. In the course of the discussion it was brought out that owing to the calls made by the army and the munition manufacturers on the skilled labor of the mills production of cloth had been curtailed. There is a feeling among the clothing manufacturers that the Canadian mills have made very marked improvements both in the quality and design of their fabrics during the past few years, and that for the future a larger proportion of their consumption should be procured from our own mills. It was decided to appoint a man who would be in a position to act between the clothing men and the mills right along, arranging for the distribution of the surplus production over army requirements, etc. Fred H. Yapp, secretary of the Woolen Men's Association, will in all likelihood act in this capacity.

Lyon Cohen felt it impossible to accept the chairmanship of the Clothing Manufacturers' Association, and it is likely that Geo. C. Copley, of Copley, Noyes and Randall, who has been nominated, will accept the chairmanship.

## CANADIAN PANAMA HAT CO. HOLD PICNIC TO GRIMSBY

THE entire manufacturing and office staff of the Canadian Panama Hat Co. held their picnic at Grimsby Beach, Monday, July 22.

The trip over was made in six large motors, and at the beach sporting events were indulged in, among them a baseball game in which some of the South American workmen who had never touched a baseball proved themselves real experts.

A chicken dinner served under the beautiful trees was another memorable feature of this picnic.

## A Few Reasons Why Cottons Are Scarce

*"A 12-inch gun disposes of half a bale of cotton with every shot fired.*

*"A machine-gun in operation will use up a bale in three months.*

*"In a naval battle, like that off Jutland, from 5,000 to 6,000 lbs. a minute are consumed by each active warship.*

*"It takes more than 20,000 bales a year to provide absorbent cotton to staunch the wounds of the injured.*

*"One change of apparel for all the troops now engaged in the war represents more than 1,000,000 bales.*

*"100 bales will be required to equip the proposed aeroplane fleet if cotton supplants linen for wings.*

*"The U.S.A. are now turning 1,000,000 bales a year into explosives alone."*

# STRANGE DUTY REGULATION RAISES SHIRT PRICES

Safeguarding Against Dumping Not Necessary Now—Customs Department Might Well Consider Revision Which Would Do Good Deal to Keep Down Soaring Price of Shirts

TARIFF regulations, dealing with the basis of duty payment on cloths bought in the United States, are, at the present time working a serious hardship on retailers handling shirts and on manufacturers making shirts alike. Of course this might be taken still further and made to apply to the consumer who is buying shirts. By reason of this regulation he is being forced to pay more for his shirts than would otherwise be necessary.

The regulation in effect is that duty of 32½ per cent. plus 7½ per cent. war tax shall be paid not upon the price at which goods are purchased by the Canadian cutter-up, but, if delivered later than nine months after the contract between the cloth maker and the Canadian purchaser was entered into, the 40 per cent. shall be paid upon the price obtaining for the goods in the port of shipment at the time goods are actually sent to Canada. If goods are shipped to Canada within nine months of the time the contract to ship them was entered into, then the duty of 40 per cent. shall be paid upon, not the price which the mill agreed to accept for the goods, but upon 25 per cent. of the increased price which may obtain in the port of shipment at the time the goods are shipped.

## A CASE IN POINT

This may be made clear by taking one instance. If a manufacturer buys a certain class of cotton at 20c. he will pay the 40 per cent. for duty upon this 20c if no increase in the cost of cotton takes place. If, however, the goods are not shipped for months, and the price in the United States has then risen to 30c, he will pay his 40 per cent. duty not only on 20c which he pays for the cloth, but upon one-quarter of the 10c advance which has taken place in the price of the cloth in the States—that is he will pay his 40 per cent. duty on 22½c—this in spite of the fact that his contract, which was gladly accepted by the mill, called for delivery of the goods at 20c.

If the goods are not shipped until after nine months, by which time the price of the goods has, say, risen in the United States to 25c per yard, then the 40 per cent. duty will be paid by the Canadian manufacturer not upon the 20c which he still pays to the mill for the cotton, but upon the prevailing price at the time of shipment, or upon 35c.

It will be seen that this makes a huge difference to the manufacturer.

## WHERE LOSS OCCURRED

It opens the way for big losses to the manufacturer. Just how these losses may occur can be made

clear by quoting one case which MEX'S WEAR REVIEW knows to be a fact. A manufacturer bought in March, 1917, a certain shirting at 13c per yard. These shirtings have only now commenced to be delivered. They will not all be received by the Canadian cutter-up until September or October. At the present time this shirting has advanced, so that it is being quoted at present in the United States at 31½c per yard. The manufacturer, therefore, has to pay his 40 per cent. duty not on the 13c which he pays for the cloth but upon 31½c. Now he showed samples of that cloth to the trade when he got the sample pieces. He accepted orders at prices figured on the 13c cloth. He is, therefore, at the present time confronted with the necessity of filling these orders and of losing \$1.80 on every dozen of the shirts. It is impossible for him to change the price because in the first place he contracted to deliver the shirts to the retailer at a certain price. Moreover, he has other shirts in his range, made of similar cloth, which was delivered more promptly and on which he paid therefore a much smaller duty—shirts which are selling to yield a profit at the same figure at which other shirts are selling to yield a loss of \$1.80. The difference between the small profit and the \$1.80 loss is in the difference in duty which has to be paid.

Now this regulation regarding duty is unquestionably one which was made to prevent dumping in Canada. It was feared, apparently, that manufacturers in the United States having a large supply of a certain cloth would be willing to ship part of this to Canada at a figure far below the United States market. With a situation like the present, however—where cloth is in such tremendous demand—the possibility of such dumping is not a consideration. The United States mills would probably be glad if the Canadian shirt makers would cancel favorable orders which they have on hand. There is even reason to feel an unscrupulous mill might delay filling orders until such time as the Canadian purchaser would have to pay the duty on the prevailing market price in the States—this to the end of making a cancellation of the order seem advisable to the Canadian cutter-up—leaving the United States mill with the goods to ship at the higher price obtainable on the new market price.

## NO NEED TO FEAR DUMPING

MEX'S WEAR REVIEW does not mean to insinuate that such steps are being taken. There is absolutely no evidence to prove this so far as MEX'S WEAR REVIEW knows. The action of the United States mills

has been honorable. Such a course would, however, be possible, and is just cited here to indicate that the need of protection against the dumping is, for the moment, not a real need at all.

It is very evident, of course, that where the manufacturer has to face the possibility of losses such as that indicated above he must make certain allowance in his overhead calculation to take care of this contingency. That raises the price of shirts to the retailer, and through the retailer to the consumer.

It is very evident also that where the manufacturer has to pay duty not upon the contracted price which he pays for the cloth, but upon a much higher

price to which the cloth has climbed by the time it is shipped that the price of shirts made from this cloth will be much higher by reason of the duty.

#### REVENUE NOT COMPENSATION ENOUGH

Of course this duty is bringing a certain revenue to the country, but it is making the problems of retailing and manufacturing much more difficult. It is requiring a greater use of capital in both retailing and manufacturing, and this is against the best interests of the country.

It would seem that a revision of this tariff regulation might well be considered by the authorities at Ottawa.

## NEW TARIFF RULING AFFECTS SHIRTINGS

This Tends to Lessen the Anxieties of Manufacturing and Goes To Stabilize Price to Retailers.

**U**PON a protest recently made by a shirt manufacturer, the Customs Department at Ottawa have made a ruling on the regulation regarding the payment of duty on shirtings coming from the United States into Canada. This ruling is of direct importance to manufacturers, and of very considerable indirect importance to the retail men's wear merchants of Canada in that it will mean they will get their shirts in the future at a somewhat more moderate price, that is without having to pay as large a sum for them as they would have if this ruling had not been made.

By now the retail trade, as well as the manufacturing trade will be familiar with the clause which states that the duty of 32½ per cent. war tax shall be paid not upon the price which is given for goods purchased in the United States, but upon the price at which the goods are selling in the port of shipment at the time they come to Canada, if they are not delivered within nine months—upon 25 per cent. of the increased price if they are delivered within the nine months.

The new ruling, which has been made, is to the effect that if the order for this cloth calls for delivery of this cloth in Canada within nine months, then shall the duty be paid only upon 25 per cent. of the increased cost as between the time at which the order was placed and the price prevailing at the time the goods should, according to the contract, have been sent to Canada.

What is stated will be made clear by quoting figures. Supposing cloth was purchased in the United States in September at a price of 12 cents, delivery was called for in April but was not made until July. Now at July the price had risen from 12 to 24 cents whereas in April, when the goods should have been received in Canada, the price had only gone to 16 cents. The duty, therefore, would be paid not upon 12 cents but upon 12 cents plus one quarter of the increase between that and the 16 cents, or in other words upon 13 cents. This rather than upon the 24 cents to which

the goods had risen when they reached Canada, and upon which the duty has often been paid, since the goods were not received within the nine months' time.

Another point which has been made clear is that the Canadian Customs distinguishes between what is a contract and what is an order. For instance a manufacturer may go to the U. S. market in January and then say that he will buy a certain quantity of certain cloths. He says he will specify the quantities of certain patterns a little later on—perhaps April. Now the Government regards the January transaction as a contract, but does not regard the order as placed until the quantities are specified as they were in the example in April.

All of this, as has been indicated, simply means that the amount of duty paid upon the cloth imported from the U. S. to go into Canadian made shirts is smaller than it would be without these rulings.

It also means a most important thing, that the manufacturers can estimate very nearly now what they will have to pay in the form of duty, and can figure their costs more accurately.

#### CONDUCTS SUMMER SALES QUIETLY

THERE may be instances where the use of many large and striking cards is permissible in announcing the Summer sale. Some think otherwise and have followed their promptings with the result that their special price cards and announcements are of a quiet, yet effective style.

Max Beauvais, Ltd., of Montreal, usually wait until August before putting on a mid-Summer sale. The anxiety of many others prompted earlier action this year, and the firm are making announcements quietly but effectively.

Large cards are used of the standard 22 by 28 in. size. These are usually

black or grey, and lettering is done in white. The dark background is quiet but gives contrast, and all lettering stands out so distinctly that any customer may read announcements quickly. A sample card reads thus.

#### SUMMER REDUCTIONS

Business Suits . . \$22 Value for \$19.50  
Palm Beach Suits, Specially Priced,  
\$16.50.

Flannel Trousers (Striped Specialties)  
\$5.95.

Blazers

Fancy Vests, etc.

There are four of these cards; each is inserted in a neat frame and placed at each of the four corners of the cashier's desk, where they are in the direct line of vision. The advantage of these being so placed is that they are readily seen both by the customer and the salesman; it denotes that there is one price to every customer; reveals at once the price asked for a given article, and indicates to prospective customers that special prices are made, without the objectionable feature, as some think, of large, unsightly and cheap-looking cards.

Mr. Beauvais has used this method for some time, and the frames for the cards are carefully preserved each year for the next.

Somebody ought to take a big stick and get after the writer who dates his letters by using a number to designate the months. The busy businessman has worries enough without having to solve after numbering the months on his fingers, whether 11-10-17 means November 10, 1917, or 11 October, 1917. It wouldn't be so bad if everybody observed a uniform system of giving first the number of the day of the month and the year—but they don't. Abbreviations are never in good taste, and the funny thing is they are used mostly by people who are not over busy.—*Forest Free Press.*

# MARKET REPORTS

## THE MARKETS AT A GLANCE

**T**ORONTO, July 25.—That the United States government in an endeavor to stabilize prices to a larger extent may set a price on raw cotton seems quite probable. However, as far as domestic requirements are concerned this is not likely to make any appreciable difference. Merchants generally can face a market decidedly strong and with every tendency towards higher prices.

This is evidenced in nominal prices being named on shirts which will range higher by 20 per cent. at least it is thought, and may even be more. Higher figures are more than likely to become effective before the end of the present month or early in August on overalls.

The market on all cotton goods may be termed strong and the difficulty of securing ample supplies to take care of domestic requirements is increasingly evident. War demands grow heavier and with labor a more uncertain factor, the future must necessarily be hard to determine.

There are hopes entertained that the British government which controls the supply of wool in that country will permit shipments of the finer yarns under certain conditions to Canadian mills. This is favorable news for the knit goods mills, these grades being very difficult to procure, and underwear and hosiery trades will benefit.

One direct result will probably be that the mills will now enlarge on the allotments being made to their customers. Orders are now being booked and the outlook will improve to the extent that these fine yarns are available.

Fall orders for clothing are being completed as rapidly as possible, manufacturers getting shipments away early to avoid possible delays in event of railroad strikes. The price of cloth continues to climb, desirable pieces moving out quite freely even at the increasingly high quotations named. Deliveries are very uncertain and little improvement is looked for in this respect.

Deliveries of fall and winter underwear are proceeding quite favorably and the consensus of opinion seems to be that orders on file will be completed on time. The demand for neckwear leans towards the better values with the range still very good. Waterproof collars of the better grade have at last undergone revision upward and the retail value will now be 35c each for the best grades. Business generally is just a little quiet now, though prospects are considered good.

manufacturing difficulties it is probable the mills would welcome a turn like this though whether cotton for domestic consumption would be procurable at Government figures is rather doubtful.

The market on raw cotton has shown an upward tendency during the past 30 days, prices advancing from 30.00c basis to around 33.00c basis. Conditions generally do not warrant this advance it is claimed, heavy stocks being available, crop reports optimistic and opportunities for export trade limited to a great extent.

Manufactured cotton for domestic trade shows a steadily firmer tone and new prices on hosiery expected almost any day now, will, it is thought, show an advance. Prices on overalls are very firm at advances recorded in last issue and that another dollar may be added to the price in the next week or ten days seems likely.

Difficulty in securing material is claimed by manufacturers generally. War work is absorbing a very large percentage of the output of the looms and the regular trade must suffer as a result. Canadian manufacturers must largely depend on Canadian mills and the mills here are handling a heavy amount of war business so it is not hard to determine that the ordinary commercial demands must suffer—how much is unknown as yet.

## FINER YARNS FOR CANADA

Canadian Mills to Receive Shipments of Finer Yarns—Outlook Improved—Canadian Wools for Canadian Looms

**WOOL.**—More favorable news has been received by the knit-goods mills from the Canadian Wool Commission. It is intimated that the British Government which controls the supply of wools in that country will permit shipments under certain conditions of the finer yarns to Canadian mills. These have been difficult to secure of late and so this word makes the outlook for spring manufacture much more promising in the finer lines of hosiery and underwear. The mills are now engaged on booking these orders and the result of the British Government action would be to enable the mills to enlarge the allotments they have made to their customers.

More and more the knit goods mills will have the entire domestic field to themselves with the United States mills turning out various lines of war sup-

## COTTON PRICES TO BE FIXED

U.S. Government Shows Tendency Towards Setting Price on Raw Cotton—Will Not Likely Affect Domestic Consumption

COTTONS.—Conditions in the cotton

textile industry are more or less awaiting the outcome of events in the United States where conferences are being held over the proposal of the Government to take over the new crop and store it in warehouses in the north. This would mean fixing the price of raw cotton and have a tendency towards stabilizing conditions generally. In the face of other

plies besides their regular ones and in no case able to work on anything like their normal capacity for home consumption or export to Canada. Indications are that deliveries of Fall and Winter bookings will in the majority of cases be effected very largely in full.

The Canadian clip is being marketed quickly and commission merchants are inclined to the belief that the greater portion of this season's clip will be retained for Canadian looms. An increase in the clip is figured on for this year and with the difficulty experienced in getting

gone radical changes on account of the war. The entry of the United States into the war placed an immediate burden on mills to turn out the wool and manufacturers to supply the garments. The call was urgent and consequently civilian fabrics suffered in the matter of output. The demand has continued during the present year, but in spite of war demands the feeling prevails that no hardship will be met by the civilian population—they will be clothed.

One manufacturer in summing up the reasons for to-day's high prices states:

*ONLY HIGHER PRICES IN SIGHT*

*Further information which comes to hand makes it very evident that the prevailing prices of overalls are to be subject to other advances very shortly.*

*There are a number of causes—one is the transportation difficulty, which causes such delays in shipments that many manufacturers are forced to get in their materials by express. This prevents the shutting down of the mills pending arrival of goods, but of course runs the cost of the goods up.*

*Orders for Spring delivery of denims have already been placed, and the figures paid make it clear that the advance in prices necessarily will be from three to four dollars a dozen.*

supplies of Australian wool there is good reason to expect that buyers will exercise the option of purchase extended to them on this market. A recent purchase of 5,000 bales of New Zealand wool has reached destination, and another 11,000 are due to arrive around the middle of August.

**CLOTHING**

Fall Orders Going Forward Freely —  
Western Outlook Doubtful — Cloth  
Keeps Climbing—Civilian Needs  
Being Met

CLOTHING.—Shipments of Fall orders continue to go forward in good volume. As a matter of fact, clothing manufacturers have been making special efforts to complete orders and get them shipped before any railway trouble develops which might hold up deliveries for weeks. Some manufacturers report having received several cancellations of orders from Western towns and cities—crop conditions apparently being such as to make this action necessary on the part of merchants. However, it is more than likely that any goods available through failure of Western merchants to take delivery will be readily absorbed in Eastern markets.

The price of cloth continues to climb, desirable pieces selling at remarkably high prices, while good standard cloths have now reached very high levels. Deliveries are very uncertain, shipments coming to hand very slowly and irregularly so that figuring ahead is almost impossible.

That civilian needs will be met seems generally the opinion prevailing. Undoubtedly the clothing market has under-

"The increased cost of clothing to-day is due to the increased cost of wool and the increased cost of labor going into the manufacture of woolsens and the finished garments."

**UNDERWEAR**

No New Developments Recorded—Conditions Remain Unchanged—Deliveries  
Fall and Winter Lines Proceeding Favorably

UNDERWEAR.—Developments in this branch of the trade have no particular interest, conditions remaining unchanged from those outlined in the last issue. Difficulty in securing sufficient material to keep the mills operating is experienced as far as civilian trade is concerned, though war needs are keeping many plants operating at capacity.

Deliveries of Fall and Winter lines are proceeding satisfactorily and the view is held that booked orders will be completed pretty well on time. The prospect of Canadian mills receiving larger allotments of the finer yarns is looked on with favor and presents a decidedly brighter outlook for Spring business. The tendency is to secure a little more definite basis to work on before offering anything to the trade.

A very good volume of business is being placed by jobbers and retailers for cotton underwear, new prices on which were announced last month. The feeling exists that in as far as possible arrangements to secure goods should be completed early for the early buyer stands the best chance of having his order filled.

Advances in balbriggan are expected to amount to about 25 per cent, though definite figures are not yet available. The

feeling prevails however that this is a very likely jump to take place for this line of goods.

**NECKWEAR**

Demand for Better Values Continues  
Leading Factor — Fall Business  
Promises Satisfactory Results  
—Printed Patterns Popular

NECKWEAR.—That the ultimate buyer or user is becoming educated to demand the better grade neckwear is evident in orders being placed by merchants for the high-priced lines.

Manufacturers report a splendid range of goods though foreign stocks generally are becoming scarce with Swiss practically unobtainable. The styles tend towards quietness with printed patterns proving popular at all prices.

Western business has felt the effects of unsatisfactory crop reports, but it is hoped this will be overcome and totals mount to good figures. Local business is considered very good.

**HATS AND CAPS**

New Developments Hard to Find—New  
Samples Will Soon Be Ready—  
Prices Likely to Be Another  
Notch Higher

HATS AND CAPS.—There are few, if any, developments of particular interest affecting this trade this month. New samples are expected almost any time along with a range of prices which will it is felt be another notch or two higher. The question of supplies is increasingly difficult it is said and the future presents anything but certainties.

Weather conditions were not favorable to a heavy movement of straws and it is doubtful if the hot spell of last few days will enable dealers to overcome loss of sales earlier in the season. At prices going in some quarters, it would not be very profitable business at any rate. Good shapes could probably be carried over with little if any loss as next year's prices will be higher.

**OVERALLS STEADY**

Month Records No Change in Price But  
One Expected in Another Week or  
Ten Days—Very Hard to Secure  
Materials—War Orders Heavy

OVERALLS.—There has been no advance in price recorded in overalls during the month. However, it is quite possible before July is over that another \$1 per dozen will be added to present quotations of \$28 for immediate and \$30 Fall delivery on the type known as railroad pattern.

Increasingly difficult seems to express manufacturers' feelings as regards conditions affecting their trade. Those working on Government orders secure material, but when specifications are given out to take care of some of their regular trade, the material is not forthcoming. War demands are paramount and whereas every effort to take care of customers will be made, the outlook is none too encouraging.

## SHIRTS

**Higher Prices For Spring the Order of the Day—Trade Quiet Just Now—Big Business Looked For**

SHIRTS.—The general tendency towards higher prices for Spring goods is becoming more marked, advances amounting to about 20 per cent. being looked upon as the probable minimum, though definite figures are not given out in all instances. This applies particularly to cotton lines, though as outlined in MEN'S WEAR REVIEW last issue, all lines will undoubtedly show stiff advances.

There have really been no new developments to report during the month. Conditions outlined in last issue largely hold true to-day—prospects being for high prices but sufficient supplies to take care of the trade.

## SUSPENDERS TO GO HIGHER

WHILE the war has affected practically every commodity it has touched some more forcefully than others. Suspenders is one of the lines which has been seriously affected. Practically everything going into these is needed for war purposes. The steel, brass, cotton, leather, webbing are all used for war purposes. As a result they have leaped in price and are exceedingly difficult to obtain.

When goods are difficult to obtain it means that a premium has to be paid to secure them. The result is high prices for suspenders—prices which seem likely to go very much higher. Still in this line the advances are spread over a dozen sales and do not hit the consuming public as hard perhaps as do increases in some other lines. Certainly the trade will be able to find a ready market for their suspenders. It seems certain, moreover, that there will be suspenders for them to sell, though, as has been said, higher prices are to be looked for.

## KITCHEN COMPANY HOLDS ANNUAL OUTING

THE annual picnic of the Kitchen Overall & Shirt Co. workers was held at Wabassa Park, near Hamilton, Saturday, July 13, about 150 going over by trolley from Brantford. The company defrayed all expenses and donated handsome prizes for the various sporting events, which were run off during the day.

## WHAT THE PRESS RECEIVED FOR ADVERTISING THE VICTORY LOAN

Various estimates have been made as to the amount the press received from the Government in connection with the press publicity for the Victory Loan, but the actual figures paid were clearly set forth in audited statements submitted to the Annual Meeting of Canadian Press Association, Inc., held in Toronto on June 13 and 14.

The total amount paid by the Gov-

Trade is quiet just now, this being rather between seasons as far as actual selling is concerned. However, the outlook seems very good and the future is looked forward to with optimism.

## COLLARS HIGHER

**Waterproof Lines Reach Higher Levels—Best Lines to Retail at 35c—Good Demand Manifest—Other Lines Selling Well**

COLLARS.—The better grades of waterproof collars have reached a higher scale of values and the retail price has now been set at 35c each. Prices now being asked for the best grades are \$2.40 dozen to retail at 30c to 35c each; for the next grade, \$2.30, to retail at 30c; for the next line \$1.90, to retail at 25c; and

for the cheapest lines \$1.25, to retail at 15c each. This is in line with predictions made in MEN'S WEAR REVIEW a couple of months ago, indications pointing to a probable higher scale of prices, but manufacturers have shown a tendency to keep quotations down as long as possible. The cheaper lines showed an upward tendency last month and that the highest point has been reached seems by no means certain. An excellent demand is reported and orders generally are being taken care of with satisfactory promptness.

Waterproof shirt fronts sell at \$4.00 and \$6.00 per dozen according to quality.

Both laundered and soft collars maintain a good average of sales, high prices evidently exercising little restraint on tendencies of buying public.

## SAD LINES, BUT TRUE

THE following lines were the sole contents of a letter recently received by a Canadian woolen house. It was sent from a mill in Bradford, England, in reply to an enquiry regarding order placed in the month of July, 1917:

Keep your temper, gentle sir,  
Writes the manufacturer,  
Tho' your goods are overdue  
For a month or maybe two,  
We can't help it, please don't swear  
Labor's scarce, and looms are rare,  
Can't get yarn, can't get dyes,  
These are facts, we tell no lies.

Harry's drafted, so is Bill,  
All our work is now uphill,  
So your order we're afraid  
May be still a bit delayed.  
May be this month, may be next  
Still you'll get it, don't be vexed,  
Keep on hoping, don't say die.  
We'll fill your order bye and bye.

## WISE BURGLARS

The high cost of living is evidently being felt by the burglar profession. Several stores have been entered during the month by thieves in need of new clothing. One of the last was the Lyons Tailoring Co. store in Brantford where goods to the value of \$400 were taken.

The tailoring shop of John Mills, St. James, Man., was also forcibly entered but only a small amount of goods were taken from here.

## CANADIANS PRESENT

A number of Canadian display men attended the annual convention of the International Display Men's Association held in New York early in July. Some splendid demonstrations in the art of window trimming were put on.

Mr. Thomas Dale of the Dale Wax Figure Co. was one of the Canadians attending the convention of the International Display Men's Association held in New York early in July.

\$165,419.81, which was distributed among 1,400 newspapers and other publications. Approximately \$5,000 was spent in the preparation and distribution to the press of a large number of special articles, illustrations, cartoons, etc., which were inserted in the press without charge. The setting of type and making of duplicate plates of the advertisements for the various publications used and the fees paid to the firm for advertising space was co-operating advertising agencies for their services cost in the neighborhood of \$37,000, making the total expenditure \$208,166.09.

As the total cost of floating the loan was approximately \$5,000,000, the Government's expenditure on press publicity represents less than five per cent. of the total expenditure. It is interesting to note also that the press publicity cost only one-twentieth of one per cent. of the total amount subscribed to the loan.

The press publicity for the loan was handled by Canadian Press Association, Inc., and the officers of the Association and its individual members co-operated splendidly in making the campaign a success. During three months last fall most of the time of the president, Mr. J. H. Woods, Calgary "Herald," and the office staff, was devoted to the press publicity campaign, and for several weeks the committee of publishers in charge were in almost continuous session. The individual members, on the other hand, contributed, without charge, space in their newspapers and other publications which, if calculated at their regular commercial rates, would run up to more than the total amount paid for the advertising space.

Neither Canadian Press Association, Inc., as such, nor any of its officers or committees, received any remuneration for their services in connection with the loan, those services being given voluntarily and in the spirit of national service.



# NECKWEAR



## DOLLAR TIE NOW THE LEADER—SOON TO BE \$1.25

Rapid Advance in Silk Makes Further Advances in Retailing Price Necessary—Some Early Buying to Cover—Silks Scarce, But Fine Ties Being Shown Nevertheless.

**W**HILE it is true that merchants are still able to get neckwear which they can sell at 75 cents, it seems certain that the \$1.00 tie is going to be the big range very shortly. Manufacturers go so far as to state that they cannot see anything better than the

dicates that the merchants who have the money available can lay in a stock of neckwear at the present time and save money by so doing. Indeed, such action is now being taken by a number of merchants. At times there is a regular battle to buy for 1919. Manufacturers, however are resisting the efforts of retailers—strange though this may seem. The makers are taking the attitude that they will not accept any orders for 1919 calling for 1919 delivery. If the retailer wants to accept delivery immediately then the manufacturer will take the order. This of course requires the retailer to finance the extra stock bought. If he can look after this financing without difficulty, then he is in a position to gain. If the securing of stock to provide for future sales in any way jeopardizes the merchant's credit, however, it is very evident that this buying in advance will do harm rather than good.

tions there—and of course New York is now the big market for neckwear silk—are exceedingly serious. It is the next thing to impossible to get what is required. Manufacturers are finding that the mills there will limit the order. They will sell so much of this and so much of



*Floral Jacquard large pattern — Shown by Tooke Bros.*

dollar price in sight for such an early date as September. The silks which they will have to utilize in production will cost them so much as to make \$1.00 practically the only market price at which the merchant can retail to his trade.

By November 1 manufacturers appear to feel that the \$1.00 tie will practically be off the market. With the way prices are advancing, and seem certain to continue advancing, such prices will have to be asked of retailers that nothing less than \$1.25 can be fixed as the selling price.

This continued advance of course in-

The manner in which ties are advancing is indicated by a sale recently made to a big wholesale house. In 1917 this wholesale house bought about 8,000 dozen ties. A little later—early in 1918—they bought 14,000 more, taking the total delivery half in March, 1918, and the other half in August. The manufacturer who sold this order intended before making the August delivery to offer this wholesale house a 10 per cent. profit on the goods so far undelivered, that is he will give them 10 per cent. of the sum due on the undelivered half order, feeling that he can himself make a larger profit by selling these goods elsewhere. Indeed the manufacturer is



*From the Fall range of the Niagara Neckwear Company.*

that. It is indeed exceedingly hard for the manufacturer to get what he requires.

This does not mean that the Canadian trade will not be shown splendid neckwear for Fall and Winter. MEN'S WEAR REVIEW stated that it is exceedingly hard to get the goods; hard, but not impossible. The manufacturing houses are simply putting on a little special effort—a great deal of extra effort indeed—and are getting through surprisingly good variety of goods. The retailers will necessarily have to pay



*Bat wing in printed faille made of Swiss silk.—Shown by Tooke Bros.*

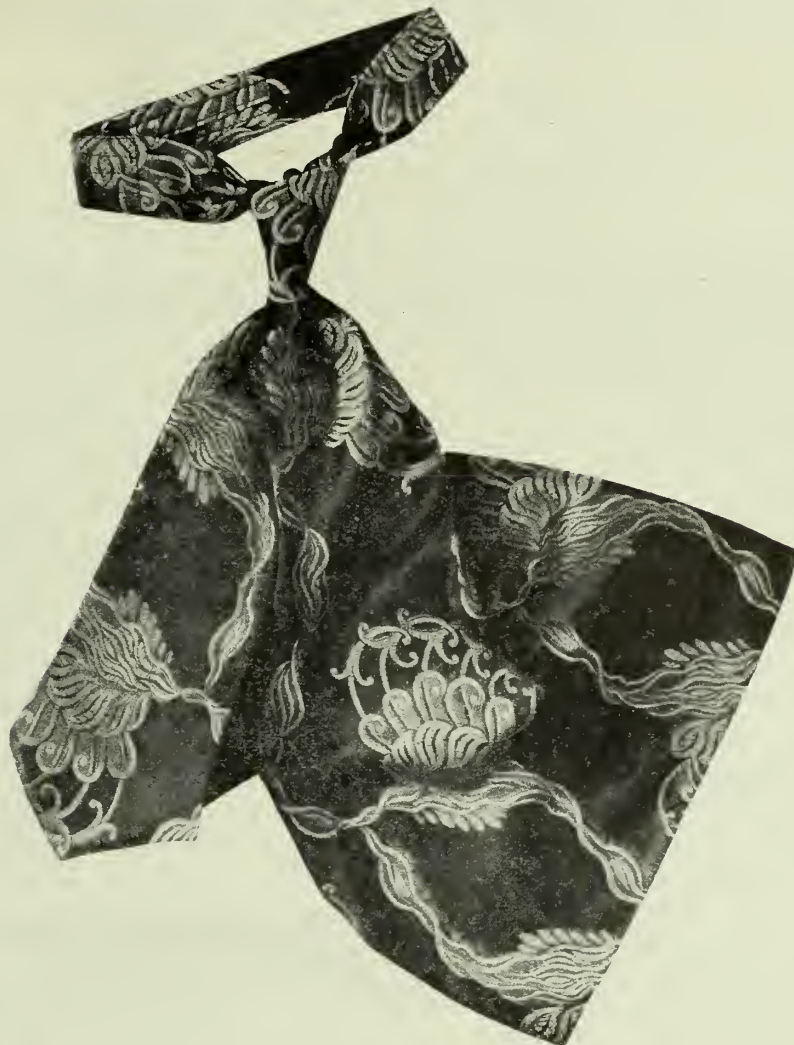
taking no chances here whatever, for he already has a demand from retailers who agree to take anything at certain figures which come up to a certain standard.

Neckwear manufacturers just back from New York indicate that the condi-



# Reid's Cravats

A GUARANTEE OF PERFECTION



Sole makers of  
Reid's Sure-to-Slip  
Cravats. Reid's  
Real Bengolene.

*Italian Broche, Heavy Satin.*

Fall and Christmas showing now complete, containing Italian, Swiss and American silks, embracing stripes, woven designs, printed ideas, and novelties. The most pretentious collection we have ever assembled, ranging in price from \$6 upward.

**A. T. REID CO., LTD.**

270 King Street West

TORONTO

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

very much higher prices for their neckwear, but neckwear they will have, and in patterns which their customers will

approve, and made in such styles as will tickle the fancy of the store trade.

With neckwear, as with other lines,

a good covering of requirements would be advised, providing as has been said, this can be financed easily.



MWR KNITTED GOODS MWR

GOVERNMENT MAY BUY UP YARNS

Rumor Has It That This Action Is to Be Taken Very Shortly—It Will Interfere With the Supply of Sweaters, Etc.

**F**OLLOWING close on the heels of the definite information that the Canadian Government is buying what is practically the total output of the woollen cloth mills, comes the rumor that the Canadian Government is going to take quantities of the yarn. The information comes to MEN'S WEAR REVIEW indirectly, having been passed on by a yarn men, who, when being criticized by sweater coat manufacturers for his slow delivery, advised that it would be very possible that the supply of yarn available for such purposes would be seriously interfered with before the year is out, as the Government is going to become a large buyer of just such yarn.

Why the Government should purchase this class of material is a question. There seems only two reasons, one that it is desirable to have a supply of yarn on hand, so that, when any manufacturer states he is not able to turn out what the Government requires because he has not the material that the Government will then be able to supply him with the material.

The other possibility is that there may be a desire to get some hold on the yarn market so that a movement in the direction of price-fixing or price-stabilizing may take place.

At the moment, the mills seem fairly well supplied with yarn. Perhaps on the whole, the situation has re-adjusted somewhat. If such purchases as are indicated should be made by the Government, however, it will mean that the production of many lines notably sweater coats will be tremendously interfered with though no difference would proba-

bly be felt by the retail trade until next Fall that is Fall of 1919.

Cashmere yarns are now exceedingly scarce, of course these have come in the past very largely from England. They can not be secured there in any quantity at the present time. There is an embargo against the exportation of these yarns from the U.S. and the Canadian

mills making this class of goods would rather work under coarser counts. Cashmeres are getting scarcer and scarcer.

New Registration Case

**T**HE passage of the Canadian Registration Law has resulted in the production of a number of various kinds of cases for the carrying of certificates, etc. The Davis Novelty Co., of Montreal, have introduced a combination registration case with accomodation for both photo and registration certificate, thus serving a double purpose or being useful for passport purposes or for sending photos overseas, etc.



KNITTED PLAY SUIT FOR LITTLE BOYS

*A two garment suit in light grey designed especially for hot weather so that the little chaps may go around in comfort without a thick waist and still be neatly and comfortably clothed. The under garment may be regulated in length by the shoulder buttons. The trimming bands may be white or sky. Made by the Zimmerman Manufacturing Co., Hamilton, Ont.*

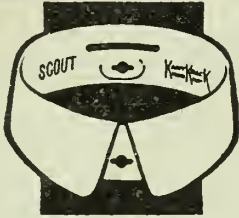
# KANTKRACK

Trade Mark

Registered



12 to 19



11½ to 18½



11½ to 21



14 to 19

## The Popular Composition Collar of Linen-Like-Finish And Economy Selling Points

KANTKRACKS afford your customer such saving in laundry bills as to readily convince him of the economic advantages of KANTKRACKS over any other collar.

You will find the KANTKRACK a ready seller, a profit-maker and a customer-pleaser.

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

Get Stocked Now

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

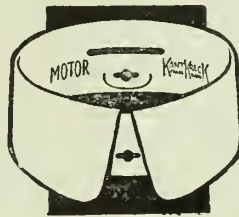
**The Parsons and Parsons Canadian Co.**  
Hamilton, Canada Est. in Canada 1907



13 to 14



12½ to 18½

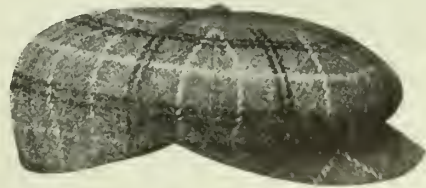


12 to 18½



12 to 18½

Say You Saw It  
in  
Men's Wear Review



### 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.**

880 St. Lawrence Boulevard

MONTREAL

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

## JAPAN TURNS OUT MUCH CHEAP UNDERWEAR

Men's and Boys' Garments Improved So That Competition With Canadian Mills Will Soon Be Keen—Cheap Labor Means Low Prices

IT IS the opinion of the trade pretty generally that the competition offered by Japan in knitted goods is a matter which should be receiving more attention than it is. It is in men's and boys' garments that the output in the far east is likely to compete most, and already a substantial amount of business has gone from Canadian mills to Japan. One firm claims to have lost between 15 and 20 thousand dozen to Japan.

There is no doubt that the cheap labor in that country will long be a factor in the favor of Japanese manufacturers for they are now able to land goods in Canadian cities at a lower price than mills here can buy the yarns. It is a factor too, over which our country has no control whatever, and it just has to be met or counteracted in some other way. One mill thinks that our Government should demand "Made in Japan" to appear on every garment coming from there to this country. Just now our mills have the advantage over the far easterner by being in close proximity to the best, finest, most improved and most specialized machinery so that it is unlikely that much of the fine quality merchandise will be coming from Japan in the very near future. They are getting in the latest machinery quickly, it is true, and while they are careful to duplicate samples sent them, MEN'S WEAR REVIEW was informed by both mill men and buyers that very frequently the orders were not at all equal to the samples.

It is admitted, however, that great improvement is noticeable, especially in men's and boys' garments and that the output is likely to continue to improve owing to the fact that in the coast towns and larger cities of Japan the men wear European dress. It is different with women's wear for practically none of the Japanese women have adopted western garments and so manufacturers do not work out the fine lines which insure good fit.

"The Japanese are following up German trade very closely and are getting a good deal of Canadian business. Their Government is doing as the Germans used to do; it is subsidizing their manufacturers in order to secure the market in cheap goods," said one Canadian manufacturer, "and it is up to our country to get busy and take precautionary means for supplying our domestic needs at home. I think the 'Made in Japan' label would do a good deal. Every piece of underwear, men's, women's and children's which has been made in Canada has been taken to Japan to be duplicated. We might compete fairly with other markets if we could get our raw materials in free and in sufficient quantities but it looks as if a tariff will have to await while labor is so scarce if we

are going to attempt to send Canadian goods to foreign markets and to compete with other countries in our own

home market after the war. Labor will still be scarce when the war is over for immigration will no doubt be restricted."

# We Never Have 'Sales'

The public is not fooled nowadays by "sale" talk. They know that reductions are usually made on lines of goods that have proven to be "stickers." In other words, you are asked to buy at "sale" prices what early buyers would not buy at any price.

There's no occasion for you to buy "off style" goods when you can select new, smart looking, quality furnishings here—and for less money.

**We Don't Have Two "Sales" Each Year and don't ask two prices each season**

And it's because of these differences in our way of doing business that we are enabled at all times to out value all others—and, considering the size of our premises, do the largest men's and boys' furnishing business in this city.

Our stock of hot weather and vacation needs is complete, and the prices is the same every day—the lowest. Come today—tomorrow, or any time—we'll appreciate your patronage and you will appreciate our values.

## DAVID'S

Men's and Boys' Furnishings

366 St. Catherine St. West

**NEW KIND OF CLEARING HOUSE**  
Montreal Manufacturers Offer to Sell Ready-Made Goods and Cloths on Commission, and Will Also Buy—Product of War Conditions

CONSIDERABLE enterprise has been shown by various firms during the past four years in adapting their business to changing conditions that have resulted from the war. A good example of this is furnished by a wholesale firm of clothing manufacturers in Montreal, H. Vineberg & Co., Limited, who announce what they term a "Clearing House Department." It is a well known fact that the scarcity of goods has led all over the country to a system of re-buying on the part of manufacturers or wholesalers or even retailers of goods that were sold at a lower price previously, and which they are very willing to secure again at a big advance on the original figure. Or retailers in some cases have been over-stocked, and the constantly-increasing prices of goods

ILLUSTRATED herewith is indeed an unusual advertisement. It does not, however, in the opinion of Mr. David Kirsch, the manager of the business, depend for its success upon its unusualness as Mr. Kirsch explains the matter to MEN'S WEAR REVIEW the policy of this store has been for years to have no sales. They make a big advertising feature of this fact, aiming to make people feel that the best quality of goods obtainable at the price are being continually given at this store.

Mr. Kirsch states that the results have been exceedingly satisfactory. Perhaps the most satisfactory feature has been that a business which holds steady has been built up—a business which sticks.

There may, of course, be many other reasons why this business has been developed. MEN'S WEAR REVIEW is not in a position to state that. The point is that Mr. Kirsch, who has watched developments, is of the opinion that this store policy against sales has been a very valuable factor. At a time like this, when merchants are reading of sales on every hand, this illustration of the drawing power of a policy opposed to sales will be of interest to many.

has made it advisable for them to unload part of the stocks they had on hand, and selling has been going on all over the trade of this description. H. Vineberg & Co. have systematized this condition in the form of a "clearing house," through which they ask for supplies of men's, and boys' ready-made clothing, cloth and linings of all kinds, woolens and cottons, to be sent them on the basis of a ten per cent. commission on all that they sell, and at selling prices that are fixed by the owner of the goods himself. The commission includes all the cost of handling, insurance, storage, etc., as well as of selling. All goods unsold are returned to the owner at the end of 60 days or earlier if requested.

The other side of the new venture deals with the purchasing of goods for customers, in which case the firm urges a personal visit, but are willing to execute the commission if a full description of the wants is given them.

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## *Every Desirable Feature That Men Like In Underwear*

The full, satisfying quality of Atlantic Underwear can always be depended upon to pull sales. There are many features which make Atlantic appeal particularly to men—

Unshrinkable wool, neat appearance, wear and comfortable "feel" —everything in fact goes into Atlantic to make it a sales-puller in your Underwear department.

You have everything to gain by stocking Atlantic Underwear.

Atlantic Underwear, Limited  
MONCTON, N.B.



# Finding What You Want

If you don't find what you want in the advertising pages, write "Inquiries Department,"

## MEN'S WEAR REVIEW

When your customers ask for a trade-marked line and you do not know where it can be procured, write us. When you require a certain class of goods but don't know where they may be had, write us. We will do our best to procure the information for you promptly.

We want you to feel this is your department. Use the form below.

*MEN'S WEAR REVIEW*  
143-153 University Avenue  
TORONTO

For Subscribers

### INFORMATION WANTED

Date..... 191

Please tell me where I can procure.....

.....

Name .....

Address .....

# "SPERO" TAILORS' LININGS

Stamp d "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



The Parcel from Home is doubly welcome when it contains a

## BENTRO-KNIT SWEATER

Soldiers Overseas or in camp will appreciate such a sensible gift.

Dealers should feature these Bentro-Knit Sweaters in Fall and Winter displays, and suggest them as gifts for the men in khaki.

These Sweaters have sleeves and are made in Wool and Half Cotton.

Send us your order now and assure yourself of timely deliveries.

WILLIAMS-TROW KNITTING CO., LIMITED  
STRATFORD, ONTARIO

A Popular  
Juvenile Line —

### LION BRAND BLOOMERS



A good-wearing, good-looking line of Boys' Bloomers that are always a big factor in building up juvenile trade.

We have a complete assortment from which to select your stock.

*Let us show them to you.*

The Jackson Mfg. Co., Limited  
CLINTON, ONTARIO

Factories: Clinton Gederich Exeter Seaforth

### Dale Half Bust Form Shirt Displayer



Dale Wax Figure  
Co., Ltd.

109 King St. East, Toronto  
Montreal, J. Bogat, 150 Bleury St.

The most versatile display shown on market. Mounted on adjustable standards. Can be tilted to any angle. This form has met with a tremendous demand. It has proven to be a most successful silent salesman.

Manufactured by Dale Wax Form Co., Ltd., Canada's Leading Display Fixture House. Our men's coat display forms are unsurpassed by any other makers'. We manufacture everything for the better display of merchandise.



# PANAMAS

*for Summer 1918*

In all Dimensions, also Balibuntals, Bangkoks and Leghorns



\$13.50 to \$80.00



\$15.00 to \$80.00



\$15.00 to \$90.00



\$16.00 to \$80.00

South  
American  
Panamas

Ball-  
buntals

## THE FEDERAL PANAMA HAT CO

PANAMA MANUFACTURERS

THE BUCKLEY DROUIN CO., Limited  
SALES AGENTS

164 MCGILL ST.  
MONTREAL

Toyos  
—  
Bangkoks  
—  
Leghorns

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

# The Business Papers Got The Volunteers

**E**DWARD N. HURLEY, the clear-headed, resourceful Chairman of the United States Shipping Board—the man who induced Chas. Schwab to take the general management—puts a big rating on the national importance of the business paper. In the recent campaign for shipyard volunteers the business papers aided greatly in getting the required number of men.

Mr. Hurley, writing the Secretary of the Associated Business Papers, which includes a large number of the most progressive in North America, says:

“**I** WANT to tell you and those connected with the division of advertising that the services rendered the United States Shipping Board and the Emergency Fleet Corporation by the Business Papers in our recent campaign for shipyard volunteers, deserves our highest commendation.

“The editorials which these papers published and the advertisements bearing coupons and postcards to be filled in by those desiring to enrol in the shipyard volunteers, materially helped us in securing our full quota of volunteers.

“I recognize the great force of the Technical and Trade Press of the country, and particularly in these critical times, both with relation to business as well as to the war.

“Please accept this as a testimonial of my appreciation of your very valuable services and the assistance given us by the Associated Business Papers.”

It is only since the beginning of the war that many have come to recognize the value and power of the Business Paper. Manufacturers who have subscribed for and used the Business Press in their own campaigns have long known its power in developing not only the business of its readers but the resources of the country. The Business Paper to-day stands high in the estimation of those executive heads connected with war endeavors, because they realize it is a mighty force in stabilizing business and in giving technical knowledge which cannot be secured in any other way.

Following MacLean Trade and Technical Papers and Magazines stand at the top for Service to readers:

Canadian Grocer	Marine Engineering	Sanitary Engineer
Hardware and Metal	Dry Goods	Financial Post
Canadian Machinery	Men's Wear Review	MacLean's Magazine
Power House	Bookseller and Stationer	Farmers' Magazine
Canadian Foundryman		Printer and Publisher

*Send for copy of any in which you interested.*

**The MacLean Publishing Company, Limited**

1207 Union Trust Bldg.  
Winnipeg

143-153 University Ave.  
TORONTO

Southam Bldg., Bleury St.  
Montreal

J



## THE NEW WAY SYSTEM

The recognized method of equipping men's wear store to conserve space, men and profits.

Wardrobes for clothing, hats and furs, interchangeable units for all other departments.

Purchased for a single department or a complete store, as desired.

The common-sense method of store equipment.

### AN INVITATION

We will cordially welcome all visitors to Canada's National Exhibition, who will call at our showrooms, where the New Way System can be seen.

## 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.*

*Made in Canada*

## The Latest Out

A novelty which will be in great demand.

A sure seller worth stocking.

A double case with two celluloid fronts.

For Photograph and Registration Certificate—



or for two photographs. Very useful for mailing overseas, and useful for placing on your mantel-shelf.



Each side of the case is the exact size of a Registration Certificate.

### Davis Novelty Co.

Manufacturers of Billfolds and other leather goods

212-214 MAPPIN BLDG., 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 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

**ART CLOTHES**

COOK BROS. &amp; ALLEN LIMITED



# Fall Season 1918



“Art Clothes” for men stand pre-eminently the highest type of made-to-measure tailored garments in Canada from coast to coast.

Highest grade material.  
Perfection of fit.  
Tailored with artistic skill.  
Distinctive in character.

These are characteristics which have won us fame.

Our new season's samples are about ready. A splendid range of dependable materials selected with great care. Correct in style for the season.



©

## COOK BROS. & ALLEN

*Limited*

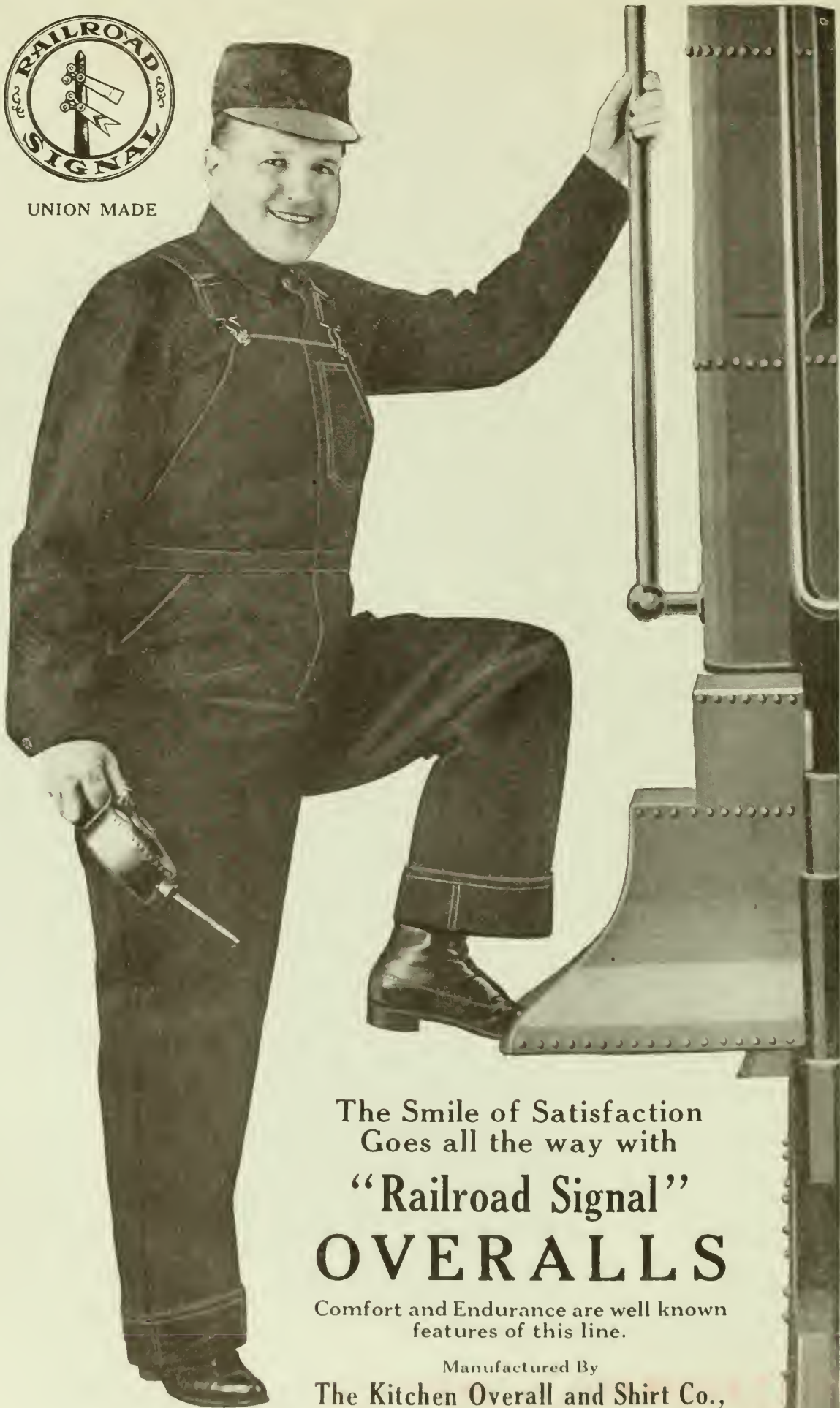
### WHOLESALE TAILORS

TORONTO

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



UNION MADE



The Smile of Satisfaction  
Goes all the way with  
"Railroad Signal"  
**OVERALLS**

Comfort and Endurance are well known  
features of this line.

Manufactured By  
**The Kitchen Overall and Shirt Co.,**  
Factory and Head Office: Limited  
BRANTFORD - ONTARIO

279 College Street  
TORONTO

803 New Birks Bldg.  
MONTREAL.

407 Hammond Block  
WINNIPEG

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



## Winning the trade of well dressed men

Are you getting this trade—the trade of the men to whom style correctness makes a big appeal, particularly when such style is backed by the very best value in fabrics that the market offers?

### Leishman Made-to-Measure Sets and Swatches

will get you this trade. When you've seen the Samples, the Style Illustrations, and the simple Measuring Forms (now ready for your inspection), you will appreciate the real trade-building value of the Leishman Special Measure proposition.

Now, more than ever before, Made-to-Measure Tailoring is the most practical system for every Men's Wear dealer.

Wm. H. Leishman & Company  
Limited

*Wholesale Custom Tailors*

68 Temperance St., Toronto

*"Makers of the best Tailored Garments for Men"*

# 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.,  
143-153 University Avenue, Toronto.

Send <sup>me</sup><sub>us</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

.....



The Brand That Says—  
*“This is  
 Good Underwear”*



This is the mark to be found on every suit of Maple Leaf Brand and Dr. Neff's Sanitary Underwear.



It is your customers' guarantee of comfort and serviceability and a guarantee to you of more sales and better profit.

Tell your wholesaler to send you a stock of Maple Leaf and Dr. Neff's.

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



*Auto Cap with eye and collar protector—New model shown by Boston Cap Co.*

## SPRING CAP RANGE NOW READY

Our travellers are now out with our New Spring Range, a line of Special Interest.

We have on hand a good selection of Fall Caps for immediate delivery.

You will find Our Quality Higher and Our Prices Lower than Elsewhere.

Samples and Prices on request.

**The Boston Cap Co.**

Kellert's Building, 338 St. Urbain St.  
 Montreal, Quebec

## Here are Lines You've Been Looking For At The Right Prices

Porous Knit Union Suits—	Doz.
Short sleeves and long legs or short sleeves and trunks .....	\$12 50
White Nainsook as B.V.D. Union Suits...	10 50
Mercerized Fancy Stripe Shirts.....	18 00
Silk Front ditto, latest designs.....	20 00
Fine Lisle Socks, black and white.....	4 00
Silk Socks, black and white.....	6 00

We are Dominion Agents for **YOUNG & ROCHESTER**, manufacturers Shirts, Neckwear, Dressing Gowns, Flannel Trousers. Factories, London and Londonderry.

**TRESS & CO.**, London and Luton, manufacturers high-class Hats, Caps and Straws, Service Caps and Helmets.

### Attractive Military Lines

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

We carry complete lines: Haversacks, "Ivy" Puttees, \$16 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, Badges for all ranks.

## Wreyford & Company

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

85 King Street West Toronto, Canada

# HATS AND CAPS TO THE FORE



You'll want this department in shape for the Fall. This case would help.

Lower case 24" wide fitted with two rows of drawers and two sliding boards under ledge. Upper case 5' high, 14" wide inside; sliding glass doors enclosing nickelled rods, or adjustable brackets, green felt lined back.

This case, and others, we would like to tell you about, will enable you and your clerks to give rapid service—will enable the best display.

The Walker Bin and Store Fixture Company  
KITCHENER, ONTARIO

## CONDENSED ADVERTISEMENTS

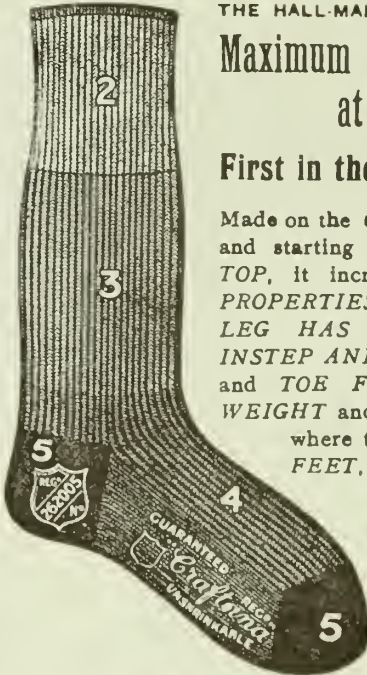
AGENT REQUIRED MEN'S WOOLENS. MUST HAVE SOUND connection wholesale and large buyers. J. W. Thompson & Co., 26, Quebec Street, Leeds, England.

Kindly Mention this Paper when Writing to Advertisers.

Our  
Want Column  
Will Help You

# "Craftana"

Registered No. 262,001



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

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

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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

**THE AOME OF PERFECTION IN FOOTWEAR.**

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

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## RAYNSTER PRICES

The new price list for "DOMINION RAYNSTERS" is ready for distribution. These prices represent the highest standard of Raincoats sold in Canada to-day. "DOMINION RAYNSTERS" are guaranteed "Made in Canada" Raincoats, with a style, cut and finish that make them distinctive and superior in every respect.

*Style book and price list mailed  
free on request to our nearest  
branch.*

**Canadian Consolidated Rubber Co.  
LIMITED**

**HEAD OFFICE: MONTREAL**

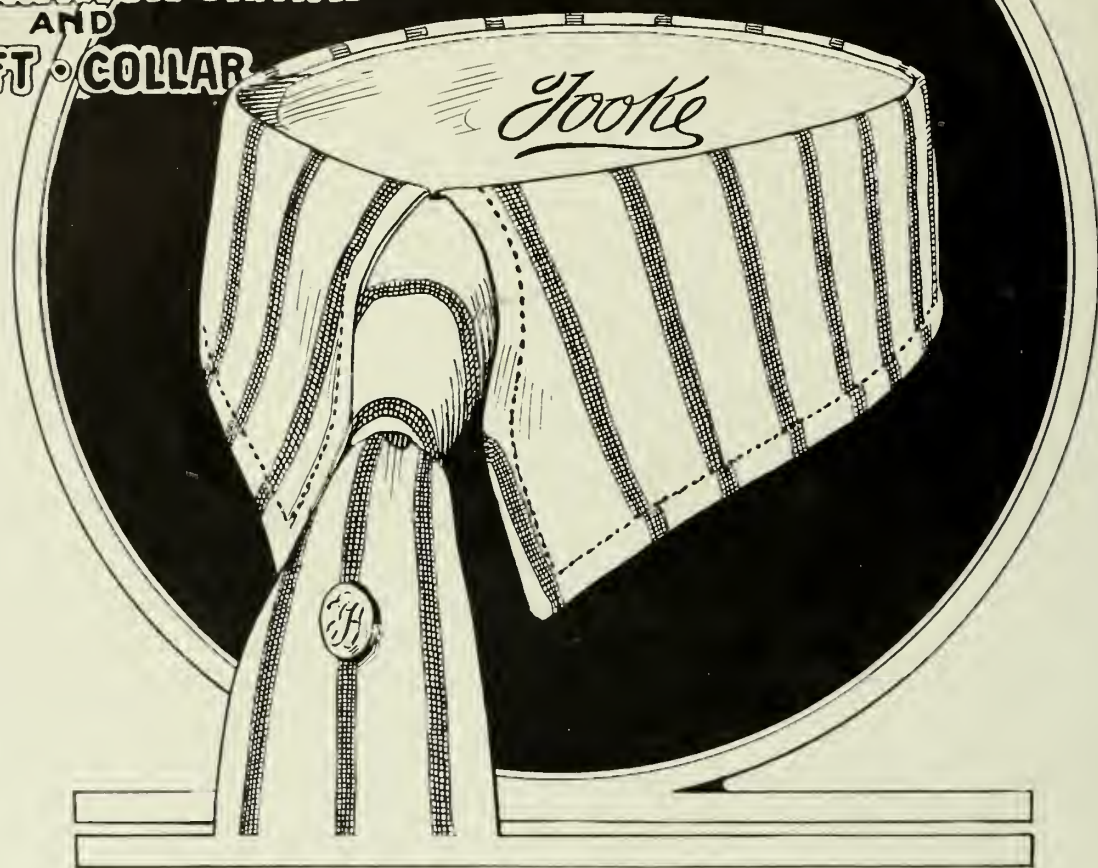
Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener,  
London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary,  
Lethbridge, Edmonton, Vancouver and Victoria.

*Tooke*

COMBINATION GRAVAT

AND

SOFT • COLLAR



# A New Creation!

Wide wale pique with colored stripe, — “Pique one” plain black, “Pique two” sky blue, “Pique three” assorted tan, mauve and green.

*Ready for immediate delivery*

PRICES—Collars \$2.50 per dozen.  
Ties \$4.00 “ “

Boxed in half-dozen

*Stocked only at Montreal*

**TOOKE BROS., LIMITED**

Montreal

Toronto

Winnipeg

Vancouver

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1918

No. 9

## ARROW *ATHLETES* UNDER SUITS



Promoting the  
hygienic plan  
of under linings  
for outer clothes

Cluett, Peabody & Co.  
Makers, Montreal Inc.

The Guaranteed  
*Forsyth*  
SHIRT



# Milne's Neckwear News for September

---

## *For Fall and Christmas*

In our fine Italian range you will find what you require for your Fall and holiday trade.

**BUY NOW.**



Buy now, for not again this year will you have such ranges to select from, priced at \$6.00, \$7.50, \$10.50, \$13.50, \$16.00, \$18.00 and \$20.00.

## WILLIAM MILNE

50 York Street, Toronto

*New lines continually arriving. Always inspect the Milne Offerings.*

---

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



Coppley, Noyes & Randall, Limited  
Hamilton = Ontario,

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



The young fellow wants styles with snap, as illustrated on opposite page. He wants "Proper" Clothes

**T**HOUSANDS of lads who have been earning big money on the farm will now be coming back to school.

**T**HEY'LL need clothing. They'll want fine clothing, like "Proper" Clothing. They'll have the money to buy this.

**Y**OUNG fellows in the factories, stores and offices, will want new suits—new overcoats. They'll also appreciate "Proper" clothes, and will have the money to buy it.

**M**AKE sure your stock of "Proper" clothes is what it should be. We can fill your sorting orders now.

Our travellers will be leaving shortly with a full range of samples — many standard styles among these, as well as many novelties. *We strongly advise early buying in view of the upset condition of the woollen market, so go over these samples with our representative and cover your requirements at once.*

We have a few special measure sets left. Drop us a card about these.

**Coppley, Noyes & Randall, Limited**  
Hamilton, Ontario



# You'll Find Some Striking Pattern Effects

We have succeeded in securing a very enticing range of samples for the season of Spring and Summer, 1919.

While not as extended a range as other seasons (this is impossible), this is more than made up for in our exclusive showings.

Our range for Fall, 1918, sorting of flannel shirts, night shirts, pyjamas, bathrobes, house coats and dressing gowns is fairly complete.

We would appreciate early buying. While we are doing our bit in war orders, we are anxious to look after our friends, and early buying will greatly assist us.

## The Dufferin Shirt Co., Limited

914-916 Dufferin St., Toronto



Perhaps you have noticed that the fashion plates issued by most wholesale tailoring houses are pretty much the same, but successful tailoring does not stop with the ability to buy artistically printed fashion books.

It is skill in execution of style ideas that is the factor of predominating importance. One of our agents says :—

*“In all my fourteen years experience as the House of Hobberlin’s agent, I never knew one of their fronts to break down”*

It is this kind of tailoring and satisfaction that builds for the future and brings continued patronage to Hobberlin agents .

Write for particulars of our agency proposition

The House of  
**HOBBERLIN**

LIMITED

9 East Richmond St., Toronto, Canada

Canada’s Largest and Oldest Tailoring Institution, Established 1885

# Canadian Panama Hats

Produced in a factory covering 12,000 square feet especially suited to this highly specialized work.

Our workers having been with this firm since its opening in Canada, and having previously spent their working life in the production of high-class Panama Hats.

The output of this factory, which ensures perfect satisfaction for customers, is sold through the Jobbing and Wholesale Trade only.

## Canadian Panama Hat Co., Limited

Manufacturers, Importers and Exporters

343-349 Adelaide St. West

- - -

Toronto

# Broadway

BRAND

Clothes  
for exacting men

SEPTEMBER, 1918

BIG BUSINESS



## Stimulate Fall sales with a showing of Broadway Overcoats

Creative ability is apparent in every model of the new Broadway assortments, as in the number herewith illustrated.

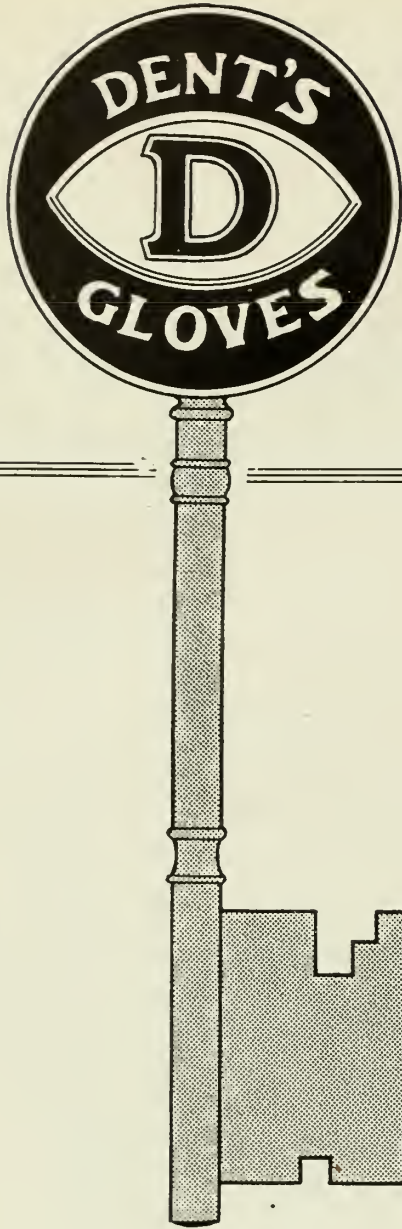
Dealers should send in their Fall sorting orders now and so assure themselves of better business through Broadway Style and Broadway Value — Overcoat requirements should especially be covered.

The Broadway Spring '19 offerings, now in the hands of our travellers, will maintain in the fullest sense the established Broadway standard for Correct Design and Fashionable Tailoring.

Have our representative call. A postcard will bring him.



Randal & Johnston  
Limited  
TORONTO



The Key to  
Success in  
Your Glove  
Department

You need this Security  
Because Many of  
Your Customers Will

INSIST ON DENT'S

**Dent Allcroft & Co.**  
Montreal



**TAPATCO**  
REGISTERED TRADE MARK  
BRAND

## Working Gloves

wherever good gloves are necessary

And good working gloves are in bigger demand to-day than ever before.

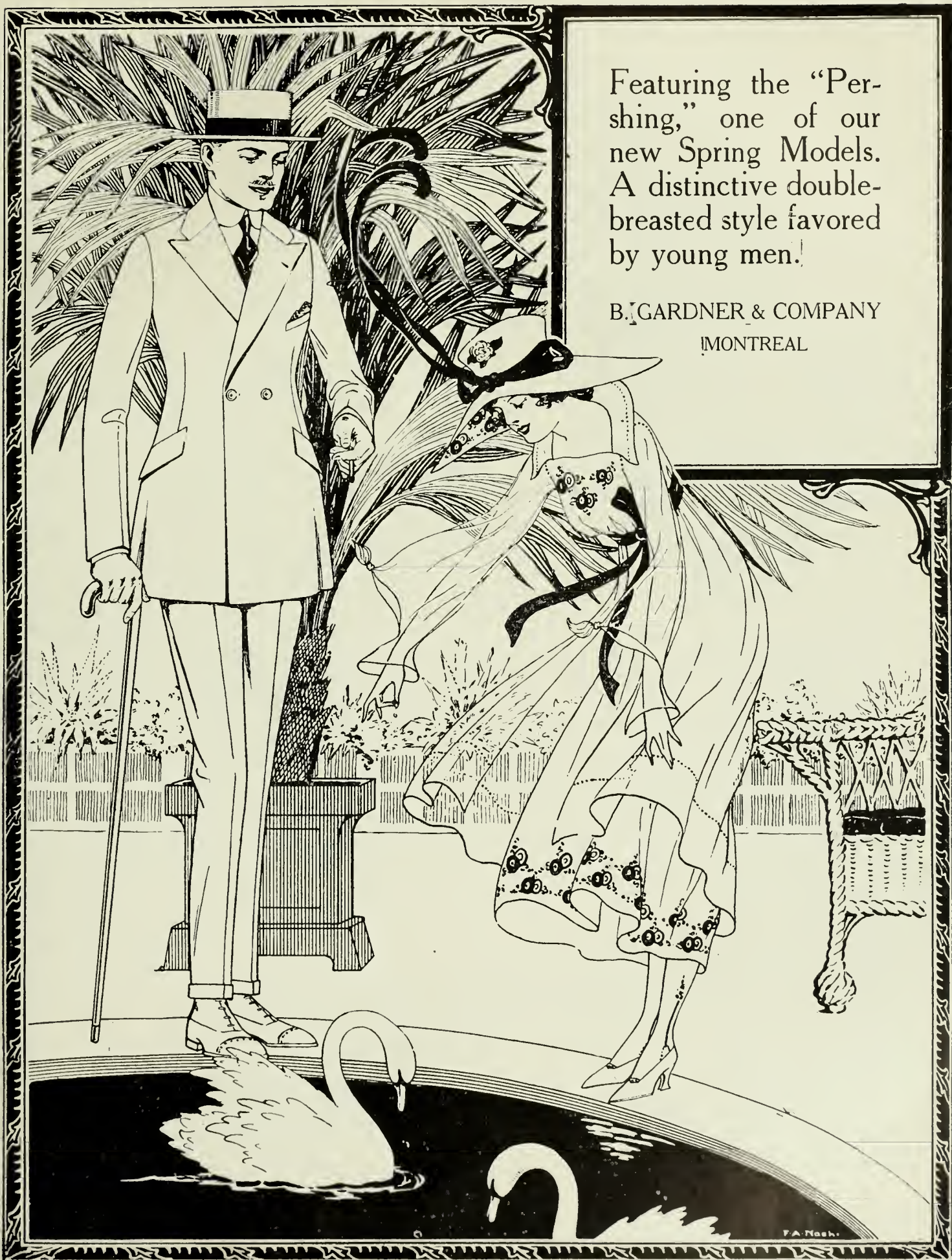
Because to-day everybody is a worker. Increased activities in every field of production naturally mean an increased call for such serviceable working gloves as **TAPATCOS**.

**TAPATCO** Gloves give long, satisfactory service under the hardest working conditions. They are the gloves to recommend, particularly when there's a variety to suit every requirement.

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.

Keep a stock displayed.

The AMERICAN PAD & TEXTILE Co.  
CHATHAM, ONTARIO



Featuring the "Per-  
shing," one of our  
new Spring Models.  
A distinctive double-  
breasted style favored  
by young men!

B. GARDNER & COMPANY  
MONTREAL

Men's Wear, 12-19-17.



## These two Miller-made Lines

will win you many extra sales and a satisfied customer with every sale

The cut to the left shows you one of the snappy models in

## Miller-made Summer Weight Clothing

Definite quality standards and manufacturing principles have made these MILLER Summer Lines a big success wherever introduced.

The line is complete—*Palm Beach Suits, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, White Duck Coats, Dusters, etc.*

### *For the Soldier Boys—* The Miller Walking Breeches

The popularity of the MILLER WALKING BREECHES with the men in khaki has been nothing short of phenomenal since the line was first introduced.

Its snappy lines appeal to every Tommy for dress wear and particularly to the men of the new drafts who, for the most part, are particular in their dress and have the wherewithal to buy what they fancy.

Don't let this profitable military business pass your store. A display of the MILLER WALKING BREECHES will get you your share of it.

*We also make Private's Serge Slacks, Tunics, Haversacks and Puttees.*



## The Miller Manufacturing Co., Limited

44 YORK STREET

*Makers of the famous Miller Breeches and "Miller Master-Made" Clothing Specialties*

TORONTO





## Our Spring Line for 1919

SUITS AND  
OVERCOATS  
IN MOST  
DESIRABLE  
STYLES  
AND  
FABRICS  
FOR  
IMMEDIATE  
DELIVERY

Considering the obstacles that beset the Clothing Trade—present scarcity of reliable merchandise, you will find the **College Brand Line** as attractive as ever.

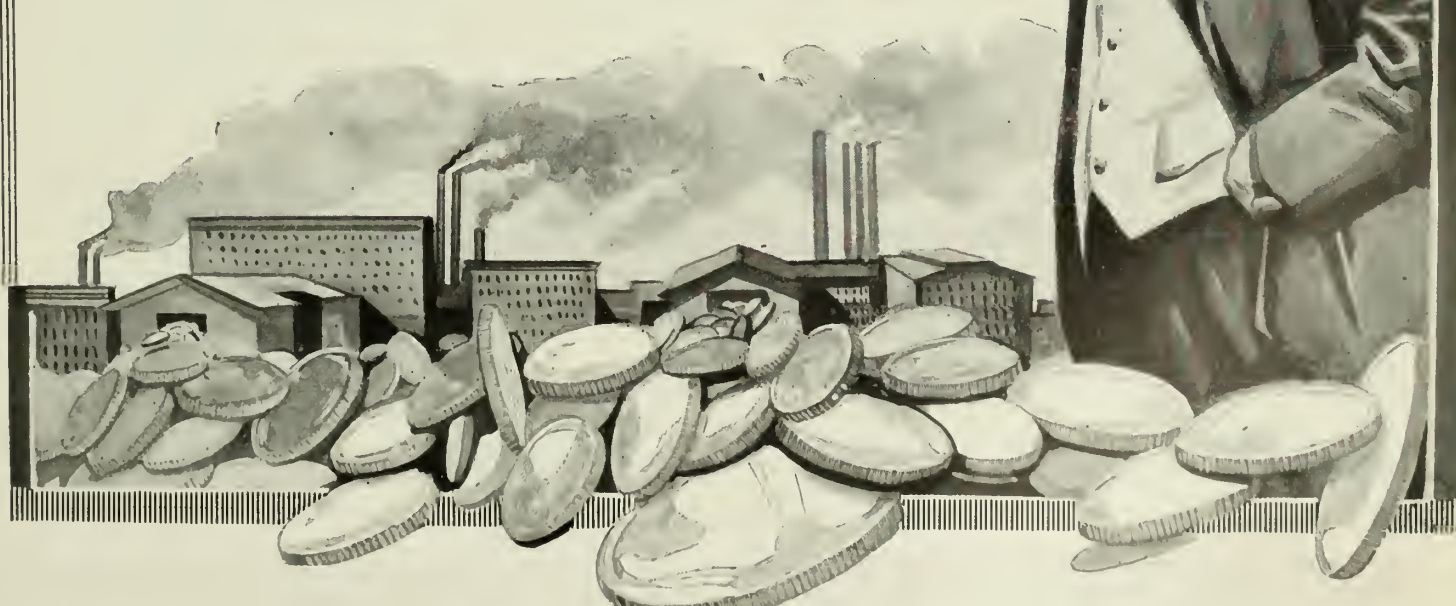
**College Brand Suits and Overcoats** offer you Stylish Designs, Fine Tailoring, Good Looking, Wearable Fabrics, Correct Fit, and are guaranteed to render your trade complete satisfaction.

Retailing at from \$25 to \$50, you can take care of the great majority of Clothing Buyers, and offer them the best popular-price clothing values in Canada.

*Write for Representative or Samples—and do it now*

**College Brand Clothes Co.,**  
LIMITED

45 St. Alexander St., Montreal



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

THE  
*Lang*  
SHIRT



## English Zephyrs in Pre-War Qualities and Guaranteed Colors

*Included in our Spring, 1919, Range*

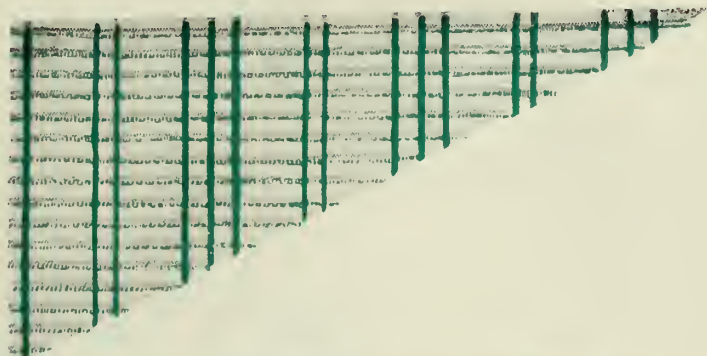
First in importance in placing your order for shirts for Spring delivery comes the question of materials. Desirable patterns in dependable, fast-color materials are indeed scarce, and showings of good shirts at prices within reach are sure to be limited.

We had the good fortune to receive shipments of English Zephyrs in time to include them in our Spring showing, qualities and patterns such as are seldom seen these days, and absolutely fast colorings. They will be picked up quickly.

See the Lang range early and make your selections.

**THE LANG SHIRT COMPANY, LIMITED**  
KITCHENER, CANADA

# Some of the Lang Spring Offerings



1,113



818



1,140



1,161



1,476

In spite of conditions, we are showing a complete, colorful range which will delight you.

The Lang Shirt Co., Limited  
KITCHENER, CANADA

# Woolens & Trimmings

## A Serious Problem

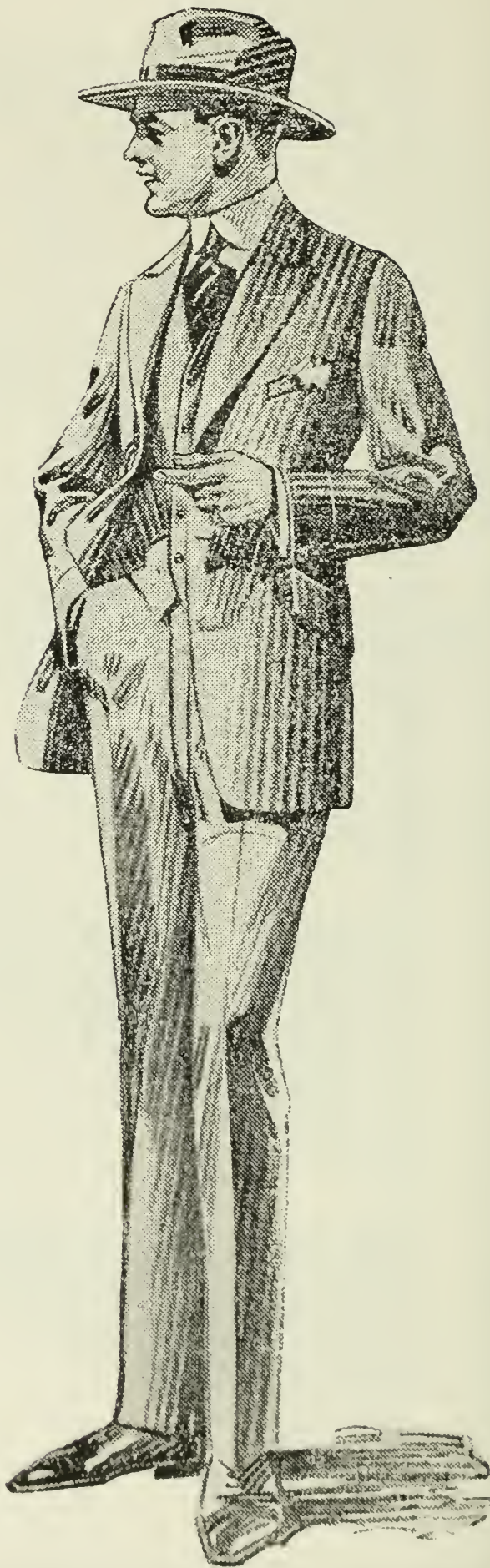
We anticipate this big problem, saw the phenomenal advances coming, and *covered our requirements far in advance*. The advantages of our farsighted buying policy are being shared with the trade.

## "K & S" Clothes

represent the utmost in value. The personal examination is the most convincing proof and this is why we urge you to be sure and see our new assortment of suits and overcoats. They are built to give "absolute service."

*Drop us a card to-day.*

**Kaplan, Samuelsohn & Co.**  
1620 CLARK STREET, MONTREAL



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

# Tooke

## ANNOUNCEMENT

Our new range of Shirts for Spring, 1919, is now ready. In spite of greatly increased difficulty in obtaining materials and in face of an ever rising market, we have assembled a line of rare attractiveness.

This result could only be achieved by the co-operation of our many friends in Great Britain and other centres, and they have nobly risen to the occasion.

A careful consideration of the line now in the hands of our Salesmen will be worth while.

### Tooke Bros., Limited

Montreal

Toronto

Winnipeg

Vancouver



*I*f you are interested in a line of **CLOTHING**—which combines *dependability* with *Snap* at *Popular Prices*, we make that Line—in *Juveniles', Boys', High School, Young Men's* and *Conservative Styles*.

Our Representatives will call on the Trade shortly with a complete range of attractive Models and Fabrics for Spring, 1919.

It will be in your interest to see our Line.



The Freedman Co.

SOMMER BUILDING

41 Mayor Street : Montreal



## and in Norway

“The Land of the Midnight Sun”

They  
Wear

**Bull  
Terrier  
Suspenders**

The sturdy and practical Norwegian with a desire for simplicity and maximum durability finds the “Bull Terrier Suspender” to fully meet his requirements—this line having a very large sale in Norway with Christiania as our distributing centre.

“Bull Terrier” is one of our old established trademarked brands; an extra fine cross-back suspender in which the best quality twill and lisle webbing and special white calf skin leather ends are used. As its name indicates it is built for strength and service.

Dominion Suspender Products, Made-in-Canada, find a place for themselves in the world's markets through their adaptability to the tastes and requirements of various races located on all parts of the globe.

The Dominion Suspender Co., Limited

“Suspenders in which Quality has **FIRST** Consideration”

Niagara Falls,                    :-:                    Canada

*Note: This is one of a series of advertisements showing views of countries in which Dominion Suspender Products are sold*



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



*Art Kraft*  
Clothes

## The Styles of the Good Dresser plus the Values of the Good Buyer

A clothing combination combining these two selling points will place your sales on a higher plane of customer satisfaction and good profit.

Which is the reason why

## Art Kraft Clothes

should enter into your New Season's selling plans.

The line offers you the Style and the Value that spell successful selling.

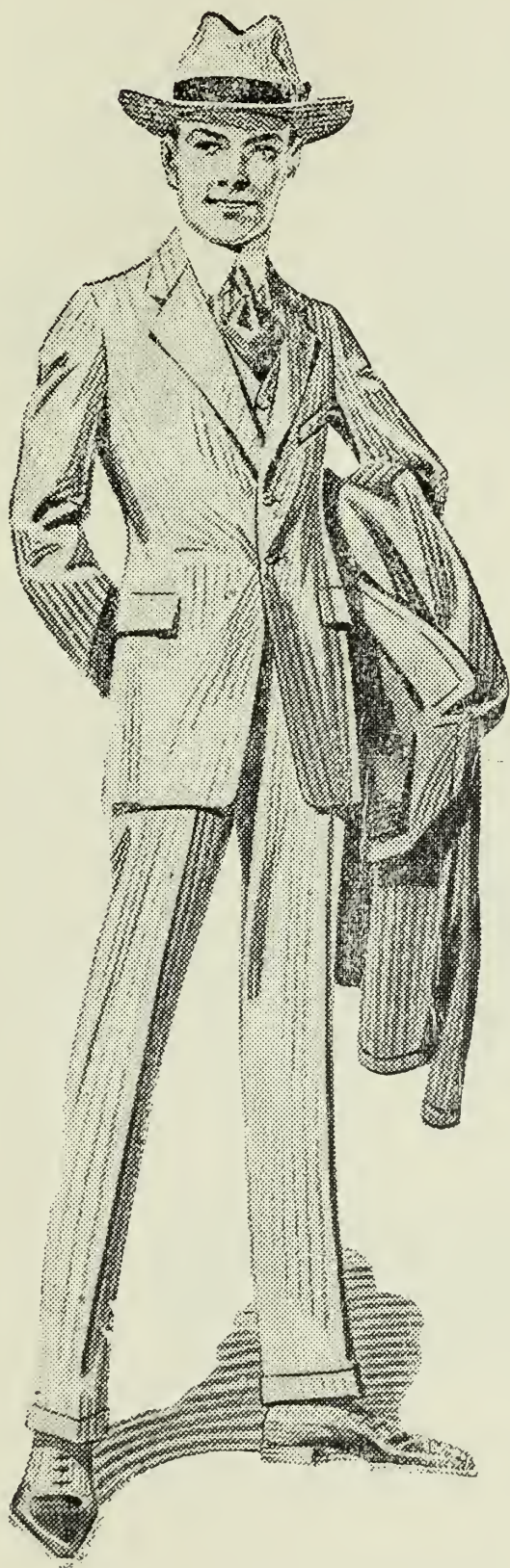
Look for the Art Kraft label.

## Walter Blue & Co., Limited

Makers

SHERBROOKE, QUEBEC





## Moderate Priced Clothes that measure up

Such is the Bachelor line to-day as always, the best value that money can buy.

Our Spring Range will include many neat fabrics and attractive styles, business makers for you and for us.



Be sure and see this line before you buy.

**The Bachelor Clothing Co., Limited**  
Sherbrooke - Quebec



*Place your  
order now  
with*

# Wolthausen

**T**HIS will prevent the possibility of displeased customers, for Wolthausen hats are leaders in style and workmanship. This will ensure your having the hats when you need them for we have our requirements covered and are sure of our ability to deliver for Spring.

Talk your requirements over with our travellers, shortly going out.

**The Wolthausen Hat Corporation Limited**  
BROCKVILLE, CANADA

MONTREAL  
Mappin & Webb Building

TORONTO  
28 Wellington Street West

The logo for Peck's, featuring the word "Peck's" in a bold, black, stylized script font. The letter "P" is particularly large and extends downwards. The word is superimposed on a solid orange circle.

MR. JOHN W. PECK, President of the Company, has recently returned from England, where he was successful in procuring an adequate supply of woollen cloths to meet all demands for the coming Spring season. The materials now being in stock, delivery is assured to you of any lines selected from the Peck samples.

A RANGE CAREFULLY SELECTED, wide in choice of style and material, and of the High Quality of Peck workmanship, both for Men and Boys, will be submitted for your inspection for the Spring season.

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

MONTREAL

WINNIPEG

VANCOUVER

# Peck's



*The EVERETT, one of many popular designs*

## Our Cap Department

is a very busy place these days. We prepared for a big output, but liberal orders are keeping us more than hustling to supply the demand.

*The New Spring range, including many original and pronounced patterns, as also a choice selection of staple designs, has met with high favor wherever shown.*

*PECK'S CAPS are generously cut, of dressy appearance, and noted for their superior linings, trimmings and first-class workmanship.*

## John W. Peck & Co., Limited

MONTREAL

WINNIPEG

VANCOUVER

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



Peck's

### Our Shirt Department

was never better equipped to take care of your wants than at present.

*For Spring* we are showing bigger ranges, both in Silk and Cotton materials, than ever before.

We have been particularly fortunate in our selections, and careful buying enables us to produce merchandise which if not cheaper than heretofore, is at least the very best value to be obtained anywhere.

*Peck's Shirts* have an enviable reputation for *Roominess*, *Smartness*, and *Quality*. "We have the goods," and await your commands.

## John W. Peck & Co., Limited

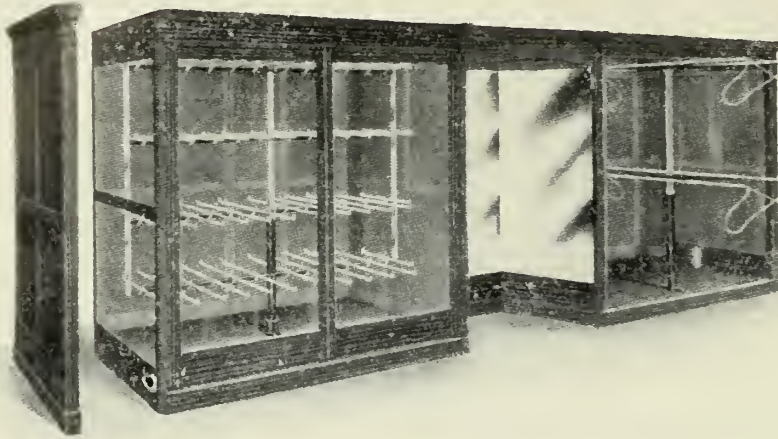
MONTREAL

WINNIPEG

VANCOUVER

J

## THE NEW WAY STORE



### THE NEW WAY WARDROBE

The New Way System of store fixtures is either the war time system or the victory time system.

Made in units and wardrobes to take care of every department, it increases efficiency in war time and takes care of increased business in peace time.

You cannot afford to be without it at any time, as it means conservation of man power, increased efficiency, reduced overhead and larger profits. All new stores are being equipped as New Way stores—see description of the new Chevrier store in this issue.

Let us explain the system

## Jones Bros. & Co., Limited

*Store Fitters*

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

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

Western Branch:  
437 Main Street  
Winnipeg, Man.

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

# Compare Goodhue's Star Brand Overalls



Impartial comparison, Mr. Merchant, will conclusively prove that Star Brand Overalls are second to none in workmanship, fabric and all round value for money.

Star Brand Overalls are built for comfort and service and combine every quality calculated to please the wearer—

This being so why not plan on featuring Star Brand in your displays of working togs?

The handsome showcard illustrated here will be supplied you free and this together with the consumer advertising now being run in "Farmers' Magazine" will build up the demand for Star Brand and keep your stock moving rapidly.

It will pay you to get in touch with the STAR BRAND traveler who covers your town, or write us to-day for samples and quotations.

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

The J. B. Goodhue Company, Ltd.  
Rock Island, Que.

MONTREAL: 211 DRUMMOND BLDG.

OTTAWA: 76 O'CONNOR ST.

For your Customers' sake handle  
**Towers'**  
**Waterproof Clothing**

*Long Coats, Slickers, Boys' Long Coats,  
 Miner's Clothing, Hunting Frocks,  
 Fishermen's Togs, Police Capes, etc., etc.*

Increased outdoor activities have created an unusually brisk demand for waterproof clothes that are waterproof.

This is why you will find it good business to feature and display the waterproofs made by Tower Canadian, Ltd.

*Every garment guaranteed to resist the wet and to give satisfaction.*

Get your stock now in good time for the Fall demand.

*Our boys at the front need them.*

*Complete Satisfaction for every man at every job.*

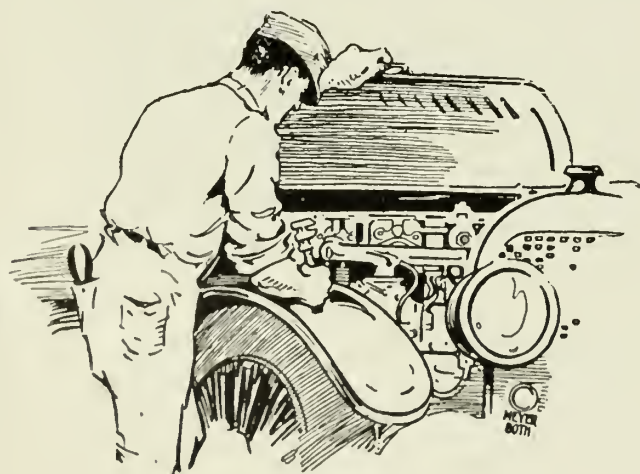


**Tower Canadian**

Limited

Toronto, Vancouver, Halifax

*Write for catalogue and price list*



The  
**Deacon Shirt Company**

Belleville, Ontario

Big Value and Fair Price  
 —that's the  
**Deacon Shirt**

No wonder dealers find them quick selling and profitable.

This season's showing of Deacon models in Working and Fine Shirts is as comprehensive an assortment as we have ever assembled.

Every shirt is made up to the Deacon standard of workmanship—a standard that has always guaranteed satisfied customers.

Long experience in the making of Fine Shirts and Working Shirts, Pyjamas, etc., enable us to offer you values not obtainable elsewhere. Would you like to look over the Deacon lines before stocking up?

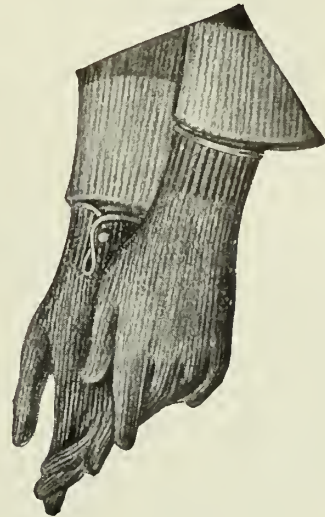
**OFFICERS' SHIRTS**

We have stocks in popular shades, cream, champagne, or khaki, and in Soisettes, flannels and Viyella taffeta.





## Scotch Knit Gloves



**W**E have taken steps to increase our production, and are glad to announce that we will be able to look after a certain number of sorting orders.

**W**E wish to firmly establish our ability to produce thoroughly satisfactory Scotch Knit Gloves, and suggest that you send for sample dozen.

**T**HESE gloves, and all our other lines, we guarantee. We stand behind the "Avon" brand. Any suggestion for further improvement we would be glad to receive.

**The Avon Hosiery Co.**  
Stratford, Ontario

# TURNBULL'S UNDERWEAR

has earned a reputation for quality second to none.

For over 59 years Turnbull's have been making good knitted underwear in Canada, and underwear exclusively.

Messrs. Turnbull came from the Old Country with the knowledge of how to make good underwear bred in them. As their business grew they brought out more workers from the Old Country from time to time, thus they have always kept their production up to the highest standard, every garment being made with that thoroughness and care for which Old Country workers are famous.

Please your customers and sell them *some* brand of *Turnbull's Underwear*.

Made only by

**The C. Turnbull Co. of Galt, Limited**  
GALT, ONTARIO

3 TRADE MARKS  
**CEETEE**



LOOK FOR THE SHEEP

The purewool underclothing that will not shrink.



Splendid quality plain knitted and special closed crotch.



Ribbed underwear very popular with ladies and children—very elastic.



## Delfosse & Co. MAKE BUYERS OUT OF PASSERS-BY

Our attractive Display Fixtures, Forms, etc., which are illustrated in our Supplement Catalogue, have been enthusiastically received by the Better Class of Stores.

If you have not our catalogue and latest supplement, please write for them.

**DELFOSSÉ & CO.**

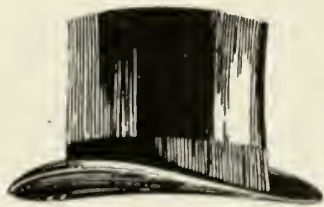
Sole manufacturers of Wax Figures, Bust Forms and Display Fixtures in Eastern Canada.

Cor. Craig and Hermine Streets  
MONTREAL

Let us fill that next order of

## SILK HATS

We can fill it promptly and with satisfaction. We have the facilities for doing so—ours is the largest and best equipped hat factory in Canada. See the Silk Hats that are the Standard of Style and Quality.



We are specialists in Ladies' Silk French Plush Hats.

**GEO. PROVENCHER**

106B ELIZABETH ST.

MONTREAL

Established 1894

## A Popular Juvenile Line

### Lion Brand Bloomers

A good-wearing, good-looking line of Boys' Bloomers that are always a big factor in building up juvenile trade.

We have a complete assortment from which to select your stock.

Let us show them to you.



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

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth



# King Tiger

## Police and Firemen's Braces

The biggest 75c. worth of  
Police Suspender Value on  
the Canadian market.

*Guaranteed Unbreakable*

Heavy cushion back  
web, solid army  
leather trimmings,  
steel reinforced  
hook.

*Place Your Orders Now*

**The King Suspender &  
Neckwear Co.**

Toronto, Canada



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

# KITCHEN'S "RAILROAD SIGNAL"



## SHIRTS



Here's a tip  
They Never Rip

*SOMETHING NEW*—that will please the workingman  
**WORKING SHIRTS** (*Union Made*)  
**IN COAT STYLE**

*Samples sent at your request.*

Manufactured by

The Kitchen Overall & Shirt Co., Limited, - Brantford, Canada

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



“Best in  
the long  
run”



GIVE YOUR CUSTOMERS

*“The Right of Way to  
Comfort”*

by supplying them with

**KITCHEN'S**  
**“Railroad Signal”**  
**OVERALLS**

(UNION MADE)

Manufactured by

**The Kitchen Overall & Shirt  
Co., Limited**  
Brantford, Canada



With  
True-Fit

Dependable Double Texture  
WATERPROOF COATS  
*for Spring 1919 and Immediate Delivery*

And these coats *are* waterproof. The True-Fit brand (shown here) is your guarantee that in handing your customer a waterproof bearing this label, you are handing him a coat that will satisfy—the best all-round weatherproof coat on the market.



See this fine range before you decide. Remember we can guarantee delivery.

We are sole agents for Canada for the  
AQUATITE  
BRAND  
Gentlemen's Yarn-  
proof Coats

Samuel Wener and Co., Limited  
SOMMER BUILDING ∴ ∴ MONTREAL



Cap worn up in front showing Band for adjusting to six different sizes.

*Pat. applied for  
Canada  
and U. S. A.*

# The Cap that fits every head!

Why cumber your shelves with an unwieldy stock when a small supply of "Fit-U" Caps will enable you to eliminate the bothersome detail in sizes and make possible the fitting of every normal head from a smaller stock—with a minimum investment of Capital?

Here are a few of the special features of the

## "FIT-U" CAP

- 1—Easily adjustable to fit any normal head.
- 2—Fits comfortably—without tension or binding.
- 3—No elastic to give out.
- 4—Eliminates usual detail re sizes.
- 5—No odd sizes left over.
- 6—Made in all styles.



Look for the Tip-Top man, or write us direct.

# Tip-Top Cap Company, London, Can.

## The Underwear that satisfies



Comfort, Value and Serviceability distinguish every suit of MAPLE LEAF BRAND and DR. NEFF'S SANITARY UNDERWEAR.

Have your wholesaler send you a stock of these two sellers. Look for this trade-mark on every suit. It's a guarantee of good sales and good profits.



Thos. Waterhouse & Co., Limited  
INGERSOLL, ONT,

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



His Majesty George V.

# MONARCH HATS

A line that embraces the most reliable quality of Hats obtainable.

ALSO

# ALLIANCE HATS

A Good Hat at a Popular Price

## Felt Hats Straw Hats

*Our salesmen are now showing new samples for Spring, 1919. You will find it profitable to inspect our values.*

L. Gnaedinger, Son & Co.

90, 92, 94 St. Peter Street - MONTREAL.

Established 1852

FOR THE MILLIONAIRE

Made  
in  
Canada



For  
Canadians

FOR THE MILLION

—that's the brand  
of trouser excellence

The values in the new assortment of **Everyman's** are only equalled by its wide range of high-grade fabrics.

Here you have Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc., styled in a way that will command the attention and approval of **"the millionaire or the million."**

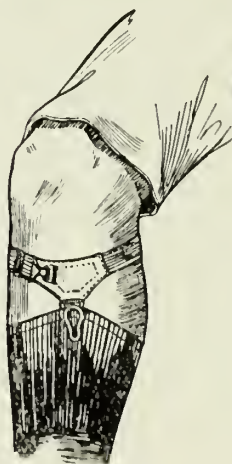
See these before you order that new trouser stock. Ask for samples and prices.

**DAVIS BROS.**

MANUFACTURERS

HAMILTON - - - ONTARIO

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



**THE BEST GARTER  
MADE**

No metal parts to touch the skin. Every pair guaranteed.

**ARROW ARMBANDS,  
LEATHER BELTS,  
ELASTIC BELTS, etc.**

Prices remarkably low considering the advancing cost of everything.

NEW FALL GOODS now ready, just the thing to brighten up this Department.

Ask your jobber for Arrow Garters.

**Arrow Garter Mfg. Co.**

489 St. Paul St. W.

MONTREAL





*None  
better-*

*None  
quite so good*

## We've caught the Style Spirit of the day in these Clothes for Boys

All the tailoring craft acquired through years of specialization in the making of *better* clothes for Boys is admirably expressed in our present showing of

### AVENUE BRAND

*the line of Style, Quality and Value*

Showing such an attractive assortment in this season's displays will assure you worth while things in your Boys' Department. You need the best to get and hold this profitable trade—a trade that's doubly important now because of the boy's increased earning and spending powers.

See AVENUE BRAND values before deciding anyway. Our representatives now on road with Spring samples.

## The W. J. Keens Co., Limited

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

185 Spadina Ave., Toronto

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



## THE DADDY HAS A SON

So many of our customers and friends have asked us why we do not make youths' as well as men's clothing.

"If you can make youths' clothing as well as you can make it for men," they tell us, "we feel sure we can sell it for you with satisfaction, success and profit for us both." So we have at length yielded to their desires and will include in our Spring range as excellent a line of

### Clothing for the Young Men of the "first-long-pants age"

as it has ever been your pleasure to inspect.

Fit Reform Youths' Clothing will be a worthy son of a worthy daddy and will embrace all the desirable features and exclude all the undesirable ones that has laid the solid and successful foundation of our men's clothing business in many past years.



# Fit-Reform

E. A. Small Company  
LIMITED

112 Beaver Hall Hill, Montreal

*We are open to make appointments in  
in towns where we are not now represented*

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



# Fit-Reform

## The Daddy of 'Em All



DADDY of the men tailored garments for men.

DADDY of the trade-mark on each garment.

DADDY of the price label in the pocket.

DADDY of the special made-to-measure service.

For over a quarter of a century FIT REFORM has continued to occupy the same enviable position. Each year growing in prestige with the men who appreciate High Class Clothing.

Many representative and successful retailers throughout Canada, during these years, have bought a greater percentage of FIT REFORM GARMENTS with a full realization of their intrinsic value.

# Fit-Reform

E. A. SMALL COMPANY, LIMITED

112 BEAVER HALL HILL

--

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MONTREAL

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

NOW READY

# Neckwear Novelties

for

## Fall and Christmas Trade

*Our New Line of Neckwear for the Fall and Christmas trade will be in the hands of our salesmen during August.*

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

*This may be the last opportunity for getting such a rare choice for Swiss Silks are almost off the market.*

*Prices from \$5.50 up to \$21.00 and every line offering real value.*

**WE BESPEAK AN EARLY INSPECTION**

**VAN ALLEN COMPANY LIMITED**  
HAMILTON, ONTARIO

*Sample Rooms:*

TORONTO WINNIPEG VANCOUVER CALGARY QUEBEC ST. JOHN, N.B. HALIFAX  
MONTREAL, 153 Notre Dame Street W.



*Star  
Brand  
Shirts*

*A Spring Range of Rare Beauty and Excellence.*

Combining a large variety of new and interesting Patterns in latest Stripes and Colorings both in Popular Silk and Cotton Materials.

Every shirt carrying the *STAR BRAND* carries also our unequivocal guarantee.

Salesmen will be out in September with latest samples.

*Be sure to see them.*

**VAN ALLAN CO., LIMITED**

HAMILTON

ONTARIO

*Sample Rooms:*

TORONTO, WINNIPEG, VANCOUVER, CALGARY, QUEBEC, ST. JOHN, N.B. HALIFAX

MONTREAL - 153 Notre Dame Ave. W.

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

# "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 place with letters to be answered.*

# GLOVES

*for FALL*      :-:      *for SPRING*

Our travellers are now paying their semi-annual visits to the trade. Their samples include all the latest novelties as well as staple styles in Capes, Suedes, Mochas and Bucks.

Let them show you the range.

The tested superiority of ACME GLOVES, when linked with the dependability of ACME SERVICE, constitute a success-making force that will assure your glove department good, steady profits.

ACME GLOVE WORKS, LIMITED  
MONTREAL



Style No. 7466

Men's tan Cape Gauntlet Glove; strap on front of wrist with patent adjustable fastner; soft leather cuff lined in tan suede; glove lining of pure wool heavy white fleece.

No Wonder Why!—

“THE  
BEATEN PATH  
LEADS TO  
RACINES”



By specializing in general and fancy furnishings for men and boys and by always maintaining a high standard of quality and service the House of Alphonse Racine, Limited, is to-day the “Mecca” of dealers who seek sound workmanship, value and style at prices that keep the register ringing.

In our factories—clean, airy and splendidly equipped—we manufacture—

“*RACINE*” Working Shirts.

“*HERO*” Fine Shirts.

“*STRAND*” (Chemise de Luxe) Shirts

“*LIFESAVER*” Overalls.

“*SAMSON*” Pants.

“*RECORD*” Sox

Let us send you, carriage prepaid, a set of samples—say twelve in all. After looking them over you will understand why “*The Beaten Path Leads to Racines.*”

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.; Toronto, 123 Bay St.



# Atlantic

## the Underwear that

### Nine out of Ten Men want

There's a record back of every suit of underwear carrying the Atlantic trademark — a record of active selling and absolute customer satisfaction.

Sell a man a suit of Atlantic just once and you're sure of his underwear custom thereafter.

And no wonder — when you think of the many superiority features of the Atlantic line.

Unshrinkable wool, neat appearance, correct fit and comfortable "feel." That's why Atlantic Underwear is such a sales puller.

Stock the line that will boost your sales of underwear—Atlantic.



**Atlantic Underwear, Limited**  
MONCTON, N.B.



## War orders must have preference

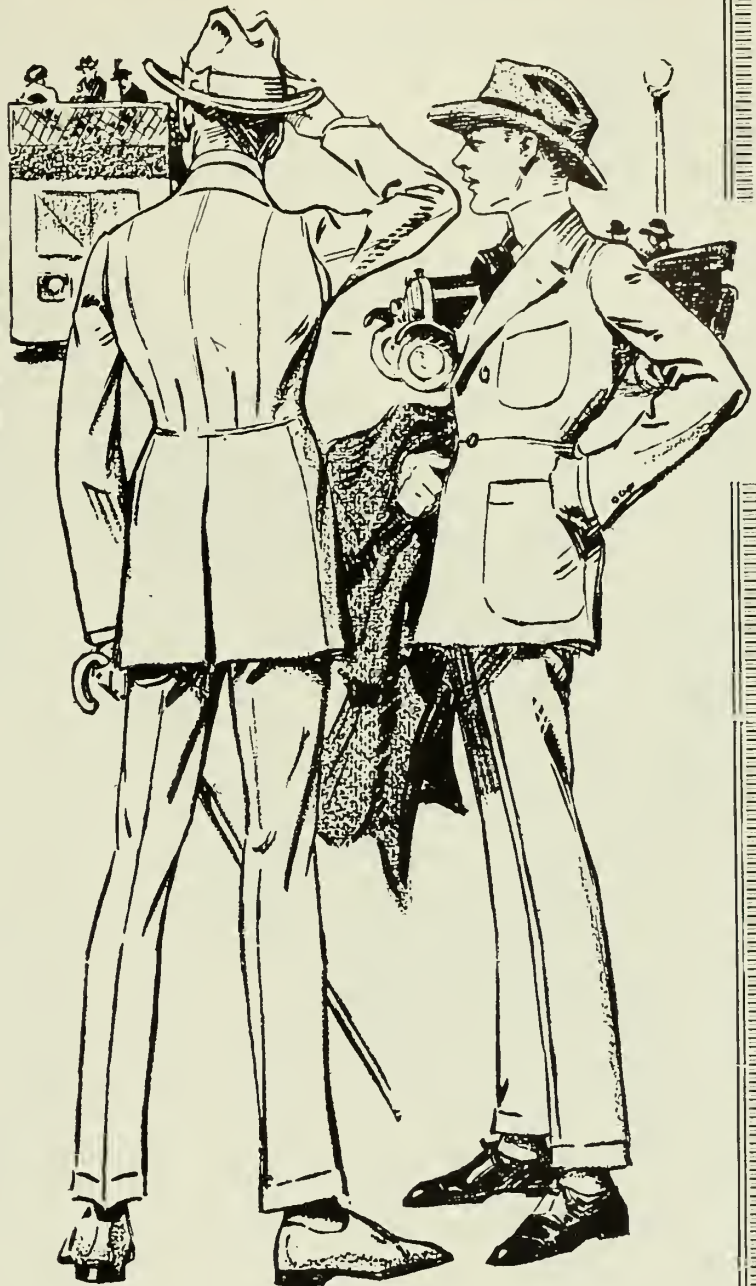
We wish to do everything in our power to meet the requirements of our customers. The future of our business demands that we retain our connection with the trade, by maintaining both the standard of our goods and our reputation for prompt delivery and efficient service.

But the war comes first. Government orders are something more than orders in the general meaning of the word. They are demands, and every worthy citizen will obey them without question or quibble. Only a small portion of our output will be available for domestic business, and we ask our customers, in their own interests, as well as those of the Government, to place their orders for 1919 at the earliest possible moment. We will thus be able to adapt ourselves to the conditions, as far as possible, and do everything in our power to meet the requirements of the Canadian trade.

Will you kindly place orders with your wholesaler without delay.

Zimmerman Manufacturing Co., Limited  
HAMILTON, CANADA

# "Style Clothes"



Your Customers  
will like the  
Dignified Correct-  
ness of the new  
"Style Clothes"  
creations

For the young fellow whose tastes verge upon the extreme, as well as for the older men with more conservative ideas, Style Clothes offer every possible inducement in the way of Correct Style and Good Money Value.

# "Style Clothes"

That is the new label—the mark of high-class, well-tailored garments that are made up to a standard of value beyond which there is nothing better.

Don't stock up before you see what we've got. See us if in Montreal, or write to-day and we'll arrange for our man to call upon you with a complete line.

The  
Wearbest Clothing Manufacturing Company

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W.,

MONTREAL

# Hat Deliveries Guaranteed!

Are you wondering about your Spring hat needs?

No need to worry. We have covered our requirements, and can *guarantee delivery* of all orders placed for Fall sorting and Spring placing.

You make sure of your stock — the right hats, in the right shades, at the right price — by ordering from us. We counsel covering your needs at once.

## Our Travellers Now on the Road

with a complete range of Fur, Felt Hats, Panamas, Toyos, Sennits and Boaters.

Our line of caps are without exception the snappiest styles ever offered to the Canadian trade.

We want you to save money and you can do so by spending a few minutes with our traveller when he calls upon you.

## Fried, Grills Hat Co.

Limited

GUELPH - ONTARIO

Manufacturers of Fur, Felt,  
Straw and Panama Hats.

SALES ROOMS

313 McKinnon Bldg.  
TORONTO

308 Mappin & Webb Bldg.  
MONTREAL

*A Fried Hat means a guarantee of Style and Quality*

## The Latest Out

A novelty worth stocking. Double case with two celluloid fronts.

### FOR TWO PHOTOGRAPHS

Very useful for mailing photographs overseas. Useful to place on one's mantleshef. When folded, can be conveniently carried in one's pocket. Just the thing for passports and other documents.



These cases are strong and serviceable. When opened are 6 $\frac{1}{4}$  inches wide and 4 $\frac{3}{8}$  inches long. Each side is the exact size of a registration certificate.

Price to the trade:—\$24.00 per gross.

Two display cards sent with each shipment.

### THE DAVIS NOVELTY COMPANY

Wholesale Leather Goods and Novelties  
Billfolds a Specialty

212-214 MAPPIN BLDG., MONTREAL

Uptown 398

## Here's a list of lines we have in stock at prices less than quotations for next season

Porous Knit Union Suits—short sleeves and long legs. or short sleeves and trunks.....	\$12.50
White Nainsook as B.V.D. Union Suits.....	10.50
Bathing Suits—one-piece with skirt grey trim white	12.50
Fine Lisle Socks, black and white .....	4.00
Silk Socks, black and white.....	6.00
Grey Ribbed Wool Half-hose .....	6.50

We are Dominion agents for  
YOUNG & ROCHESTER,  
manufacturers of Shirts,  
Neckwear, Dressing Gowns,  
Flannel Trousers, Factories,  
London and Londonderry.

TRESS & CO., London and  
Luton, manufacturers high-  
class Hats, Sport Caps,  
Straws, Service Caps and  
Helmets.

### Attractive Military Lines

Caps for C.E.F., R.A.F., and U.S. Army Officers and Cadets.

We carry complete lines: Trench Coats, Haversacks, Puttees, 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, Badges for all ranks.

## Wreyford & Company

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

85 King Street West Toronto, Canada

Gifts he'll surely  
appreciate—

## BENTRO-KNIT SWEATERS AND MUFFLERS

Just fancy how welcome a warm comfortable muffler, or a well made snug-fitting sweater would be to the man "Over There" or his comrade in camp.

What better gift can you suggest to the friends of the boy in khaki than one of the new Bentro-Knit Sweaters or a Bentro-Knit Muffler?

Bentro-Knit Sweater Coats are made for comfort and service. In wool and half cotton with full length sleeves.

Order a stock of Bentro-Knit lines now and get delivery in good time. Feature them in your Fall and Winter displays and suggest them as the ideal gifts for the soldier lads.



The Williams-Trow  
Knitting Co., Limited  
Stratford, Ont.



## A Good Move

When selecting your 1919 Panamas, Toyos, Leghorns, Bangkok or Balibuntals it is a wise thing to buy hats you can sell.

Highest qualities obtainable.

No hydraulic machines.

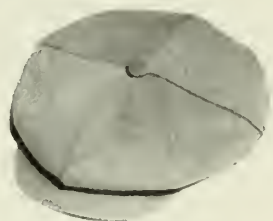
Proper trimmings.

Serviceable and stylish.

Made in the highest class Panama hat factory in Canada.

**NIAGARA PANAMA AND STRAW HAT CO.**

**NIAGARA FALLS, CANADA**



*New covert cloth cap, made in fawn color with piped seams—one of the lines for Spring.*

## Motor Caps

This and many other winners are in our range for Spring. You should see them.

If our traveller doesn't call, drop us a line and we will submit samples.

Remember the Boston quality and the Boston price are just a little better than any other choices.

*Stock of Fall lines for immediate delivery.*

**THE BOSTON CAP CO.**

**Kellert's Building, 338 St. Urbain St.  
MONTREAL, QUEBEC**

## Give Life to Your Windows with Dale's Life-Like Forms



The Dale hosiery form will help you bring out that new line of ladies' hosiery you are carrying.

Our other forms and fixtures will enable better trims of all your other lines.

Let us know your Fall wants early.

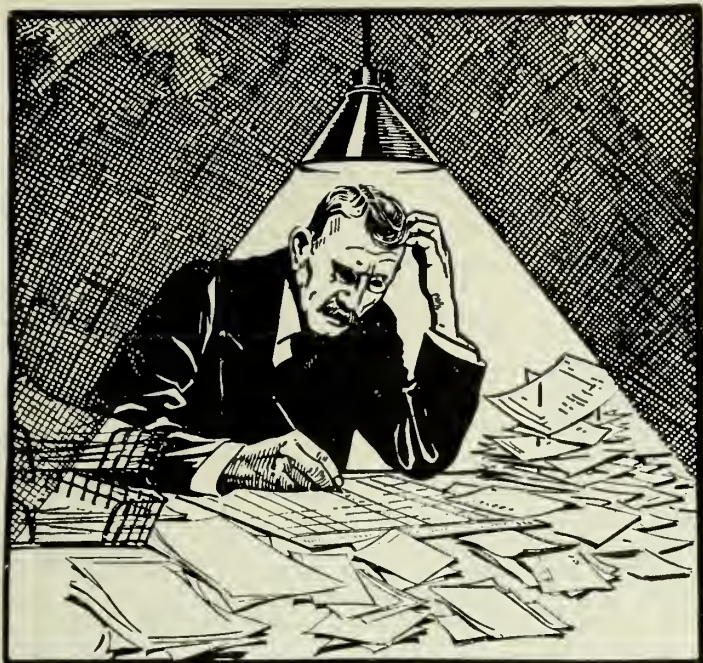
**DALE WAX FIGURE CO., Limited**

109 King Street East, Toronto

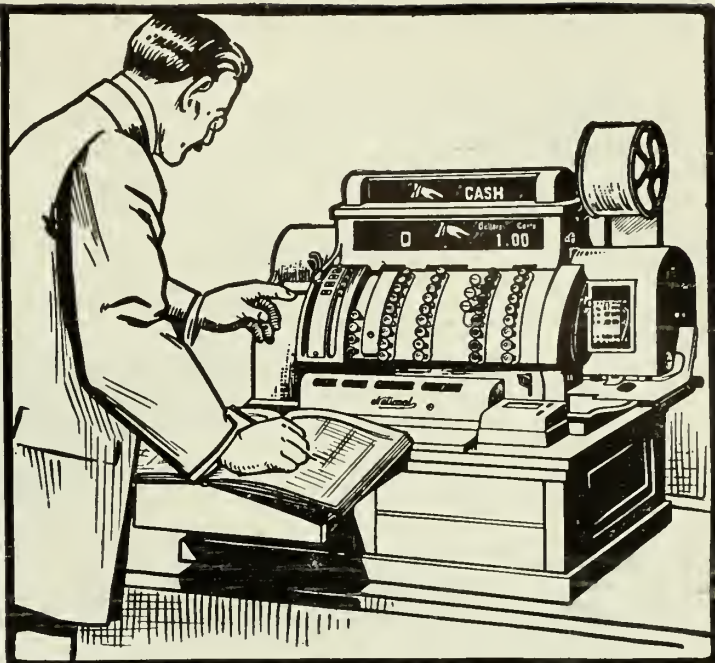
Montreal Office:

J. Bogat, 142 Bleury Street

Everything for the better display of merchandise



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. C6, 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.....

# Supreme In Style and Quality



## *The Monarch-Knit Spring Range*

For your Hosiery Department be sure to place a liberal order for

### Monarch-Knit Hosiery

Our travellers will show you the complete range of Silk, Lisle, Mercerized, Cotton and Cashmere Hosiery for Men, Women and Children.

### Silk Sweater Coats for Women Woollen Sweater Coats for Women and Children

Also an extensive showing of

### Bathing Suits

for Men, Women and Children, and

### Jerseys for Men and Boys

Cash in on the great revival of Hand Knitting by carrying a full range of the popular hand-knitting yarns

## “Monarch Floss” and “Monarch Down”

Our travellers are on the way, but if you need knitting wools urgently, write us for shade card and price list.

## The Monarch Knitting Company, Ltd.

DUNNVILLE

--

ONTARIO

Factories at Dunnville, St. Thomas and St. Catharines, Ontario, and Buffalo, N.Y.



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 8

TORONTO, SEPTEMBER, 1918

No. 9

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Careful buying means securing the utmost value. It is for you retailers to so guide your customers that they will get this.

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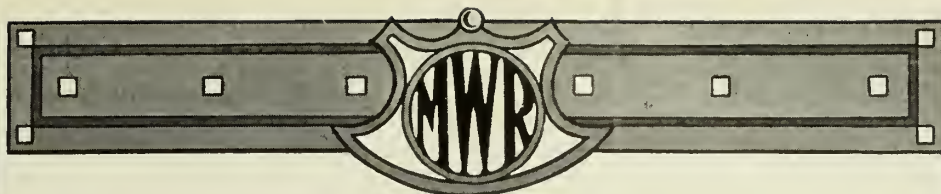
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## ANSLEY DINEEN CO., Limited

*Sole Agents for Christys & Co., Hillgate & Co., Scott & Co., Peel & Co.*

108 Wellington Street West

TORONTO



# Men's Wear Review

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

VOL. VIII.

TORONTO, SEPTEMBER, 1918

No. 9

## MILLION YARDS OVERCOATING WANTED BY GOVERNMENT

This Huge Order Will Further Complicate Situation — To End of Preventing Unnecessary Scarcity Clothing Manufacturers Confer With War Purchasing Board—  
Suggestions Made and Adopted Here Outlined

AS the weeks go by the seriousness of the clothing situation becomes more and more apparent. There is this cheering feature about the situation, however; the facts are known; there is no need to wait in the dark, peering out in an effort to see what is coming. What is coming—or may come—is quite clear, and consequently steps to relieve the situation as much as possible can be, and are being, taken.

On August 14th, representatives of the clothing manufacturers again met with the War Purchasing Board at Ottawa, when the question of so conducting affairs that the Canadian Government will be able to secure the cloth which is needed for uniforms without upsetting unnecessarily the clothing trade was further considered. Some gratifying results of this conference may be here recorded—yet it must be born in mind that the situation is still serious in the extreme—the cheering feature is that things will not be more serious than is necessary. It appears that no bungling, which would increase the scarcity of cloth, is to go unchecked.

### HUGE ORDER COMING

As was reported in the last issue of MEN'S WEAR REVIEW, there is certain to be a scarcity of overcoatings for Spring and Winter, 1919. Since that report was written the word has come to the Canadian clothing manufacturers that orders for 1,000,000 yards of overcoatings are about to be placed by the War Purchasing Board. The cloth simply has to be secured, it appears, in order to look after the uniforming of the Canadian soldiers.

An order for 1,000,000 yards of overcoating, coming on top of the orders for some 500,000 yards recently placed, is an exceedingly serious thing. It was expected that the Canadian mills would be able to clean up on their government orders about the end of January, and would be then able to plunge into the work of turning out overcoatings for the Canadian civilian trade. This would have meant a reasonable quantity of overcoatings being secured by the Canadian manufacturers for their Fall, 1919, range—not all they required to make sure of satisfying the needs of the retail trade, yet a fairly substantial quantity. But now comes the knowledge that orders for one million more yards of overcoatings are to be placed with Canadian mills. That, unless some arrangement re deliveries might be made, would mean in effect the tying up of Canadian mills to the production of overcoatings for the government, not until the end of January, 1919, but until at least the end of June, 1919. In such an event there would be literally a famine in overcoats during the Fall of 1919, and the Winter of 1919-20, for supplies on hand are in no way adequate to enable manufacturers of clothing to produce overcoats without securing overcoatings from the Canadian mills.

This was the knowledge which the Canadian clothing manufacturers had when they arranged a meeting with the War Purchasing Board at Ottawa.

### LET BY-GONES BE BY-GONES

The great question, of course, was to find relief. No use telling the War Board that the overcoatings they had already ordered, and were on the point of ordering, were not needed. It might have been said, perhaps, that had the cloth formerly held by the government not been sold to the United States government there would not be the present government need. However, there is not a great deal to be gained by bringing up the mistakes of the past. Moreover, had Russia held firm, that action of the government might have proved very wise.

The committee of manufacturers knew the need of the government for military overcoatings, and recognized this in submitting its claims, but it did suggest that the needs of the government might be met with a smaller upsetting of the civilian trade if some such regulations as the following were observed:—

### THE PROPOSALS

1. That the needs of the Canadian government for military purposes come first, but that next to these

needs come those of the Canadian civilian trade. In other words, that the Canadian cloth makers should be expected to look after the filling of orders placed by the Canadian clothing manufacturers before they fill any orders for the United States government.

2. That the War Purchasing Board should purchase what it needs, but should call for delivery only as the overcoating is needed—that is, that the War Purchasing Board should not have the Canadian mills rush through the government orders to the end of building up a big reserve of cloth for the government, but should allow the mills to spread the delivery of the military cloths ordered over a number of months.

3. That certain mills, notably those making such goods as Mackinaws and blankets, by slight readjustments of their looms produce certain of the coarser overcoatings, and that such a readjustment would do much to relieve the difficult situation which is now threatening the clothing trade—especially in as far as overcoatings are concerned—with something approaching a famine.

#### SUGGESTIONS ACTED UPON

These points were carefully considered by the War Board, and by the cloth manufacturers, and were generally agreed to. There was a certain hesitancy in admitting that much Canadian cloth had been going across the line to the United States government, but the rule was laid down that first come the Canadian government needs—then the needs of the Canadian civilian trade. Those who know best feel that this is a big point, stating that large orders for cloth have been placed here by the United States government, and that the filling of these orders is quite largely responsible for the present shortage of cloths in Canada.

That the War Purchasing Board should spread deliveries of its orders over as long a period as possible was considered a move which is both practicable and fair. This is to be done, and while just the manner in which deliveries will be called for can not be outlined at the moment, the expectation is that they will be made over some seven or eight months, which will enable the mills to take care of a good deal of civilian business the while they are filling these government orders.

#### MORAL COMMANDEERING

The clothing manufacturers' argument that certain mills not now making overcoatings could turn their looms to this purpose also appealed to the War Purchasing Board. A good deal of discussion took place on this point, and the decision was that everything possible to this end will be done. There is not to be any commandeering of mills to work on overcoatings. There is, however, a feeling that the cloth must be produced. It becomes almost moral commandeering.

As said earlier the situation is serious. In view of the steps being taken to bring relief, however, it does appear that cloth, both for suitings and overcoatings, will be available in sufficient quantities. There will be little in the way of new patterns; prices will be high; but at least a reasonable amount of cloth seems sure to be obtained.

## Big Yarn Order for Red Cross; Will Complicate Knit Goods Situation

A HUGE order for yarns, about to be placed by the War Purchasing Board for the use of the Canadian Red Cross, seems certain to further complicate the knit goods situation. It has not as yet become generally known, but the Government is to order some 600,000 pounds of yarns—this in addition to the 50,000 pounds upon which the Canadian mills have been working. The new order, it is understood, is to be for 10 count.

#### MEANS DELAYS

Such a large order, of course, is going to mean the mills will get further behind in the filling of orders placed by the Canadian knit goods houses. Only recently one of the Canadian manufacturers called up the mill with which he had his yarns ordered. In reply to his urgent request for prompt delivery he was advised that he was lucky to get the yarns as fast as he was—that the present order of the Government was tying the mill up, and that the future order would almost swamp them.

#### ACTION IS NECESSARY

This seems a case where some such action as that being taken by the clothing manufacturers is needed. The Government's purchase of this 600,000 pounds of yarn for the Red Cross is, of course, for re-selling to workers of the Red Cross for the making of socks, mufflers, etc. While the amount of yarn needed is probably being correctly estimated at 600,000 pounds, it is certain all this will not be required at once—that the deliveries, as is to be the case with the big order for overcoatings about to be placed, might be spread over a number of months. If this were done the mills would be in a much better position to look after the requirements of the Canadian knit goods manufacturers.

#### POINT TO BE CONSIDERED

It is being urged that 10 count yarns are not really needed for the Red Cross—that a coarser yarn would do just as well and would interfere less with the supplies of manufacturers. This point too, might well be gone into.

# FROM LOG CABIN TO DISTINCTIVE AND MODERN STORE

Chevrier's Blue Store, in Winnipeg, Has Most Interesting History — First Traded With the Indians—Now With the Descendants of the Pioneers Who Slowly Drove Out the Indians

"THE store where grandfather traded."

This is the slogan used by Chevrier's store in Winnipeg. Well it may be used, too, for despite the fine new store at 452 Main street—erected following the recent disastrous fire—Chevrier's, father and sons, have been handling men's wear lines in Winnipeg since 1872, when Winnipeg, it may well be imagined, was a very different place from the stirring, prosperous, delightfully clean and airy city of to-day. There was, undoubtedly, lots of air in those early days—lots of stir, too, at times, but it was the stir of a land of pioneers. It was a place in which business would have to be done on a slow turnover and rather big profits.

Yet, there are some things to be learned from the experience of this store in those early days; there are some most interesting facts to bring out too, so it will be well to outline what is practically a history of this business before proceeding to describe the fine new store, opened during the past month.

## Why Called "The Blue Store"

The Blue Store, Chevrier's is called. With the exception of the old timers



Mr. Horace Chevrier

very few persons living in Winnipeg know the reason why. In the early days many persons living in Western Canada had very little if any education and there were no ways of advertising. The only method that was left for the business man was to have some attractive name for his store. Among these names in Winnipeg were the Blue Store, the Gold-



The late Senator Noah Chevrier, founder of the business.

en Shear, the Golden Lion, the Green Ball, the Buffalo Store and other odd and attractive names. All these other stores have retired from business or have been purchased by the Blue Store, but it still remains in business with the same old name.

From a log cabin to a splendid modern store is a long journey. In the case of the Blue Store it was made during 25 years—strenuous years enough; years which saw Indians coming with their furs and going with the goods for which these were exchanged; years which saw the white man come more and more and the red man less and less; years which saw the buffalo first a pest—then an animal highly prized; years which have seen booms come, rise and recede; and all the time the late Hon. Noah Chevrier, and more recently his sons, Horace and Eudore, have been building up the Blue Store.

## Then and Now

In the '70s there was only one period of the year at which goods could be brought into the country and at that time huge quantities of clothing would be stored in warehouses for the coming closed season.

Noah Chevrier's first store was located on Main street about a stone's throw from where the present structure now stands and was confined to a small log building. As city grew the Blue Store grew likewise, until the present time when the Blue Store ranks amongst the largest and best equipped clothing stores

in the city. When the first Blue Store was erected it faced upon a muddy prairie trail. Then an occasional ox-cart would pass, or a squeaking Red River waggon. Now that trail is a beautifully paved street—Main Street—a street the envy of many cities—a street so wide that automobiles may safely pass on the devil's strip.

## Among the First to Advertise

Since the earliest days the Blue Store has been a leader. It was one of the first firms in the city to use advertising space. A huge oil light used to illuminate the store front—crude as this front was compared to the new. Next came gas, and of late, of course, electric light.

## Belief in the Future

The firm of Chevrier's believe that a new era is in sight for the cities of the West on account of the high freight tariff. New industries will loom up in the West, they say, which will mean that many will come to the city for the purpose of becoming engaged in the business of manufacturing. These persons will build homes and the city will have a good healthy and steady growth.

The same characteristic faith in Winnipeg which urged Noah Chevrier on



Mr. Eudore Chevrier  
one of the proprietors

has stimulated his sons, Horace and Eudore, now at the head of the concern, to model and rebuild the Blue Store into one of the most attractive buildings and compact business establishments in the city.



*Part of the furnishing section in the new Chevrier store, Winnipeg.*

On the ground floor are the furnishing and clothing departments, separated by a row of pillars which run down the centre of the store. On the left is the clothing, and on the right the furnishings. At the rear, to the right, a passageway leads to the office, where you will find the two Chevrier brothers. Their offices are well lighted; the equipment is up-to-date in every way, and there is telephone communication to all branches of the store.

#### Hats and Caps Separate

At the rear, just at the left, a passage way leads to a room about 20 feet by 20 feet, and very high. This is the hat and cap department, and one of the neatest in the whole of Canada. It is much smaller than some hat departments in Eastern States, but there is nothing more complete. Every wall is taken up with tall show cases, which are the latest style. They have glass fronts which run up and the hats are displayed on rods. Apart from these wall cases, there is an up-to-date, all-glass show case, which is used as a counter. This is entirely filled with caps. The firm does a very large cap business. They sell these not only to Winnipeggers, but quite a lot of French people from St. Boniface also come to

secure caps. These caps are shown in racks, such as are used for showing shirts in silent salesmen. They look very neat, indeed.

#### A Few Noteworthy Features

The whole store deserves inspection by merchants contemplating improvements. The illustrations used herewith cannot bring out all the good points. To mention just a few; the show cases are lighted from within by electricity. There is—as has been mentioned—a store telephone system; cash carriers are installed; sanitary drinking fountains are placed at several points. On the pillars are electric fans; show cases are decorated with artificial roses, those on the counter being in tall wicker baskets, and those on the show cases in shallower baskets.

In the clothing department, at the left on the ground floor, the clothing is carried in wardrobes two high and two wide, which means that they are large. They have glass doors which disappear to the left, sliding in behind the wardrobe. The clothing can be pulled out on revolving racks right into the aisle, so that the customer can see exactly what is available. The whole of the left side is taken up with leaves. On top of this wardrobe are

displays of clothing, but there are also shelves up to the ceiling used for reserve stock, which is carried in stock boxes, thus does not look objectionable.

The centre of the store between the pillars is occupied by more wardrobes, entirely of glass, but only one high, and two wide. These come in handy for making displays of clothing.

#### No Monotony

In the furnishing department, at the right, are seen a number of splendid show cases, and behind, on the shelving, stock boxes are found. These are of neat khaki color. The danger of monotony has not been forgotten, and these walls are broken by mirrors built in at convenient distances. Considerable space in this department is devoted to jewelry and small furnishings.

The shirt case is worth a careful inspection. The compartments have a firm wooden base, with the wire stands, so that one can see the whole pile of shirts, but when the compartment is taken out it has the appearance of a fixture. These compartments look very nice in the case and slide into a light wooden fixture which is not seen from the outside. At the rear of the department you will find the under-

wear, overalls, working men's shirts and other working men's lines. They are only shown in open fixtures and not on the counter.

At the rear of the store, the same as at the front, there is lots of room to walk around, and yet good use has been made of the space, it being devoted to table displays, a rack of waterproofs, etc.

At the entrance of the store there is a

## "SAVE SALES BY WASTING SPACE"

Mr. Chevrier Says More Room for Boys' Department Has Resulted in Great Reduction of Exchanges

**A** GAIN the advisability of getting the boys' department off by itself, where distractions will be few, is brought out—this time by Mr. Chevrier's, of the Blue Store, described elsewhere. In the new store the boys' department is upstairs—away from the rush of the ground floor. Since the new store was opened, even, the advantage of this position for the boys' department has been apparent. "It is easier," says Mr. Chevrier, "to make sales which are complete, not easier to make sales, perhaps, but easier to ensure against any dissatisfaction."

### Less Changes Now

In the olden days the goods did not always look the same when the customer got them home, which meant exchanges. In the new store there are better facilities for fitting, and that means less exchanges. The new department has resulted in far less refunds, which was a big item. In other words, to use Mr.

single show case of furs, befitting one of the largest fur houses in Western Canada. This points the way upstairs to the fur department.

Chevrier's go in strongly for window trims. They employ an expert window dresser and card writer, and have given him quite a big department at the rear where he makes his backgrounds.

Chevrier's phrase: "We save sales by wasting space." By this he meant, of course, that lots of space enables customers to see, make sure of what they want and go away satisfied.

### Need Wider Range of Goods

A point worthy of consideration by other merchants, is Mr. Chevrier's belief—founded upon observations made since entering the new store—that in spite of difficulty getting assortment, people were asking for a wider assortment and varied range of prices. We had a high range of prices and we ought to have one extending much lower. Customers are spending much more money than they used to, that is people who had means, and people who had not the means are having a hard time to make ends meet.

Chevrier's, by the way, give a special discount to soldiers' wives who are purchasing for their children. They believe that these people are much worse off than

they were two years ago—that the patriotic, separation allowance and soldiers' pay are the same, but that the price of goods has increased so enormously that those dependent on these allowances have to weigh their coppers.

### How Show Cases Are Used

In the front of the boys' department are the furnishings, shown clearly in the illustration used herewith. At the back, only partly shown in the illustration, are the clothing fixtures on which the stocks are kept. In the furnishing part of this boys' department are six show cases. Two are dressed by an expert, and are changed often. Usually they show boys' shirts, blouses, ties. Always they are tastefully arranged. Two other show cases are devoted to shirt stocks, these being kept on racks as in the men's furnishing department down stairs. Still another show case, plainly to be seen in the illustration, is given over to boys' hats and caps. This makes practically a boys' cap department.

Two other show cases are given over to boys' reefers and overcoats.

### Plenty of Displays

On two show cases used as counters there are very neat displays on racks of boys' ties, collars, etc., and again a nice display of a boy's shirt and tie.

Behind these counters the goods are carried in stock boxes, as in the men's store. The wire racks which are used so extensively for showing men's shirts in show cases are found in this store used for boys', and shirts are shown this way on show cases that are not being used as counters. Sweaters also are displayed this way.

Both here and in the clothing department  
(Continued on page 62)



A boys' department which is practically a boys' store. The clothing part of this boys' department is only half revealed.

# MAKING A MEN'S WEAR BUSINESS GO THOUGH "MUNITIONLESS"

How Strict Attention to Business, Energy and the Most Tactful Methods of Aggressive Salesmanship Can Prevail Over Even the Absence of an Army of Fat Pay Envelopes in Smaller Centres

**M**UNITIONS and the men's wear trade have a close and important connection. In fact in many of the larger centres where the men's wear trade felt heavily the drain of young purchasing power due to enlistment, the munitions business came like a godsend with its payrolls, and its vast additions to the spending power of the employees upon those payrolls.

## The Silk Shirt Buyer

Down in Maisonneuve, Montreal, for instance, as may be remembered by readers of MEN'S WEAR REVIEW, the H. De Villers Co. found that the munitions workers were frequently the buyers of costly goods, silk shirts, expensive neckwear, and other high class articles of merchandise, though at the same time there was sometimes noted the fact that munitions workers were sometimes too exhausted by their night and day toil to "dress up" even on a holiday. Nevertheless, the money made in munitions work found its way along to the men's wear counters in many and many instances, and to the saving of the sales situation for quite a number of firms. There are, however, exceptions to this throughout the Dominion. Not every town has a big munitions industry with a highly paid staff and an army of employees fingering fat pay envelopes every week-end. How have men's wear dealers in such places fared? How are men's wear dealers in non-munition-making centres weathering the war conditions by which a big percentage of their best customers have been withdrawn overseas?

## Facing the War Awake

In interviews with men's wear dealers in even the large centres, MEN'S WEAR REVIEW has found that considerable losses had often to be faced through customers going overseas in whole battalions. One firm—J. J. Hannan, of Peel Street, Montreal—calculated that at least 500 of the best spenders amongst the rising young men of that side of the city had been taken away from the books for the period of the war and some, alas, for ever, through death in the service of King and Country. In smaller centres also there has been difficulty and serious hardship for many men's wear dealers until they awoke to the fact that the war had come to stay a while and that though "business as usual" may be an ideal hard to maintain, yet the fact remains that business is business in spite of wars and rumors of wars, and that much may be done by alert business men determined to "do their bit" in their own line to keep the home fires burning.

## The Spirit That Wins

In days to come it will be more fully realized that business men right back in the home towns of the boys who fought and won have also shared and shared big, in the bringing about of victory. Especially may this be said of the men's wear dealers who have maintained their businesses without much aid from the munitions payrolls of Canada. It comes down to a matter of spirit in the long run, a condition of mind that might be called "the will to win." MEN'S WEAR REVIEW found examples of this in the smaller towns where the munitions trade is unknown. While there may have been anxiety, even alarm, for the welfare of men's wear businesses in these smaller centres early in the war, there is to-day no complaint, but instead a splendid spirit of winning out in the battle of business building under adverse conditions.

## Cases in Cobourg For Instance

There is for instance the town of

Cobourg, Ont. Here is a town in which the munitions industry is almost non-existent as far as fat pay envelopes are concerned. Though Cobourg can boast of three railways, an ice-free harbor, and plenty of electric power, still payrolls on the big scale have not so far blessed this centre, and a matter of some seventy or so easily covers the roll of the munitions workers of Cobourg. The men's wear trade, while it appreciates their presence, cannot count on these patriotic producers for the most profitable business of the year. But Cobourg men's wear dealers have found it possible to keep the home fires burning briskly by business from other directions.

## Minaker & Co. Make Good

Under the management of Mr. J. Kennedy the firm of Minaker & Co. has made steady progress since the war, and this has been done independent of munitions money. How has it been done? This, Mr. Kennedy himself can

## Make Your \$-\$- \$ Go A Long Way

To Give Yhu Goods at ihe Lowest Possible Price  
is Our First Consideration.

## SATURDAY SPECIALS

ALL STRAW HATS, including Men's, Young Men's,  
Boys' and Children's.....Saturday at Half Price

BOYS' KHAKI BLOOMERS,  
good quality, at \$1.25 and \$1.50

BOYS' TWEED PANTS at ....  
.....\$1.25, \$1.50, \$1.75

MEN'S GREY DUCK OVER-  
ALLS, extra heavy, at, per pair,  
.....\$1.50

HOSIERY for men, women and  
children at before the war  
prices, extra good quality and  
color; all colors and kinds.  
Come in and let us show them  
to you, and you will be glad  
you called. Prices run, per pair,  
from .....25c to \$1.50

MEN'S WORKING SHIRTS. We  
have the largest assortment to  
choose from that we ever had:  
Blue Duck, Black and White  
Stripe, Grey Drill, Khaki Drill,  
and a lot of others too numer-  
ous to mention. All are good  
full size, and fully guaranteed  
to give satisfaction. Sizes range  
from 14½ to 20. Come in and  
see them. The market value  
of them is \$2.00, but we are  
selling them at...\$1.00 to \$1.50

BATHING SUITS, all reduced—  
Now is the time to get one  
cheap.

Store Open Evenings Till 8 o'Clock

# MINAKER & CO.

*A Mid-August Ad. by J. Kennedy of Minaker & Co., Cobourg. Mr. Kennedy is a believer in advertising in the local papers, and endeavors to secure the best display for a good range of items, quoting prices, and avoiding overcrowding. He is disappointed sometimes in the typographical work of the local printer, but as a rule finds that personal attention produces the desired result.*



## Final Notice

This account has been mailed to you several times. We have had no response to our request for payment. It is our intention to at once place in the hands of the Division Court Clerk all delinquent accounts for collection. It is no pleasure for us to be obliged to collect our accounts by law and besides it adds costs to you. But we must have our money and are obliged to take this course.

MINAKER & CO.

*The Minaker & Co. Ultimatum to Delinquent Credit Users. This firmly, but fairly worded notice usually brings home the bacon, and without estranging future business in a great many instances.*

best tell, for he is the mainspring of the business, and has been since Mr. Minaker passed away.

"We haven't needed to go out after business," said Mr. Kennedy to MEN'S WEAR REVIEW, "not that I don't think we could increase business a great deal even yet by going out after it, but simply because we haven't had the time."

Here, of course, the shortage of help has had its effect, but Mr. Kennedy expressed the belief that it might pay well for him to hunt up and hire a real good salesman for indoors, and himself repeat an old successful habit of his in going out around the city and district making special business getting approaches to the proper sources of new business.

### A Policy That Always Pays

"It will pay anywhere—I don't care where—to go after business," said Mr. Kennedy. His is the aggressive sort of salesmanship that may hear "No" more than once, but will get the order all the same sooner or later. He has done it. He is doing it. He will do it again and yet again.

Mr. Kennedy's sales-making methods are not in the least hard to understand or to follow in any centre of business. Some of them are simple as the very A B C of salesmanship.

### A Little Price-Ticket Tip

Take for instance this little tip as to the display of price tickets in the store interior displays, or in window trims.

"I always believe in a good plain price ticket well displayed on the goods," said Mr. Kennedy. "But here's something I do—I never let the display of price tickets become a monotonously steady feature of my windows or the store displays. Every few weeks I make a complete change. I withdraw every single price ticket, and let the goods alone occupy the windows. I feel that people who see the price tickets all the time, day in and day out, by and by get not to notice them at all through seeing them too much. So I refresh the whole display by taking away the tickets, and when people have got a rest, as it were, from the feature, why back go the tickets, and they attract twice the attention."

There is one way of enlivening dull business in a city where munition pay-

rolls are slim and slender. It has worked in Cobourg.

### One Price And Stay With It

"I charge one price—a good fair price to yield me a profit, and I stay with it," said Mr. Kennedy. "That has come to be a recognized thing with this store. Sometimes other stores come out with cut prices below ours. We make no difference, and I don't believe that in the long run we lose one cent. In the case of our straw hats this season for instance, something of that sort happened. I'll tell you how we came out.

"We had our stock of the commonest kind of straws for the farmers—they call them 'cow's breakfasts', you know—and these we had a sort of mutual arrangement with other stores to sell at twenty-five cents. Well, it was a backward season, and things looked bad for the 'cow's breakfasts,' and we heard that some stores had been beaten down by their customers to twenty cents per 'cow breakfast.' We didn't bate our price a jot, and look at all we have left of our stock."

Mr. Kennedy showed a bare handful of straw hats—hardly enough altogether to feed one really hungry cow its morning meal.

"And, of course, every one of our hats went a five cents higher price than the stores that allowed the cut had been able to get," he added with satisfaction.

Another pointer to the art of keeping business happy even though competition suffers qualms, and customers talk hard times. In spite of backward weather conditions Minaker's had a fairly good straw hat season as regards the higher priced hats, and Mr. Kennedy will not require to carry over any stock till next season. Incidentally in comment upon MEN'S WEAR REVIEW'S suggestion that straws may well be stored where possible for next season, Mr. Kennedy is rather in favor of holding on to any and every kind that exists unsold till beyond its season, under present conditions of supply. "Not under normal conditions," he said. "It's best to keep the stuff moving over the counter to a finish as a rule. But these times are different, and so very difficult as to supplies. Mr. Minaker, by the way, was always a believer in having a good big stock, and in woollens we had a very

considerable stock when the war broke out, and were much the better for having it."

### Selling Warm Socks in Summer

Mr. Kennedy's sales methods, while they respect the seasons quite sufficiently, are nevertheless big enough to over-rule even the laws of seasons in some respects. On the day MEN'S WEAR REVIEW visited Cobourg, Toronto newspapers were telling of the hottest weather on record prevailing all over the province. In Minaker's store there was a wonderful display of pure wool, and heavy wool and cotton mixture socks, a great pile of them boldly ticketed, and Mr. Kennedy reported steady sales of these going ahead regardless of weather conditions. "The women are the most far sighted buyers," he said. "They seem to think well ahead of the seasons in buying for their men folk, and I make quite frequent sales of winter underwear in mid-summer, or early fall usually to women buying for their husbands. I had a case the other day of a lady who bought some hosiery which she said would not go into wear till next January. That was women's hosiery, a line in which we have always specialized."

### No Farmerettes Round Cobourg

Asked as regards women's business generally, and especially as to the business of the farmerettes, Mr. Kennedy reported nothing important in this line in Cobourg and vicinity.

"There is, however, a good farmer trade in Cobourg," he said, "and the harvest this season is particularly good, so that we look forward to fair business for the immediate future. The farmers come in as a rule on Saturdays, and Saturday is a good shopping day in Cobourg all the year round."

"The farmers are better buyers than ever in the men's wear trade now," added Mr. Kennedy. "They buy good stuff, and there is usually no difficulty in selling them a better class of goods than they ask for at first. Where they used to ask for the old style 75 cent working shirt, I have no trouble now in placing the \$1.50 and \$2.50 quality at which in former times the farmers would 'raise a holler.'"

### Boys' Business Is Promising

In another direction—that of the boys—Minaker's, under Mr. Kennedy's management, has prospered. A steady business in boys' clothes is carried on, and without the use of special inducements so far, though Mr. Kennedy is quite a believer in the use of inducements once in a while and in a special way, to cement buyers' good will.

"I know that a knife in the pocket, or a watch or whistle, will add to the attractions of a suit for a boy, and often make a sale," said Mr. Kennedy, "but do you know, I think the customer pretty often comes to think, 'Well, after all, I pay for that whistle.' No, in making a little gift with a purchase I would

far rather work it this way. When the purchase has been made, and the buyer seems already satisfied I should, in special cases, just wrap up a little extra—a tie, or a pair of cuff links, or something like that, and add it to the purchase with a remark that this will go well with the shirt, or suit, or whatever it is. I find that that way of making a complimentary gift gives far better results in goodwill and advertising value than holding out the inducement with the goods from the first. Of course you can choose your recipient, and leave out any who would not appreciate that sort of thing, but a great many do, and it comes as a little direct personal touch especially given which is talked about in the most satisfactory way afterwards."

There is another instance of tactful, yet aggressive business encouraging which helps along when fat pay-rolls are lacking in the community.

#### Firmness With Collections Pays

As regards making collections, Mr. Kennedy has found absolute and rigid insistence on the rightful dues of the firm to pay best in the long run. Few customers are lost through Mr. Kennedy's system, which is first to approach the customer by personal letter very nicely expressed on the subject of the arrears, next to warn a little more firmly, should this be necessary, and finally to send a printed slip on the account threatening legal proceedings. Even in the cases where legal proceedings were taken Mr. Kennedy has not lost the customers. There was one case in particular where the delinquent, after paying the debt and interest upon it, actually came back within a few days bringing his son, and bought a good outfit of new stuff for cash, saying, "I have been thinking over that suit of yours for that account, and I see it in a different light now, and am glad you insisted on your money as you ought to."

Mr. Kennedy is a firm believer in the cash system as soon as merchants can be got together to agree to institute it, and stay with it. He is a strenuous optimist for such schemes as co-operative buying of staple goods, and a staunch champion of advertising. Also he never fails to receive travellers with courtesy, and while not promising to buy, will always see the goods and hear about them. Upon principles of this sort, and his own methods of salesmanship he has established the success of the business to date.

#### An Eye For All Side Lines

Bert Clarke, another men's wear dealer in Cobourg, was able to announce cheerily, "No kick coming," when MEN'S WEAR REVIEW enquired about business conditions. "The truth is," he said, "that business in Cobourg has never been any too good since the war began, but in spite of that I have no cause for complaint, and don't expect to have. No, there's not much to count on from the munitions business in Cobourg, but there

are other directions from which business can be developed profitably. For my own part, because I am a trained tailor and cutter, and in the men's furnishing business, with a big pressing and cleaning business besides, it is still not to say that

I do not give attention when opportunity offers to other business chances in which there is profit. I am a qualified and certified auctioneer. I frequently buy and sell for people on a ten per cent. commission, and it is known of me as a hard and fast fact that I do not ever abate a price once set for goods or service. This I have found to pay me best.

#### Cashing In on Personality

"Another paying business attitude I have found for myself," said Mr. Clarke, "is to cultivate personality—to get well known everywhere throughout the town and district, to be out and about and amongst the people at every opportunity, and known amongst as many people as possible by face, and by name. This brings business my way constantly. I advertise a little in the local paper—there is no better medium in a small centre. I watch arrivals in the city, and when the American visitors come over I frequently drop a direct letter to some of them, enclosing a price card. Business results. The American visitors are, however, better patrons of the suit pressing department than of the store itself, though they do buy goods every now and then, and their business is welcomed.

#### Knowing The Customer

"I do a little what you might call mind-reading of my customers when they come in, and try to get an intimate understanding of their needs. I don't let my customers buy so much as I sell them what I know will suit them most becomingly, and satisfy them thoroughly. I do believe that that is at the back of

a great deal of success. I have a little store away from this one, on a side street, right off the main line of traffic, and yet I do a big turnover there, bigger by three times, I believe, than the turnover of some others who are far better located. But I have now secured my store on the main street here, and am giving up the other little one in which I started seven years ago, and which is still drawing business for me.

#### Courage Counts—Not Depression

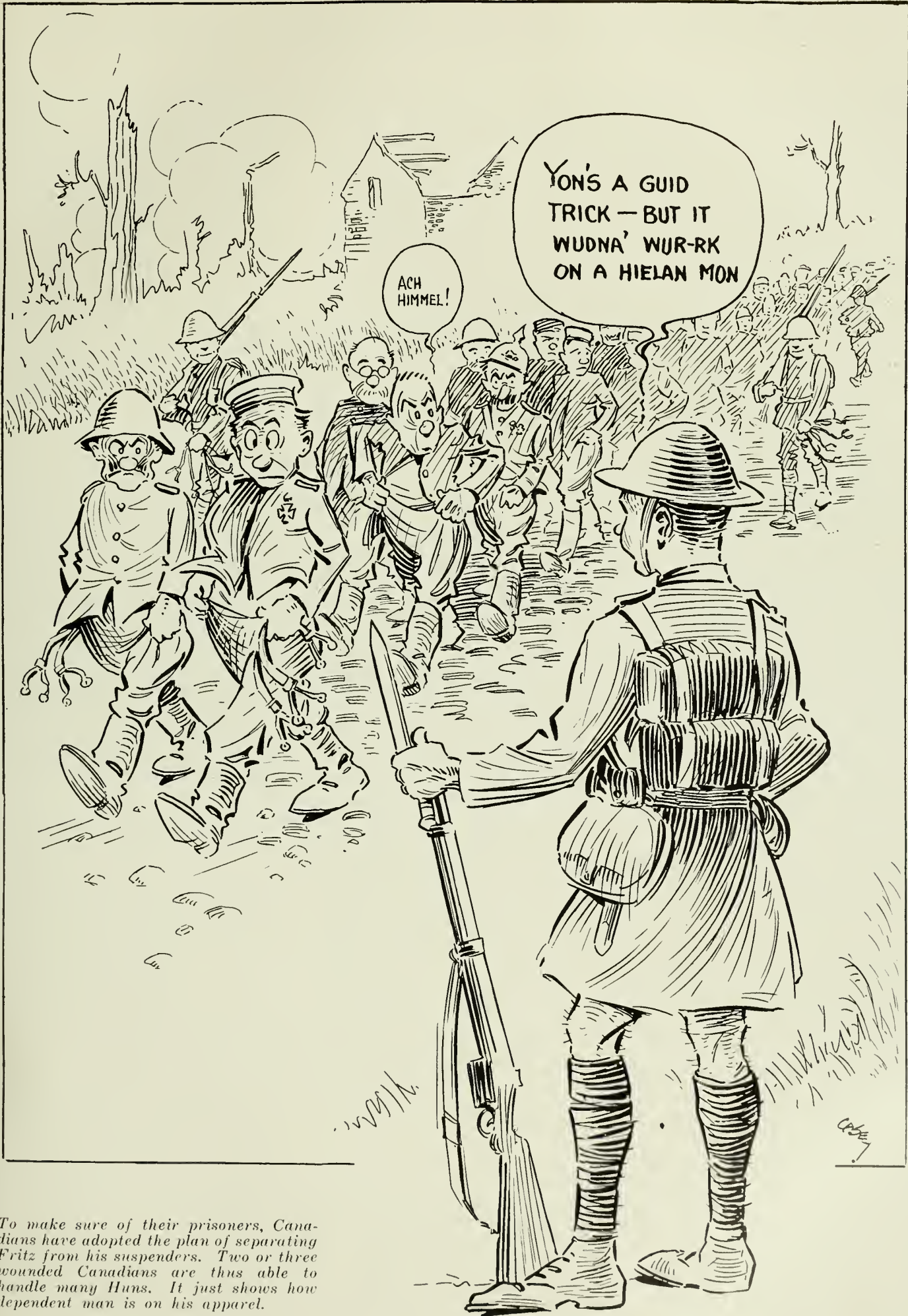
"Yes, times have not been on the boom for the men's wear trade in small centres," agreed Mr. Clarke. "But this I think is true. It doesn't do to get scary, or depressed even though there isn't a munitions payroll to count on. Far better get busy and find out what business there is in sight that you can count on. There's bound to be business if you go the right way after it, and let the community know you and your determination to do business and do it right. Anyway, that's as I have found it, and as I said to you, I've no kick coming to-day as regards my business outlook. The harvest prospects about here are good. That means something. There's a tractor exhibition coming along. They've asked me, 'What do you expect that will bring in the way of more business?' I answer 'Perhaps none in the men's wear line, in fact it would not surprise me to find people buying less goods during the days of the exhibition. But I know that if there are ways by which the tractor exhibition can be turned to good profit in Cobourg, Bert Clarke will be one of the men who will discover them, and develop them. I'm out to do business, glad to serve where I can at a fair profit, and to serve as many people and in as many ways as possible. And that, I think, is the way to meet business conditions that are not boosted by the munitions industry."

## PILFERING PREVALENT—CO-OPERATION NEEDED

Retailers Receiving Express Packages Should Make Immediate Inspection and At Once Report Shortages, if Any

**R**EPORTS from many parts of Canada are to the effect that pilfering from express packages is more than ever prevalent. It is stated by some who have been called upon to enter damage claims for losses thus sustained that express officials lay blame for pilfering to the new help they have been forced to take on. In the past the express man has been a mighty fine, up-standing type of fellow. Probably 95 per cent. of cases he still is; but as a result of war conditions a number of new men have had to be employed, and some, it is said, are not of the old type. Perhaps the high price of goods is causing trouble too, offering more tempta-

Every possible step to detect and punish those guilty of pilfering should be taken, but also there might well be a close co-operation between manufacturer or wholesaler, the shippers and the retailers, who are the receivers of packages. From the outside of the package it is impossible to tell if goods have been taken. Retailers might well make an immediate inspection of goods coming, so that claim can be made at once. It is the consignee from whom the claim is properly to come. Word of shortage might well be sent the shipper, too, so that representation from that end may be promptly made to the public carrier.



To make sure of their prisoners, Canadians have adopted the plan of separating Fritz from his suspenders. Two or three wounded Canadians are thus able to handle many Huns. It just shows how dependent man is on his apparel.

# NECESSARY NOW TO WATCH U.S. REGULATIONS

What Comes Into Effect Across Line To-day May be Law Here To-morrow, And Vice-versa—Many Proposals Having Effect on Business—Make Careful Watching Wise.

**D**ESPITE caustic comment, made from time to time about "trade and truck with the Yankees," it has become very evident of late that what Uncle Sam does to-day Johnny Canuck is quite likely to do a little later. Equally it is true that what Johnny Canuck did yesterday Uncle Sam may well do to-morrow. The score is fairly even, so that there need be no jealousy in the matter. There need be, however, a great deal of watching—not so much watchful waiting as watchful anticipating. Is this thing that Uncle Sam is now doing going to become a fact in Canada, and if so what will it mean to my business? Should I take steps to prepare for the coming of such a law? These are undoubtedly questions which the men's wear merchants might well ask themselves about a number of matters now receiving great attention across the line. Here it will be well to consider a few of these.

## IS LUXURY TAX COMING TO CANADA?

What is a Luxury Any Way?—Uncle Sam Seems to Think a \$30 Suit is, But Hasn't Quite Made Up His Mind—Canadian Merchants Feel That the Public Will Pay if the Tax is Imposed

**W**HAT is a luxury? Is a \$30 suit a luxury? Can a \$4 hat properly be so designated?

To these last questions Uncle Sam, our reflective neighbor to the South, seems on the point of answering in the affirmative. His treasury department, indeed, has recently suggested an impost to be known as a luxury tax, and has designated as among the things which would fall under this luxury tax, men's suits selling for more than \$30, hats costing more than \$4, shirts, gloves and pyjamas costing more than \$2, hosiery over 35c, underwear over \$3, shoes over \$5, and all neckwear and canes.

### Not Yet Law

This proposal hasn't, at the time of writing, become a law in the States, though it well may be on the Congressional Records, or wherever they record laws over there, before MEN'S WEAR REVIEW gets to press. "The world do move," as the old darky preacher said, and never did it move so rapidly as just now.

Still, while not a law at the moment, the proposed luxury tax deserves consideration, by reason of the fact—outlined above—that what is done in the States may well be done here a little later. Now looking at it this way, what would such a luxury tax mean to the men's wear trade, if applied to Canada?

### But What Is a Spade?

"Why it isn't a luxury tax at all," says one good merchant. "It would be a tax all right, but a luxury tax—no. Let us call a spade a spade, but let us remember that what was a spade before the war may well be something else now—or perhaps it would be more apt to say that some things which were very high toned, exclusive, you know, before the war, have come down among the spades.

"No," says this merchant, and ap-

proving here! here! are to be taken as read, for they came from other good merchants whom MEN'S WEAR REVIEW consulted, "no a \$30 suit is not a luxury any more. It may not be a necessity. There are suits which can be secured for less, but the \$30-and-up suit is an economy. Any man who appreciates the woollen situation will bear out that statement. The Canadian government—yes, and the U.S. government, too—bears it out in the class of clothing it buys for its soldiers. Why does the soldier wear such good material? Because, taking all things into consideration, it is cheaper."

### Some Luxury!

"Think of 35c being fixed as the line of demarkation of hosiery. Why a 50c pair of socks is apt to be none too good, the way things are now. Goods which are bought below that figure—always excepting some exceptional values offered from time to time, though Heaven knows how—are apt to be luxuries indeed, in that the purchaser will get a momentary satisfaction from their possession, perhaps, but no real value.

"So with the other goods—anything above a \$2.00 shirt a luxury—wow!"

Indeed the term luxury does seem a little misused, and there seems reason to approve the statement of another merchant to the effect that the tax may be a necessity, to raise revenue, but if it is imposed it should be called a tax on wearing apparel—not a tax on luxuries.

### Why Worry?

There are a number of merchants who take a philosophical attitude toward this United States proposal—which may have its backwash affecting Canada. "If it is to come it will come," they say. "Why worry?" We have other troubles. Any way the people will pay the tax without a murmur, if, and when, it is imposed. Has there been any decrease in the use

of Pullmans since a tax was added to the price? "Has there," they ask, "been any decrease in the use of cosmetics because of the tax?" Ah, there the questioner has us. So far as is visible to the naked eye, there has been no diminution in the use of these luxuries.

Perhaps this somewhat fatalistic attitude is the best one to take toward the matter after all. Certainly if the money is needed, and this tax seems a proper way to get it, not many of us will protest. Still, it is worth mentioning that the war, just by the nature of things, has hit the men's wear business particularly hard, and anything which can be done to safeguard the business against unnecessary handicaps might well be done.

## "SAVE SALES BY WASTING SPACE"

Continued from page 57

ment you will find expensive mirrors worked into the wall fixtures for the boys.

The clothing department is about three times the size of the furnishing department. Customers are served at massive tables, the tops of which are highly polished, and on which no other goods are present to distract. The air of smartness about the department is undoubtedly helped considerably by displays of clothing on the top of the fixtures.

## THE MacDONALD BROTHERS CONNECTED WITH FRIED GRILLS

MACDONALD Bros., who, after building up a magnificent men's wear business in Sarnia, recently sold out to Dowlers, Limited, have become interested in the Fried Grills Hat Co., Limited, of Guelph. Both brothers will be actively engaged in the business, R. V. Macdonald as an outside representative and E. L. Macdonald at the Guelph plant. R. V. Macdonald will cover the Maritime territory this fall.

# WILL PATRIOTISM CURTAIL CHRISTMAS GIFT-GIVING?

National Council of Defence Across the Border Inclines to Advocate S.P.U.G. Principles—  
Movement May Spread Across to Canada, But Alert Men's Wear Dealers Need  
Fear Nothing.

ON grounds of patriotism and national economy the United States National Council of Defence will possibly place a ban on gift-giving this Christmas. In all probability the movement against Christmas compliments in substantial shape will become fashionable in Canada also should the American people make a patriotic affair of it in their whole-hearted way. Already as every men's wear dealer knows, American influence counts for something in Canadian business life. But how far could this repression of every natural generous impulse around Christmastide really go in the restriction of spending upon goods for gift purposes?

## A Matter Worth Watching

This is a matter for the alert men's wear dealer to watch closely from now on. American tendencies will tell upon Canadian affairs quite distinctly during this Fall and Winter. There can be no doubt of that. And if the American people in the fullness of their patriotism are going to obey to the letter any order of their National Council of Defence against the giving of Christmas and New Year's gifts, there will be hundreds and thousands of Canadians equally sparing of this form of expense from the most earnest of patriotic motives. Watch what the Americans are disposed to do in this respect, and make your Winter selling plans accordingly.

In the meantime, however, with your Christmas trade goods decided on, ordered, and perhaps on the way to you there is no need for any anxiety about their sale. This movement to economize in giving may divert the current of Christmas generosity a little, but no movement that leaves any spare money at all in the pockets of average human people around the festive season can ever stem the tide of their goodwill towards one another—the feeling that finds expression in gifts of all kinds.

## The Kind of Gift Counts

As Hamlet's disconsolate sweetheart expressed it, "Rich gifts wax poor when givers prove unkind." In the case of America the sentiment is being broadened to imply that rich gifts wax poor when givers prove unpatriotic (for to be unpatriotic is but unkindness in a larger form). Yet gifts bestowed upon friends in the abundance of gift-season good will, and bearing in their very nature the evidences of thoughtful patriotism, will undoubtedly be even more fashionable, and more in favor than the former kinds lightly purchased and given with no more thought than just to be upsides with everybody else.

This Christmas it is extremely likely that you will find far more importance laid upon the kind of gifts given. Con-

sequently you will foresee that success in the sale of gifts is likely to be with the merchant who can guide purchasing power, and inspire his customers with the true spirit of gift-making, while careful at the same time to have supplies sufficient to give a fair range of selection.

## Substantial Gifts Probable

Get ready for a demand for substantial and useful gifts. There are sure indications abroad that the essentials are going to count considerably in the book-keeping of a great many families this Winter. There was a time when a plush-covered pipe-rack with a picture of Santa Claus upon a porcelain panel might have been disposed of at Christmas even in a real men's wear store. That was the prehistoric—we mean pre-war—time when the average family gift appropriation was scattered over half a hundred low-priced and frequently rubbishy trifles so that not a soul amongst the host of sisters and cousins and aunts could feel neglected. Those times are altered. There is concentration coming upon good gifts for the well worthy—the soldier sons, husbands, sweethearts for instance—and even for those who are not bearing the brunt of active service or the discipline of training and reserve camps there will be little frippery purchased.

## Wool May Outweigh Silk

While the value and lustre of silk in the form of cravats, handkerchiefs, hose, shirts, and underwear will always ensure for silken articles a sure demand at the Christmas gift season, do not by any means neglect to take account of the probability that woollen goods will bulk largely amongst gift purchases this season. Very probably the merchant who plans to display attractive woollen goods with what Sam Weller called "A little bit o' Christmas to them"—that is a touch of holly or mistletoe, or Christmas ribbon—will make sales for gift purposes on a goodly scale.

Socks will bulk big amongst Christmas gifts this season as usual, and perhaps a little more than usual. There are men's wear dealers selling socks even now for Christmas gift purposes. Here the very best are none too good, and here the suggestion of ribbon or holly spray will work like a charm.

These are but pointers indicating the directions in which the stream of the gift giving inclinations of Canadian communities may go should America insist on curtailing the Christmas impulse to any great extent.

## Spirit of the S. P. U. G. Revived

This is something new to the men's wear trade of Canada. It has all been faced before, and conquered. Do you

remember the years of "financial stringency" presaging the war as it turned out? Then there was a widespread S. P. U. G. movement. The Society for the Prevention of Useless Giving was abroad in the land, and the meanly inclined took advantage of the ideas promulgated to give no gifts at all. That, however, is not the spirit of the S. P. U. G. That is never the spirit of the big masses of real human-hearted human beings. That is not the spirit of Canadians or Americans either.

If the Americans make a nation-wide movement of the patriotic spirit in Christmas gift giving this year, and the Canadians follow suit, all that the movement means to the men's wear trade is simply the placing of the emphasis on the useful in gifts.

## Useful Gifts Will Go

There will be spending, quite liberal spending, on many lines of goods not usually known as "gift lines," but business can be run on a very profitable basis apart altogether from gift lines. Indeed business for the future can be established better through the substantial lines of useful goods than upon the fancy lines. You want your gift-buying customers to come in and see you purse in-hand later on around January and February and March and April and May, and many another month as well as around the 'steenth of December or earlier.

Your substantial goods introduced perhaps as suitable gifts through a wave of national patriotic economy will be foundations of future month to month business in staples and novelty lines. They could find no better medium of introduction, and here the far-seeing men's wear dealer will sense an opportunity for supplying a card with his firm name and address upon it, or having the firm name or monogram neatly placed on the boxes or wrappings of the gift parcels. This can be done with good taste, in fact the monogram of many a men's wear firm in Canada is a hall-mark of the excellence of the goods presented.

## Novelties Will Sell Too

In spite of the most enthusiastic economy movement as regards gift giving you will find nearly every line of novelty goods likely to sell as well as ever because as one merchant sees it, "after all in the men's wear trade almost any gift line you can think of has the merit of utility as well as fancy grade quality. All you have to do is watch the way in which your selling invitations to the public are worded if a wave of gift economy surges across from the States. Lay the emphasis on the word USEFUL in advertising and displaying the goods, and you will have small cause for worry about the disposal of your gift stock."

## LIGHTLESS NIGHTS NOW IN THE U.S.

This Regulation of Great Interest to Canadian Merchants—Makes Still More Stringent Regulations for Canada Seem None too Remote.

ONTARIO men's wear merchants, who have been suffering under the regulation forbidding the illumination of store windows except on Saturday night, will be interested in lighting restrictions recently put into effect in the United States, as announced in a recent issue of the Washington Official Bulletin.

So often, of late, has Canada followed the lead of Washington that the United States restrictions are of interest as the possible forward cast shadow of coming events.

The restrictions call for a general reduction in street and outdoor lighting; an entire discontinuance of illuminated advertising signs on certain days—also of fuel generated light in window displays during the day and on nights of the restricted periods. The clauses of this United States regulation are:

1. No city, village, or town and no person, firm, or corporation under any contract with any city, village, or town, shall use or consume any coal, oil, gas, or other fuel for the maintenance of lights in the streets, parks, or other public places of such city, village, or town, except under the following restrictions and limitations.

(a) Street illumination automatically lighted, maintained by or for any such city, village, or town, in the streets, parks, or other public places thereof, shall not be lighted before sunset and shall be turned out not later than sunrise;

(b) Street illumination lighted by hand in any such city, village, or town shall conform as nearly as may be to the requirements hereinabove prescribed for automatic lights;

(c) The amount of public lighting in any city, village, or town shall be only so much as may be necessary for safety, and the use of lights commonly known as cluster lights for purposes of display or decoration shall be reduced to such portion only of the cluster as is necessary for safety.

2. The local fuel administration for the territory within which any city, village, or town is located shall arrange with the proper municipal or town authorities of such city, village, or town for the regulation of public lighting in accordance with the provisions of paragraph Number 1 of this order. Regulations for public lighting so arranged shall in each case be subject to the approval of the proper State Fuel Administrator, and in case regulations in accordance with said paragraph 1 for the public lighting of any city, village, or town, satisfactory to the State Fuel Administrator of the State within which the same is located, shall not have been arranged between the local fuel administration and the proper municipal or town authorities as hereinbefore provided,

ed, within ten (10) days from and after the effective date of this order, said State Fuel Administrator is hereby authorized and directed to prescribe such regulations for such city, village, or town, and the same shall be valid and binding.

3. Outdoor lights within a city, village or town, other than those mentioned in paragraph 1 of this order, which involves, directly or indirectly, the use or consumption of coal, oil, gas, or other fuel shall not be lighted until 30 minutes after sunset.

4. (a) The use of light generated or produced by the use or consumption of coal, gas, oil, or other fuel for illuminating or displaying advertisements, announcements, or signs, or for the external ornamentation of any building shall be entirely discontinued on Monday, Tuesday, Wednesday, and Thursday of each week within New England and

the States of New York, Pennsylvania, New Jersey, Delaware, Maryland, and the District of Columbia and shall be entirely discontinued on Monday and Tuesday of each week in all the remainder of the United States.

Exception: Bona fide roof gardens where meals are served and outdoor restaurants, also establishments devoted exclusively to the exhibition of outdoor moving pictures at which admission is charged are exempt from this section.

4. (b) The use of light generated or produced by the use or consumption of fuel for illuminating or displaying any shop windows, store windows, or any signs in show windows shall be discontinued from sunrise to sunset and shall also be discontinued on the nights specified in paragraph 4 (a).

5. The State fuel administrators within the several States are hereby directed and authorized to see that the provisions of this order are observed and carried out within their several States, to report violations thereof to the United States Fuel Administrator, and to recommend to him action to be taken with respect to such violations.

This order shall be effective on and after July 24, 1918.



## DO ARTISTIC TRIMS PAY IN TOWN AND VILLAGE STORES?

Do artistic trims pay in other than the big centres?

Why not? Don't people there appreciate the unique, the trim, the good?

Brown's, Limited, of Portage la Prairie, Manitoba, believe their townspeople, and the well-to-do farmers from the country round, appreciate a carefully prepared trim—that Brown's, Limited, believe this is indicated clearly by the regular use of such trims as the one here shown. The illustration is small—half-tone having been made from a small amateur photograph—but it is clear enough to show the care taken in grouping the merchandise—in preparing the background.

Note the background. See the artistic B. That and other parts of this trim cost some money, and more time; but the results, the management states, prove both money and time to be well expended. The management ought to know. The trim illustrated was arranged by James Ewart who has charge of all displays in Brown's, Limited.

Moreover, as said earlier, why shouldn't an artistic window appeal bring trade from townspeople and farmers? The day when the "Rubes" lived in the towns and country is a day that is gone. Everyone knows the "Rubes" flock to the cities now.

# MEN'S WEAR REVIEW



VOL. 8 SEPTEMBER, 1918 No. 9

## EDITORIAL NOTES

THE anti-collar league should convert itself into the anti-double-chin league.

\* \* \*

NO USE talking, though, it will be pleasing to once more call for our bacon when we want it.

\* \* \*

THE lifting of restrictions re the use of bacon marks another Allied victory; a victory over German-grown submarines and home-grown appetites.

\* \* \*

A WONDERFUL crop in Ontario is assured, and the Western outlook is better, by a good deal, than was hoped. The farmers are going to be like the poor only in that they are still with us.

\* \* \*

UPON the success of this next war loan will depend the continuance of manufacturing activities during 1919. As business men we can't afford to let slip any opportunity for boosting the loan.

\* \* \*

THE NEW lighting restrictions adopted in the United States somehow make the possibility of a lifting of restrictions, as they apply to store window lighting in Ontario, seem more remote.

\* \* \*

AS THE Canadians at the front have found out, a Boche, minus his suspenders, is an exceedingly easy prisoner to handle. Just another instance showing that clothes have a great deal to do with the "jazz" that is in us.

\* \* \*

SIR THOMAS WHITE'S recent report on Canada's financial position makes cheering reading for the hot weather. It makes very evident, however, the need of girding up our national loins in preparation for the next war loan.

\* \* \*

A BOOKLET on the Peace River District, just to hand, proves reassuring at a time like this. Way up north of Edmonton is as fertile a country as Old Ontario. When it becomes more closely settled production will be such as to make the reduction of the war indebtedness a very much lighter task.

\* \* \*

TO SAVE a dollar is good—to spend a dollar wisely almost equally so. It is an appreciation of this which is going to cause the public more and more to turn toward the useful present this Christmas.

IT NOW appears that drouths, frosts and labor shortage have complicated the food situation in England. Well, despite a poorer Canadian crop than was at first hoped, there's a goodly margin here for shipment—and there are good Canadian ships now to carry the grain across.

## ONE WAY TO LOSE

TO ignore everything but the war will be one way to lose the war. Many who should know better, even high officials, suggest that the war is everything and trade unimportant in comparison. Not a few public men seem obsessed with this idea, failing to understand that the successful maintenance of trade is a most vital part of the war.

The necessity of earning wealth by which the war can be carried on does not appear to be so obvious to them as it is to the commercial community. Some of them have never had occasion to earn anything, or to add in any way to the resources of the country. Those who are acquainted with the commercial and industrial life of the country know that to ignore everything but the war is to take the surest way of losing the war. At the beginning of the struggle there was a great talk of "silver bullets"; but that was when Mr. Lloyd George was Chancellor of the Exchequer. "Silver bullets" are equally needed now, and any war measures which hinder the nation from producing them should be very carefully examined before they are adopted.

## 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.

Retail merchants, manufacturers and other employers of labor will not be tardy in accepting their fair responsibility in this matter. Kindness, consideration and tact, but not for charity, should be the impelling motive of all dealing with these worthy men.

## "JUST AVERAGE ABILITY— BUT WORK, AND AN IDEA"

Marcus Loew's Own Estimate of His Methods in Reaching Success of Continent-Embracing Kind in the Theatre Business

"I FOUND that there was no royal road to success, but that what we have in this world comes, as a rule, only through sheer hard work of hands and brains. It was by fighting for favorite street corners that I learned which boys I could lick. It was by sizing up my customers that I added to my knowledge about human nature. And it was because of absolute necessity that I forced my brain to figure out plans to increase my sales of newspapers."

These words read like the first lines of the first chapter in the history of more than one great business builder of this continent. Not many business men, however, know that Marcus Loew, the amuser of millions, the man who has made it possible for people to enjoy a show pretty much just whenever it suits them from daylight to dark, began as a newsie. That was just how Marcus Loew started, however, and here in his own words is an account of one of his methods of making more sales than his rival newsies could manage.

"On Saturday nights," he says in the *American Magazine*, "I always went to the newspaper offices on Park Row, and slept on a bale of bags. I did this because, if I waited until Sunday morning to get the papers I should have to compete with the other boys. As it was the men woke me up at three or four o'clock in the morning; I had my papers all folded, and I was out on the street several hours before the wagons brought the papers to the other newsboys. When the other boys came on the street they would not find me there, and they used to wonder why I never sold Sunday papers. It was not until years later that some of them discovered what I had done, and how I managed to be in bed by the time they were starting to work.

### Good Gear in Small Bulk

"When I meet new people this is generally what happens: First, they ask me how I managed to become the owner of more than two hundred theatres in this country and Canada. Then they look down curiously at my five feet six inches, and I know they are adding, in their own minds:

"How did a little fellow like you ever do it?"

Forty-six years ago I was born on the East Side of New York of parents so poor that it hurts to look back to those days. Conditions were so bad that at the age of six I was selling papers on the streets, running errands, and doing all sorts of odd jobs in the endeavor to help out at home.

### The Spark That Lit Loew's

Sometimes I went to school, but always I sold papers. Though I was little more than a baby I fought bitterly to hold on to corners where crowds of people were passing. My mother would beg me not to go out in the freezing weather or in storms; but there was a spark of something in me that drove me out, not only "to get on the job" but to try to make my father and mother proud of me.

Yet, hard enough though the life was, it did me good.

### Small Physique as a Spur

From the time I was eight years old I worked at various things. At twelve I entered a shop where maps were made. At the time I was much smaller than other boys of my age. The matter of my height and weight came a serious problem to me. I once even thought of having my neck stretched in an attempt to be as tall as other boys. But somehow I came to realize that it doesn't matter what your physique is, if only your brains and knowledge are big enough.

It was my ideas on this subject, however, that made me throw up that job, for when I asked for a raise one day, the boss shouted at me:

### "You Little Peanut!"

"You little peanut! You ought to be glad you are getting such wages. You are only a little kid yet."

I resolved, then and there, to show this man what a "peanut" could accomplish in the world. So I told him to keep his old job, and I marched out.

When I was fourteen I got work as salesman for a printing plant. I did nothing extraordinary—unless you call hustling all day long "extraordinary"—but the boss liked me and, in spite of my being shy on both years and inches, I became a full-fledged partner.

For three years I remained there, and then came the period which arrives to many young fellows who achieve a small measure of success: I began to think I knew everything there was to know about the business world. The printing business was too small for my abilities, I thought. So I quit the firm and went into the fur business on borrowed money and credit.

To be brief, I failed, after two years of up-hill struggle. During those two years, I had sense enough to make a proper estimate of myself and to see that I was not quite as smart as I had once thought I was. Even more important was the learning of a lesson that I have never forgotten. I was only nineteen and so was not responsible for the business debts I had contracted. Many well-meaning friends pointed this out to me when I came face to face with the proposition either of evading payments of my debts and starting a new store with fresh credit, or of going to work as an employe in order to save enough money to pay what I owed. There was only one thing to do, and I did it. I went out on the road and became a salesman at \$30 a week, paying my mother \$12 a week to support her, and saving what I could from the remainder to pay back the \$1,900 I owed. That involved, of course, much self-denial, but the happiest day in my life was the one when that debt was paid off.

It was not until I was twenty-three that my big chance to make money came along. A man induced me to go into the manufacturing of silk capes. And we did well from the very first.

### Began Theatre Idea at Thirty

For ten years, from 1894 to 1904, I manufactured silk capes. At thirty, I had a large sum of money put away, and a prosperous business, but still I wasn't satisfied with my life. I was beginning to wonder where I would be

at forty. And so, happening to meet just then the man who is now the dearest friend I have, one of the noblest characters I have ever met, and my business partner still, I went into the theatrical business on a small scale with him. I refer to the greatest character-actor in America to-day—Mr. David Warfield.

In Pittsburgh, Warfield had met, and had become interested in, a salesman for a wonderful machine. You dropped a penny into it, turned a crank, and saw moving pictures before your eyes. These were the forerunners of the "movies" and Warfield was delighted with the novelty of the idea. He put the proposition up to me and, eager to invest my money in something new, Warfield and I, together with some other men, put up forty thousand dollars, and built and opened the Penny Arcade on Fourteenth Street, New York City. It is still running.

The place was a success from the very start; but my ideas of management differed from those held by the other partners in the concern. So, after a short time, Warfield and I withdrew our money, and started other arcades under our own management.

### Another Failure

I hated to locate them where they would be in direct competition with my former partners, and so I chose other locations, which turned out to be poor ones. At the end of three years I was forced to confess that I had made a failure.

But I would not give up. I still had faith in the future of penny arcades, and moving pictures, and when another chance came to go back to the manufacturing business, I turned down the offer.

The value of faith and keeping up good cheer is shown, I think, by the fact that an arcade purchased a few weeks later in Cincinnati turned in a profit of fifty thousand dollars the first year I ran it. Yet I had worked no great magic; I had only installed some new machines, freshened up the place a bit, and then just watched the crowds pour in day and night.

But it was too dull for me, with nothing to do all day long except watch the young and old drop their pennies into the machines and turn the cranks to see the pictures. I was impatient for some real work; and yet it was by watching these people that the great idea of my life came to me.

### Success, and the Reason For It

I had been asking myself the reason for the popularity of these machines, and I worked it out like this:

"They are successful," I said to myself, "because they are a cheap and popular entertainment—above all a cheap entertainment. The poor man with a small earning capacity wants to be amused and entertained just as much as the comfortable man or the wealthy one. The only difference is that he cannot afford to pay two dollars, one dollar, or even fifty cents for a seat in a theatre, and, therefore, he crowds the arcade."

Then the development came to me. If he was willing to spend three or four cents to stand up and look at pictures, he would be just as willing to pay five or ten cents to sit down in a comfortable seat and watch the real motion pictures on the screen.

### "The Movies"

I tried in Cincinnati the idea of a theater devoted exclusively to pictures—and it was an instantaneous success. People came flocking to the place at a five-cent admission. Realizing that New York City would be a gold mine if the same principles would work there, I came to New York and opened the first real

(Continued on page 70.)



# Quick Working Bankruptcy Act Needed

Former Secretary of the Canadian Credit Men's Association Supports the Legislation Proposed by S. W. Jacobs, of Montreal, as Effective, Economical and Far-reaching

THOMAS W. LEARIE, former secretary of the Canadian Credit Men's Association in the following article discusses from the viewpoint of commercial manufacturers the proposed Dominion Bankruptcy Act. He deals especially with alleged defects as outlined in an article in a recent issue of *Industrial Canada*, by H. Macdonald, and shows that Government statistics prove that the United States Bankruptcy Act has been very largely an utter failure from the standpoint of returns to the creditors. Canadian business men, he declares, do not want the handling of all bankruptcy proceedings placed under the jurisdiction of an individual, a commission

or a court as the legal processes involved are too complicated and expensive. Under this system the cost would fall upon the creditors. What is needed, he argues, is a bankruptcy act which will provide uniform legislation throughout the Dominion, free from the red tape and delays incident to official procedure, prompt and operative at a minimum cost.

He expresses the opinion that the bill introduced by S. W. Jacobs, K.C., of Montreal, at the last session of Parliament is the most simple and effective piece of legislation yet proposed to cover the requirements of Canadian firms.

MANY Canadian manufacturers, especially commercial manufacturers as differentiated from those engaged in industrial operations, interested in the passage of a Bankruptcy Act for Canada, and having some knowledge of the bill introduced at the last session of the Dominion Parliament by S. W. Jacobs, K.C., of Montreal, were surprised to a considerable degree at the article which recently appeared in *Industrial Canada*, from the pen of Mr. H. Macdonald under the caption of "Proposed Dominion Bankruptcy Act Defects."

To manufacturers, wholesalers and retailers not acquainted with the writer of the article in question, it is desirable to state that Mr. Macdonald is the secretary of the Toronto branch of the Canadian Manufacturers' Association, and at present, during the absence of the general secretary of the association, G. M. Murray, at Ottawa in connection with war work, is acting in his stead.

## Peculiar Viewpoint

Mr. Macdonald is a Scotsman, and derived his knowledge of both business and bankruptcy proceedings very largely in the Old Country. Naturally, though, having adapted himself to Canadian ways, he seems to us to have a point of view on bankruptcy not wholly true from the standpoint of Canadian business, and through his article is endeavoring to create a favorable aspect for it that is neither in the interests of nor in accord with Canadian business requirements.

As Mr. Macdonald says in opening his article the Canadian Manufacturers' Association has in the past five years placed itself on record as favoring the general provision of a Bankruptcy Act—without committing itself to any details. In that same period there has existed a reasonable need for such a measure as would bring uniformity in insolvency practice throughout Canada. The fact that the Canadian Manufacturers' Asso-

ciation (which, to our mind, represents the industrial manufacturers of Canada rather than those who are manufacturing and selling to the retail trade direct) has not felt it incumbent upon itself to go further than endorse a bankruptcy act in the abstract, rather than develop it in the form of a definite bill, is an evidence that those whom the organization represents are not vitally interested, but only indifferently so, in such a measure. Consequently any discussion of a bankruptcy act should aim at reaching those who will be most affected by its provisions. We believe these to be manufacturers who sell direct to the retail trade and wholesalers and retailers.

## Not Well Represented

That the Canadian Manufacturers' Association does not represent the commercial manufacturers as it should, nor hold any brief for wholesalers or retailers, is obviously one reason why the writer of the article does not show a true understanding of Canadian commercial requirements in a bankruptcy act.

Great Britain and the United States are outstanding exponents of the operations of bankruptcy bills. That they are successful in the truest sense of the term is open to some considerable question, and it is absolutely true that there is a growing body of opposition to the Bankruptcy Act of the United States and for the reasons which we hereinafter show.

## Canadian Experience Unfortunate

Canadian experience in bankruptcy legislation has been most unfortunate and our commercial interests of the late 70's were so entirely dissatisfied with the Bankruptcy Act which was then in force that they secured its repeal in 1880—the main reasons for the repeal being that it was administered to the entire dissatisfaction of creditors and

with great cost and expense and consequent loss to them.

Since that time the liquidation of insolvent estates has been conducted through the medium of assignment acts passed by each of the different provinces. Without entering into any discussion as to the merits of these different enactments, we believe that it is within the truth to say that the Assignment Act of the Province of Ontario stands to-day as a piece of insolvency legislation unexcelled anywhere for equity, promptness and cheapness in cost of operation and freedom from the annoyances of court procedure and red tape.

## Bill Must Meet Our Needs

Mr. Macdonald's contention that British precedent is the natural and proper tendency to be followed in the preparation of a Canadian bankruptcy law is correct, but we conceive it to be a reasonable deduction that it should be followed as guiding in principle only and not as a hard and fast form for concrete adoption. The British bankruptcy law may be the best form of such legislation possible for the United Kingdom, but in a country of the length and breadth of Canada with such a scattered population as we have, we doubt whether the Act in force there or a general adoption of its features *in toto* would be for our benefit. We speak of the British Bankruptcy Act with temerity, having a very limited general knowledge of its terms, but as the United States law is framed on the same basis, we are applying their experience to our needs in making this statement.

## U. S. Bankruptcy Administration Criticized

At the present time there is considerable agitation among business interests in the United States in opposition to their bankruptcy law. It is meeting with a great deal of criticism and almost entirely for the reason that it in-

volves too much court procedure and legal representation, with consequent heavy costs and unreasonable delays; and in view of claims having been entrusted to a certain class of solicitors there have cropped up many unfair practices which have raised the ire of creditors all over the country.

The National Association of Credit Men, while favorable to the United States Bankruptcy Act and strong for its retention, admits that its administration through its stipulated processes in the hands of official authority has very largely been an utter failure and a bitter disappointment from the standpoint of financial returns to creditors.

That there exists a basis for this attitude is apparent when one looks into the United States Governmental reports on bankruptcy. We submit the following facts from the returns made to that Government in 1911-12-13, and that they will prove interesting reading to Canadian manufacturers, wholesalers and retailers alike we have not the slightest doubt.

#### Some Government Statistics

In 1911 the total liabilities in all cases of voluntary and involuntary bankruptcy in the United States amounted to \$165,014,725. The value of the accumulated assets coming into the hands of the courts is not given but the amount realized thereon was \$33,501,672. Our Canadian experience is that in most estates the original assets would be equivalent to at least ninety per cent. of the total liabilities so that the realization by bankruptcy officials was not better than approximately twenty-five per cent. of inventory value. Of the amount realized, secured creditors got their claims in full \$8,256,918, and unsecured creditors got \$18,676,784 on their direct liability of \$156,757,807. To administer the amount realized the officials received as commissions: Attorneys' fees, etc., the sum of \$3,129,844, and in addition spent \$3,086,022, on other costs, or a total expense of \$6,215,866, about one-third the amount paid to unsecured creditors. In Canadian experience the cost of administering estates to-day hovers between ten and twenty per cent., and the latter figure is rarely ever reached except in exceptional cases, while in this record the average is twenty per cent.

In 1912, the United States reports of bankruptcy show total liabilities of \$170,153,496, and the amount realized from assets for distribution, \$38,554,009. Secured creditors got \$8,683,868, in cash, and \$6,748,176 in property which the courts did not handle, but allowed. The unsecured creditors got \$16,248,647 on \$154,721,512 worth of direct liability. Court officials got in commissions, attorneys' fees, etc., \$3,503,888, or better than twenty per cent. of unsecured creditors' dividends, and in addition spent \$3,369,575 in costs of handling, or a total of \$6,873,463 to administer and distribute \$38,554,009, better than forty per cent. of the amount the unsecured creditors got, or approximately twenty-one per cent. of the actual cash handled.

In 1913 their Governmental returns

showed liabilities in bankruptcy of \$227,083,214. From the assets the officials realized \$52,571,396. The secured creditors got \$13,728,612 in cash and \$13,112,406 in property, which officials did not administer, while the unsecured creditors got \$15,964,336, leaving the tremendous sum of \$184,277,860 to be written off to bad debts. The court officials and attorneys got commissions, fees, etc., aggregating \$5,009,114, or almost one-third of the amount the general creditors got, and in addition spent another \$4,756,913 in administrative costs or a total expense in handling assets which realized \$52,571,396, of \$9,766,027, over 60 per cent. of the amount paid the unsecured creditors, or approximately twenty-five per cent. of the actual cash handled.

Canadian readers interested in any system of bankruptcy will realize from these figures something of the burden they might have to bear were Mr. Macdonald's particular form of enactment made law in this country, but the Jacobs bill is framed on the basis of the elimination of excessive court costs and obviates largely any such expense.

#### Brief History of the Jacobs Bill

The Act which has been sponsored by Mr. Jacobs for Canada is substantially a bill drawn up by Mr. H. P. Grundy of the law firm of Pitblado, Hoskins & Grundy Co., Winnipeg. This bill, which was drafted at the request of the Canadian Credit Men's Association, was submitted to several revising solicitors, notably A. C. McMaster, K.C., of McMaster, Montgomery, Fluery Co., Toronto, E. J. Jackson of MacKenzie Brown & Co. of Regina, and others. Its provisions and terms as outlined by Mr. Grundy and others in a series of addresses before various trade and commercial bodies throughout Canada secured for it strong endorsement and commendation, among such being the Manitoba branch of the Canadian Manufacturers' Association. Mr. Jacobs found it to embody what in his opinions were the essential things to a desirable act for Canada, and especially is this so when it is borne in mind that the Government was intensely opposed to the introduction of any bill which necessitated the establishment of new courts or a new judiciary in Canada. Furthermore, the special committee appointed by the House of Commons to study the measure after its introduction, have reported it, with but comparatively few changes from the original and these of a very minor character, and none along the line which Mr. Macdonald favors.

#### Proposed Amendments and Revisions

Mr. Macdonald's contentions in respect to the proposed bill are that it should be amended and revised to embrace the following features:

1. The Act ought to provide for a central head responsible for the more important features of administration.

2. There should be a central office in which records should be filed and to which recourse would be had for information.

3. Provision should be made whereby the central office could influence, if not control, the policy to be pursued throughout Canada in the matter of the discharge of bankrupts.

4. It should be one of the functions of the central office to give advice, more or less informally to trustees in the administration of estates.

5. The auditing of accounts of all estates should be finally checked up by the central office and the discharge of trustees regulated.

6. The question of to what extent judges or judicial officers should be subject to the central officers could be left open. An analogy is to be found in the functions of the Official Guardian in Ontario.

7. If the judges of the present Provincial Courts are to be utilized they should be specifically designated and accredited by the Dominion as in the case of the Admiralty Judges.

8. The Registrars and other officials should also be specially designated by and responsible to Dominion authority.

Substantially this means that Mr. Macdonald would place the handling of all bankruptcy proceedings in Canada under the jurisdiction of an individual, a commission, or a court to be established for the purpose of handling it. That all proceedings would be by "court or official order" and therefore under the complete control and direction of the official fraternity.

#### Canadian Business Opposed

We do not believe that that is what the business men of Canada want. We believe that to this proposition the commercial interests of this country are unalterably opposed. Most Canadian manufacturers and wholesalers who have had their eye teeth cut on the court procedure of the Insolvency Law of the Province of Quebec or under the terms of the Dominion Winding-up Act know a good deal of the workings of court procedure and more of the costs and vexations attendant upon such control of liquidation proceedings than they care to remember.

We most heartily concur with Mr. Macdonald's argument that the important things in connection with any system of bankruptcy are (1) the administration of the estate, and (2) the discharge of the bankrupt. Of these, the first is very much the more vital, in that what the creditors get and what the bankrupt may have left are entirely dependent upon it.

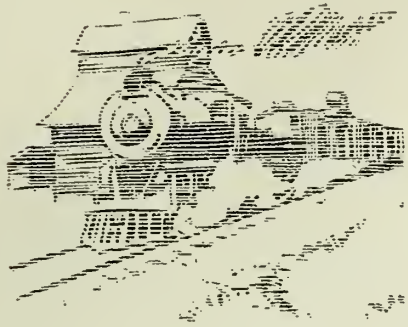
#### Let Creditors Administer

Following Mr. Macdonald's argument, he sets up the contention that in order to secure the best administration, it is necessary to create a central controlling office or Bankruptcy Court or Bankruptcy Commission with officials for the purpose of handling bankruptcy proceedings. Our contention is that the parties best qualified to administer the estate are those most vitally interested in it, and right there we are confronted with the fact that the creditors are usually the most vitally interested. Why

Continued on page 84

# GETTING THE BEST FROM THE WEST IN MEN'S WEAR

From Five and Twenty Years' Experience of Western Conditions Lean and Prosperous, as Recorded by the Diamond Clothing Company of Calgary Read the Message of Enthusiasm as Regards To-day's Outlook.



**W**HAT of the West? How about business conditions in the men's wear trade particularly, in the cities and towns of the wheat provinces? There have been accounts of poor harvest conditions in many districts. From the practical business point of view of a men's wear dealer in a principal prairie centre this is the outlook, and it is, as you will see, encouraging:

## Crop Failure Can Be Carried

"Even with the 1918 crops not as good as in previous years owing to the unfortunate lack of moisture in the early spring, we do not look for hard times, for to-day the country generally—and the farmers in particular—are in a position far superior to their position at the outbreak of the war. With the increased price of their products they are prosperous in comparison to conditions of years gone by."

You have just read the views of Charles Benjamin, manager of the Diamond Clothing Company, Limited, of Calgary, Alberta. For over a quarter of a century this firm has been doing business in Calgary. Experience and a wide knowledge of the ways of the West as they bear upon the men's wear business, are behind the opinions quoted. When you read further and find the varied nature of the conditions through which the Diamond Clothing Company has passed and progressed since its establishment in a log cabin in Calgary you will surely share in the optimism that this firm expresses as regards the Western outlook. And out of optimism of course is born business victory.

## "Cow-Town" Days in Calgary

When Calgary was a "cow-town"—when the shaggy rough-riders whirled through its streets raising a dust in more ways than one, or lounged in good-natured indolence at sketchily defined street corn-

ers commanding short vistas of log-cabins and frame shacks—Mr. William Diamond "blew into" the city meaning to make a start in the men's wear business. The men's wear business for husky fellows who could make one buck-skin shirt and the absolute necessities for respectability and hard saddle work serve for six months at a pinch! The prospects for brisk business looked blue. But Mr. Diamond was not down-hearted.

## Took a Broad Outlook

Mr. Diamond took a broad outlook upon the situation literally and figuratively. He had little else but the wide prairies to gaze upon from the door of the log shack he rented. There was only one business street which was of the primitive type, unpaved, and with ill-defined sidewalks. Yet in that log cabin Mr. William Diamond and his wife (whose share in the work must never be forgotten) laid the foundations of a men's wear business which is to-day recognized as one of the best known on the main lines west of Montreal.

Mr. Diamond, be it recorded, began business with some misgivings as the wants of the pioneers of those days even apart from the cow-punchers, were of the simplest. Only the roughest and coarsest in men's clothing was called for. But Mr. Diamond put in his stock, and his wife and he worked as clerks in the store and worked well.

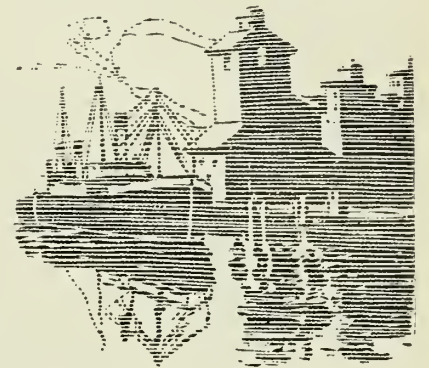
## The Early Location

The log building in which they started was situated between what is to-day, Centre street and First street east on Eighth avenue. The Liberty Movie Theatre is built on the site to-day.

After occupying this building for about three years, he moved into a larger building next door, for Calgary at that time was experiencing one of her initial booms. In this store as the business grew, he gradually began to branch out, and put in more and better merchandise. This store Mr. Diamond occupied for twenty-three years, during which time it was rebuilt and altered several times. It had during that time three different store fronts. The photo shows the second front.

## "Reinforcements" and Expansion

In 1900 Mr. Charles Benjamin joined forces with Mr. Diamond in Calgary, and in the course of time, Mr. Diamond decided to open a clothing store in Edmonton. This was done under the organiza-



tion and management of Mr. Benjamin in 1905. However, Mr. Diamond decided to live in Edmonton, and so took over that store, and Mr. Benjamin came back to Calgary to take up the reins of management.

Mr. Benjamin found Calgary a flourishing though small city. Upon looking over the situation Mr. Benjamin saw great opportunities for a bigger and better business—and with energy he went after it. A complete change in the store appearance, was made—new and better merchandise filled the shelves—experiments of all kinds were tried, and exclusive lines introduced, and the highest class of business was sought after.

As a result of these experiments the Diamond Company store now occupies the position of exclusive agent for some of the finest lines in the way of imported goods both from Great Britain and the United States. The store teems with all lines of articles for which the particular man calls. The most fastidious customer can outfit himself here from head to toe.

## Vast Change From Old Days

The rapid growth of the Great West, especially in the rural districts, has made a wonderful change in the requirements of the man in his dress to-day—no longer is he satisfied with any sort of clothes—he wants the best and is willing to pay the price. Even with the enormous increase in prices of all requirements, the customer realizes that to-day if he wants true economy, he will not find it in the cheaper article, and with the coming of the automobile, which has made distance no object to him, he will travel to the larger centres to do his buying, unless his home town has what he wants.

"This state of affairs," says Mr. Benjamin, "we believe has come to stay, and in the coming years we believe that this high standard will be maintained—cheap



merchandise will be eliminated for good and all—there being a realization that the better class lines are cheapest in the long run.”

**Voice of Experience**

Mr. Benjamin makes this assertion after years' of experience in the West, during which he has watched the steady progress of taste and demand amongst many customers of long standing, as well as the inevitable alterations in demand due to the influx of new settlers in large numbers from time to time. The effects of Western development upon a men's wear business have been indicated already to some extent, but these are un-  
restingly progressive always.

In 1915 the company began to realize that they had outgrown the space at their disposal, so began to look around for a more up-to-date and larger premises. Eventually they moved into their present splendid new quarters in "The MacLean Block," in February, 1917—installing entirely new fixtures with every known up to the minute device for displaying their many lines of merchandise.

The enormous growth of the business to-day is by business critics declared to be entirely due to the untiring energy of the manager, Mr. Benjamin, who is a keen buyer, and follows the market very closely. He often goes East on buying and information trips to enable him to keep in touch with current prices and styles, and he is a close reader of his business newspapers with its specialized information on conditions in the men's wear trade.

**The Way of the West to Wealth**

It has been hinted at the opening of this article that there has been some reason for anxiety as to the outlook for business of all kinds in Western towns and cities owing to the reported failure of sections of the wheat crop. As a matter of fact so serious was the apprehension felt in the East on this score some weeks ago that a leading business newspaper—*The Financial Post*—sent its editor out over an extended tour of the wheat areas in order to get for its readers the very truth at first hand on the business and farming conditions of the prairie districts.

But in Mr. Benjamin's experience of the West under varying conditions much reassurance exists for members of the men's wear trade.

According to Mr. Benjamin, the real estate boom of several years ago was responsible for a lot of artificial prosperity, which although appreciated in a way, was looked upon with much disfavor by most of the old residents, who knew it was not stable. Still, all new localities



*Store front of the Diamond Clothing Company, Limited, Calgary.*

are more or less vexed with these booms—and few were surprised when the slump finally came. With it business again became normal, and not only that, it settled itself more solidly and remained so. The oil boom was not of long enough duration to have any effect one way or the other. The public were oil mad, and found no time for extravagant purchasing of any thing except that elusive commodity, oil.

The outbreak of the war however, was different, owing to the terrible uncertainty. The lack of work, and the rush of men of all stations to enlist, generally caused a bad business depression which for the time looked serious. Many were the retrenchments decided upon for the future—which was not looking good. Luckily this depression did not last long owing to the splendid crops of the last three years, and business since 1914 has excelled even the boom times.

**Outlook Is Still Good**

At the opening of this article a clear indication was given of the way in which Mr. Benjamin regards the outlook in the men's wear trade, and indeed for business generally, in spite of the disappointment in some districts as to the harvest. And here is Mr. Benjamin's parting message—still as ever optimistic:

"The wonderful strides that this great West has taken in the past and is doing at the present leaves us very optimistic for the future, for we are only yet in our infancy—have lots to grow—and lots to learn."

**SHELLAC TO GO STILL HIGHER**

The shellac market in Calcutta has advanced, which, taken in conjunction with present scarcity of stocks, makes further price advances in the States seem certain. Canadian hat manufacturers will have to make allowance for these increases in fixing their hat prices—just another factor, this, which will require retailers to pay more than ever for their hats.

**JUST AVERAGE ABILITY**

(Continued from page 66.)

motion picture house the city had ever seen, taking in as my profit the first week five hundred and twelve dollars, at five cents a seat.

My theater contained only one hundred and sixty seats, but they were continuously filled afternoon and evening. I gave some six reels of pictures and the entertainment lasted for about half an hour.

I could not patent the idea of showing only motion pictures, but I could realize quickly on it. In six months I had organized and run under my management forty-two theaters in the heart of New York, each one of them charging five cents and each one making a big profit. New York seemed to go wild over the idea; and other men began to compete with me by opening bigger and better picture houses.

**The Typical Loew's Theatre**

It was then that I developed the idea of the neighborhood theater. I had been right in my idea of the masses seeking cheap entertainment, and so I had enough confidence in my judgment to carry the thing one step further. I had been observing that the man or woman who had worked hard all day, and who had traveled down-town to work in the morning and up-town again in the evening, did not care to travel up and down again, get dressed up, and spend the car fare necessary to reach a theater. In many cases a man would not do this even if he could afford to pay the high prices; and so I figured that from these two classes I could draw enough patronage to fill a theater giving vaudeville as well as motion pictures. So I began to build up my circuit of vaudeville houses.

I rented a regular theater in Brooklyn that had been playing two-dollar attractions, and put in my idea of a good family vaudeville show at prices ranging from ten to twenty-five cents, making it fifteen cents in the afternoon. Everyone scoffed at the idea of turning such a fine theater into a movie house, but the first year of my lease it earned sixty-three thousand dollars.

Encouraged by my success I went to other cities, picked out favorable sites, and either built or leased theaters which I ran under the same policy. As the business grew, the small theaters were given up and we built newer and more modern houses, costing from a half million to a million dollars each. In Brooklyn, where I made my first start, we are now building a theater that will cost two million dollars when completed.



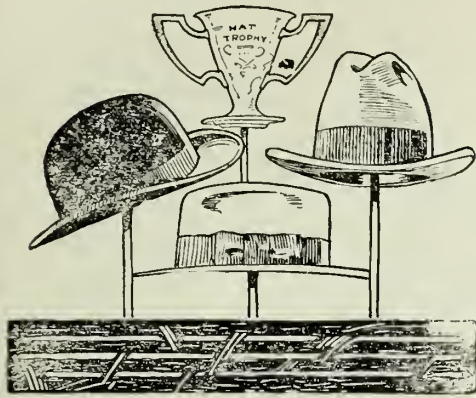
# A THREE-FIRM MAIL ORDER CATALOG MAKING GOOD

Trio of Enterprising Merchants of New Liskeard, Ontario, Take Up An Idea of Their Board of Trade, and Build Business By It.

WESLEY McKNIGHT, CLOTHING

WE ARE

The "RIGHT" Mail Order Hat House



- 1st—BECAUSE of our personal acquaintance we can best select a HAT to suit you.
- 2nd—BECAUSE we carry such a large range we are most likely to have the very Hat you want
- 3rd—BECAUSE our profits on Hats have always been figured closer than the standard margin known in the trade.

**THE BRANDS WE CARRY**

For love of Old England wear a KENMORE or a BUCKLEY. For love of Canada wear a "CANADA" BRAND. We also carry "HAMES" and "BORSALINO", all sizes, all shapes, all shades. FEDORAS and STIFFS.

- NO. 196—Black Stiff Hats, Kenmore and Buckley, in fine becoming shapes for young men, big men, fat men, thin men and normal men. Prices \$2.00, \$2.25, \$2.50, \$3.00, \$3.50, \$4.00.
- NO. 197—Fedora Hats, new shapes and shades of Greys, Browns, Greens, Blues and Blacks in Kenmore, Buckley, Hames and Borsalino. Prices \$2.50, \$3.00, \$3.50, \$4.00, \$5.00
- NO. 198—"CANADA" HATS. Price: \$1.25, \$1.50, \$1.75, \$2.00, \$2.50

**STRAW HATS**

- NO. 199—Men's Straw Sailor Hats. Price \$1.50 to \$5.00
- NO. 200—Men's Federa Straws. Price 75c., \$1.50, \$2.50
- NO. 201—Men's Common Straws. Price 20c, 25c, 35c, 50c
- NO. 202—Boys' Dress Straws, snap rims. Price 35c, 50c, 75c., \$1.00
- NO. 203—Boys' Common Straws. Price 15c, 20c, 25c.

Order by number describe the color and style you want, enclose the price you want to pay, or if possible visit our store. We will make your purchasing a pleasure.



MAIL ORDER DEPARTMENT OF  
WESLEY MCKNIGHT S. GREENWOOD & SONS  
THE GEO. TAYLOR HARDWARE LIMITED  
OF NEW LISKEARD, ONT.

Make a separate Order Sheet for each Merchant's Goods. One Money Order covering the totals of Orders will be sufficient.

To \_\_\_\_\_  
N&W LISKEARD, ONT.

DEAR SIRS:—  
Please send the following goods by Mail  
Express  
Freight

To M \_\_\_\_\_  
Name of Station \_\_\_\_\_

Post Office \_\_\_\_\_

OUR TERMS ARE CASH WITH ORDER  
Remit by MONEY ORDER, POSTAL NOTE OR BANK DRAFT.  
State exact amount of money enclosed.

Quantities Wanted	Page in Catalogue	Price of Article		Total
		\$	c	

A men's wear page of the Three Firm Catalogue that has paid New Liskeard merchants so well. Also the order form enclosed with the catalogue in triplicate, which may be sent to any of the firms for attention by each, any, or all of them.

OUT of an ambitious scheme by which the whole fifteen merchants of New Liskeard, Ontario, were to combine in an effort to secure the mail order business of their territory at its very widest there has developed something more concentrated, and very effective in the form of the "Three Firm" Mail Order Catalogue and Service provided by Wesley McKnight, clothing and men's wear; S. Greenwood & Sons, groceries, and the Geo. Taylor Hardware Limited. All three firms arc of New Liskeard, and all three with their names on the cover of one catalogue are profitably sharing the mail order business of a considerable territory.

**Cost of the Catalogue**

The catalogue cost some \$700 to produce and get into the hands of prospective customers. It contains 66 pages so that its cost works out to about \$10 per page. The merchants paid for their share at this rate proportionate to the number of pages they took. There were also some advertising pages in the catalogue, a bank, a telephone company, and

a dealer in gramophones used page space, also an iron works with tanks (not the war-zone type) to illustrate and sell. Thus the selling influence of the catalogue was appreciated by others besides the three firms most directly interested.

**The Need That Arose**

Particulars of the development of this triple approach to the mail order customers cannot be better given than in the words of Mr. Wm. A. Taylor of the George Taylor Hardware. He says:

"Situated as we are in a new district, where the settlers' only means of transportation is by wagon road to some parts of our one line of railway which runs through the centre of the district, we found that a great amount of our trade was being sent to the catalogue houses of the cities. It was much more convenient to forward an order to the catalogue houses than it was to order through us, as in buying our goods it necessitated a trip to the railway and meant losing a day or in some cases two days, before reaching home again. This was a great inconvenience to the buyer.

His only other way was to write for prices and descriptions before ordering. This was not very satisfactory owing to the delay and our inability to supply illustrations of the different kinds of goods that might be inquired for.

**The Original Idea**

"The catalogue question was originally taken up by our local board of trade with the object in view of cataloguing the goods of all local merchants, about fifteen in all, the orders to be handled through one office and orders distributed to the merchant whose number applied to the goods picked up by customer. The merchants would forward the orders to one centre for packing and shipment. This appeared pretty expensive to most of our merchants and the change was so radical that they would not attempt it.

"Two merchants, however, Messrs. W. McKnight and S. Greenwood, with ourselves, the Geo. Taylor Hardware, Limited, thought so well of the idea that we went ahead and completed a small catalogue of 66 pages, covering our Spring and Summer lines most in need. We

mailed two thousand copies of this issue and while returns have not swamped us with business we have had a large amount of business from it and what is most important of all in our minds it is new business, business that in the past we had not been getting."

**A Businesslike Estimate**

As showing that these firms didn't go in for this catalogue with any vain idea of absurdly "easy money" and that they know the worth of advertising that does its work quietly, the following further note from Mr. Taylor's letter may be studied. It conveys a whole address on practical advertising for the retail merchant, and embodies sound principles that apply to all advertising. He writes regarding the work of the catalogue as publicity:

"In addition to direct orders with money enclosed, we consider that it is much better advertising than we get through our local paper, owing to the limited number of subscribers they have. In a great number of cases the settler who is forty miles away is not a subscriber to the local paper as he is getting a paper from the city, or the paper from his old section. This may be remedied in time as the district opens, but in the meantime, we consider our catalogue has it over the local paper. We have not let up on the local paper, however, but are running our regular ad."

**Three Orders—One Envelope**

Three mail order forms for use with

the catalogue are enclosed between two of its pages, but only one return envelope is enclosed. Each order form bears the names of all three firms concerned so that it is possible for a customer to fill in all three forms, one for each firm, and mail them in one envelope to any one of the firms with perfect assurance that all his orders will be duly filled. This is a fine example of co-operation in business, the new spirit of the business world, the spirit of business that wins, the spirit that wins in war as well, as is proved in France.

**And Progress Is Being Made**

But the enterprise has not ended with the catalogue, however successful it may be so far. There is further development in sight. Here is a hint of it in Mr. Taylor's account of the matter:

"There is one thing that has struck the writer, however, and that is, even with the catalogue out, we should have some sort of a follow-up, drawing the customer's attention to the seasonable lines as they come around. This has been brought to my attention by inquiries we have received for catalogue goods from customers who have the catalogue.

"We think so much of the idea that we are at present time arranging matter for Fall and Winter goods and are trying to get the work out for September 15th, 1918.

**An Opportunity for Service**

An example of an opportunity for rendering an appreciated service to distant

customers is shown also in the following further note from Mr. Taylor:

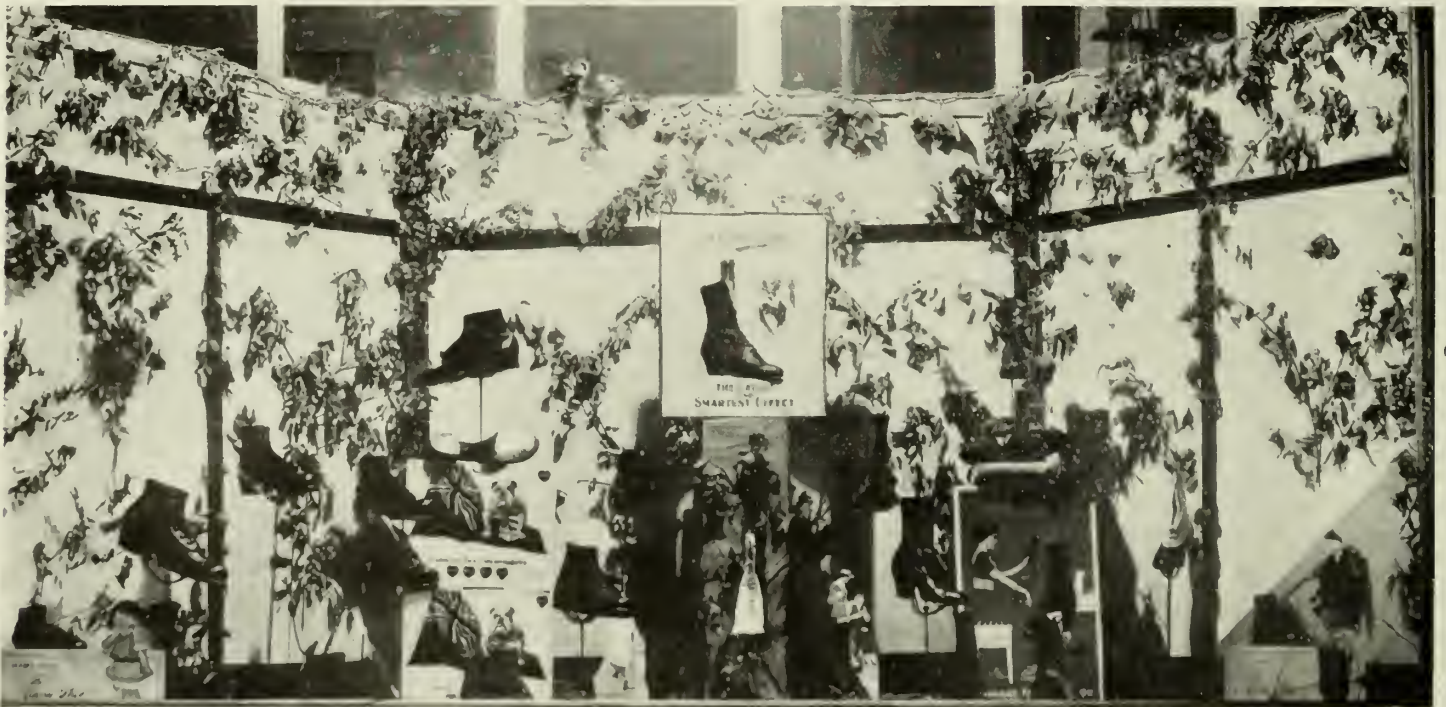
"In speaking of our particular section of the catalogue, we have endeavored to list only the goods in demand by the new settlers and in addition, have added the line of our local sash and door factory which we found worked in very well with our lines. We handled this on a commission basis and found that it brought us a number of orders as it is very convenient for our customer to get his order complete."

Clearly the catalogue issued in the names of three firms is making good, and quite possibly the same idea may yet be tried out on the larger scale and carried to success for more than three or four firms. There are immense economies for stores and for customers in the shortening of the distance over which goods need be sent by express. If ordered from the great cities and sent out by express they are bound to come higher than if sent in the first case to the district centre by freight in bulk, and distributed over the shorter hauls through catalogue and mail order to the district merchants. The idea is still young, but it is proving a lusty youngster.

**SO ARE WE ALL**

This, from the *Brantford Courier's* account of the Brantford Merchants' Dollar Day automobile trip, is good:

"We'll say, from the amount eaten by these merchants, that they are, each and every one, conserving food at home."



**Autumnal Effect Helpful**

A FEW more weeks, and the green will fade into the "sere and yellow leaf." Nothing will make a Fall window more attractive—more attention compelling—than a use of these bright leaves in the trim. As background they are splendid, and with very little trouble and expense they can be made to give the suggestion of coming winter and preparation for Winter needs.

The trim shown herewith, arranged by McCay & Son, Oxbow, Sask., illustrates the use of leaves. How these help the purpose of the window is very evident.



*Interior view of A. J. McBride's Lindsay store. Mr. McBride may be seen near the back.*

## ADOPTING FACTORS WHICH MAKE FOR SUCCESS

A. J. McBride Makes Changes in the Lindsay Business He Has Secured to Put it in Line With What He Has Observed Brings Success—Store on a Cash Basis, and Very First Month of Operation shows Fine Increase

**A** MAN who knows a good deal about the publishing business wrote a book for young men on the subject, "How to Start a Newspaper." His first bit of advice was DON'T. Don't start a new paper, buy an old one. He went on to explain that what was bought might be poor—in which case it would of course be bought cheaply, but even if the old paper were poor there would be something gained by the purchase—some good will, some records—which would be well worth the price paid; something which would save the buyer a great deal of the vexation and trouble he would be sure to encounter were he to start an absolutely new paper. Were the newspaper bought a good one, of course, the benefits would be proportionately larger, though of course the sum paid would be larger, too.

As with all advice there are instance in which it perhaps should not be followed too closely, yet as a general rule the principle laid down by this publisher

is undoubtedly good, and applies as much to one entering the men's wear business as to one planning to start a newspaper. It was doubtless a realization of the advantages of purchasing a going business rather than commencing to build one from the ground up which led A. J. McBride to secure the men's wear store of J. Carter, in Lindsay. Mr. McBride, of course, got the big benefit which comes from buying a business which had done splendidly for the community, and which, as a result, had many friends and a recognized standing.

### Some Changes Made

But every man in taking over a business, and commencing the work of infusing his own personality, makes changes. So it has been in Mr. McBride's case. For a long time Mr. McBride has had a desire to enter the retail men's wear field. During his connection with the Crescent Shirt Company he has certainly been a close observer of retailing methods; has

studied successes and failures, and has come to certain conclusions as to the reasons lying behind both. Hence, while Mr. McBride has not said this, it is reasonable to suppose that there may be seen in his taking over of this business, and in the changes which he has already brought into effect, in, also, some policies he has laid down for the store, factors which this student of the men's wear trade feels build for success.

Because of this it is well worth the while of all merchants to consider what Mr. McBride has done.

First of all he opened in Lindsay, and here MEN'S WEAR REVIEW has his reason in his own words: "I think Lindsay has a good future, and it will not have the ups and downs which might be expected in a town full of factories. The store caters to the better class trade, both town and farmers. The surrounding

(Continued on page 77)



# MARKET REPORTS



## THE MARKETS AT A GLANCE

**T**ORONTO, August 25.—From reports now at hand a very satisfactory increase in the Canadian wool clip has been made. This is perhaps more pronounced at various points throughout the West than in any other part of the country.

Indications are that Canadian manufacturers have taken a much larger percentage of the clip than in previous years. However, as the fifteen days' option extended by the growers to the Canadian Wool Commission has expired and little buying interest is now manifest, shipments are being made to United States markets. The arrival of Australian wool on the Canadian market at a lower price than Canadian has brought about present lack of buying activity, and no inducement is being held out to growers to keep further supplies of Canadian wool for Canadian looms, though it may be needed at a later date.

Prices on cashmere hosiery for Spring, 1919, show an advance of about 33 1/3 per cent. over opening prices for 1918. Some manufacturers report their mills already sold up, the demand far exceeding their possible output under present conditions.

The same conditions may be said to apply to cotton hosiery, advances ranging 25 to 40 per cent. above opening prices for 1918, and delivery to be made on an allotment basis. Cotton underwear, prices on which were named a couple of months ago, has been withdrawn in some instances by manufacturers, who state they are sold up for a year.

New prices on felt hats are going to be very high. The cheapest Canadian hat will be around \$31.50, while English hats at \$60, and Italian at around \$62 look about the lowest figures for Spring delivery. Prices on American hats are extremely high, and it is intimated that this market will be shut off to Canadian buyers. Wool hats at \$18-\$19.50 are expected to have a very good run in view of the high price of felts.

Clothing prices continue to climb, and there is a hint that cotton-warp worsteds for civilians may come. Overcoatings present the greatest difficulty as regards supplies, and the trade may have to be satisfied with a marked restriction in range and materials available.

An advance of \$1 per dozen in overalls is reported. The fact that mills have undertaken to supply 2,000,000 yards of denim to the Canadian Government may be considered a factor which will in all probability slow up deliveries of domestic orders.

## YARN PRICES EXPECTED

Textile Trade Looking for Fixed Prices on Cotton Yarns—Business Generally Quiet

**COTTONS.**—Cotton yarn prices approved by experts and the trade have been submitted to Washington for the ap

proval of the authorities there and an announcement of their acceptance is looked for daily. With price fixing so near at hand the tendency of the trade—both merchants and manufacturers—is to confine their business to yarns that may be held in stock for spot delivery. The situation to-day is rather unsatisfactory to the textile trade for there is apparently plenty of business but no

standard as far as price is concerned to work on. Immediate action is wanted and will likely be forthcoming.

Prices have already been set on some cotton goods and indications are that in some lines these prices are well below reproduction costs at to-day's nominal prices on necessary yarns. It can be seen then why spinners are unwilling to quote as the action of the price-fixing committee is hard to determine. Complete regulation of cotton products in all its branches is hoped for by the majority of sources. The feeling exists that if cotton goods and cotton yarns are to be regulated, the price of the staple should be regulated as well. Similar powers can be employed to compel cotton planters to grow cotton at fixed prices that are used to compel a cotton yarn mill to make yarns at fixed prices.

Government business handled by Canadian mills will, it is thought, be handled on the same basis as that in the United States, but whether domestic trade will come under Government jurisdiction as far as prices are concerned is an uncertainty.

Underwear manufacturers have withdrawn from the market in some cases on spring business. These report their total output for the year sold up. Hosiery prices are out and show stiff advances of from 25 to 40 per cent. Overalls have advanced another dollar in some quarters and the fact that mills have accepted orders for 2,000,000 yards denim for the Canadian. Government will undoubtedly have an influence on deliveries as far as domestic trade is concerned.

## WOOL BEING MARKETED

Clip Shows Satisfactory Increase—Demand for Canadian Wool at a Standstill

**WOOL.**—Reports now to hand indicate a very satisfactory increase in the Canadian wool clip over last year. From Western points the increase is perhaps the greatest, the amount of the clip bidding fair to be 75 per cent. over last year's production at Calgary, while Lethbridge will ship 50 per cent. more than last year or a total of over 1,500,000 pounds. Manitoba shows increases too ranging from 25 to 50 per cent. and on the whole it is felt that very satisfactory progress has been made in the sheep industry since last season. Sheep



are becoming increasingly popular through the West and further progress in the development of this branch of farm activities may be expected during the next few years. At some points in Southern Alberta serious crop shortage is looked at with misgiving and some large ranchers are wondering how they will feed their sheep this coming winter. It is hoped this growing industry will not suffer a setback through crop failure in some districts.

Canadian manufacturers have already taken a much larger percentage of the home product than in former years. However, at the present time, Australian wool is arriving on this market and this being cheaper than Canadian, it is only natural Australian would be taken up and the demand for the Canadian be at a standstill.

The fifteen day option extended to the manufacturers through the Canadian Wool Commission has expired, and as further interest seems missing, the growers want their money and the only thing for them to do is to ship to United States markets. This move is now being made and it is more than likely stocks will be quickly absorbed there.

Prices on hosiery for spring show a 33 1/3 per cent. increase over opening figures of 1918. Some manufacturers report that they are already sold up, jobbers wanting more goods than they can deliver. The same conditions might be said to apply to underwear, production being limited and trade requirements suffering to that extent.

Shipment of Fall and Winter lines continues in good volume and delivery of orders as far as most of the bigger manufacturers are concerned will be made on time and in full, it is thought, July shipments proved up to expectations and August (the biggest shipping month) is expected to be as satisfactory.

Labor difficulties continue to multiply and manufacturers are finding it increasingly hard in all lines to keep the output up to the demands of the trade. Government requirements are also heavy and must be met before the civilian trade is satisfied. The feeling prevails that another year of war will bring to a head the real shortage which has been developing during the war period.

## CLOTHING

**Prices Continue to Climb—Overcoatings in Decreasing Supply—Cotton-Warp Worsteds a Possibility**

**CLOTHING.**—No let up in prices is yet visible and the trade continues to face a period of extremely high prices with even higher levels a probability. No recession from present values is looked for and the view holds in many quarters that declines following the declaration of peace cannot be expected for many months to come.

Scarcity in many lines continues to be manifest but overcoatings suffer most in this respect. Wool is too scarce to be employed to the same extent in this heavier cloth and the trade for 1919

Fall and Winter may show a marked decline in range and material available.

The difficulty in securing goods from the importers' standpoint can be best illustrated by the fact that contracts are being entered into on an eighteen months' delivery basis at an approximate price, firm prices to be confirmed a short time before actual shipment which in view of existing conditions may well be two years from date of placing orders. Deliveries reaching Canada today are for orders placed twelve to eighteen months ago and even longer.

There is a possibility that cotton-warp worsteds for civilians may come. In view of the fact that worsted yarns are so largely used in army shirting flannel and uniform cloth makes for a scarcity for general civilian use which is quite independent of the scarcity of the raw material. It is believed that men's wear mills will by pressure of necessity, if by no other means, be induced to run cotton warp worsteds for civilians instead of the all-worsted fabric.

It is reported on the woollen goods market that army clothing needs as recently calculated, call for 325,000,000 pounds of wool in excess of the amount now definitely assured. If this is the case new importations must make up this difference before civilian uses can be satisfied.

At the recent convention of retail clothiers held in New York, Henry E. Peabody, chief of the woollens section of the War Industries Board, gave an address in which he stated that for the first time in the history of the wool industry the Government is in a position to know to a pound the amount of available stocks.

Mr. Peabody said that if not another yard of cloth was delivered by the mills to the cutters-up and jobbers there would remain a supply of cloth and clothing amply sufficient for civilian needs for a year to come.

He said he would go even further and state that if times and conditions were normal the present large stocks of clothing would compel liquidation because of over-supply.

He told the clothiers this was no time for undue price inflation. Regulatory measures would have to be put into effect if present conditions were utilized to make excessive and unfair charges.

In as far as supplies are concerned in Canada some in the trade express the belief that similar conditions prevail here and the civilian needs would be taken care of for a year with stocks now on hand. Deliveries of Fall orders are progressing very favorably and the end of this month will see the bulk of shipments to the trade in transit.

## OVERALLS ADVANCE

**Higher Prices Named—Accepting Huge Orders for Denims From Government**

**OVERALLS.**—Another advance of \$1.00 per dozen has been named on overalls during the month and orders are being accepted on the present basis for delivery up until March 1.

A factor which must be considered in the matter of delivery of domestic shipments is the acceptance of huge orders by the mills from the Canadian Government. It is intimated that the mills have undertaken to furnish 2,000,000 yards of denims to the Government and that this will influence domestic trade there can be little doubt. This will be apparent more in the matter of delivery than any other way as manufacturers must take second place in the delivery of their goods when the Government wants materials. Business is considered quite satisfactory and placing orders are coming along quite freely.

## UNDERWEAR AND HOSIERY

**Cotton Underwear Sold Up for Year, Samples Withdrawn—Delivery Fall and Winter Woollens Now in Progress—Cotton and Cashmere Hosiery Show Stiff Advances for Spring**

**UNDERWEAR, HOSIERY.**—Prices on cotton underwear were named a couple of months ago for Spring trade and already some mills report that they are sold up for the year and that they have withdrawn samples.

Shipments of Fall and Winter woollens are in full swing. July deliveries were completed according to schedule and the belief prevails that August, the heaviest shipping month, will show similar results. The feeling prevails that manufacturers will complete orders on time and in full. Owing to the pretty general clean-up of retailers' stocks last winter, sales have been comparatively heavy and there will, it is thought, be little low-priced carry-over underwear offered this year.

Production of balbriggan underwear promises to be limited for Spring owing to scarcity of skilled labor. Women are being employed to as great an extent as possible and effecting splendid results, but the fact remains that the output will show a decided falling off and indications are that the demands of the trade cannot be satisfied. This is the outlook in some sources, while others hope for better delivery results.

Cotton hosiery for Spring shows some very sharp advances over opening prices for 1918. Quotations range from 25 to 40 per cent. higher than those made for 1918 Spring business. It is intimated that owing to restricted output, supplies will have to be allotted, the percentage of course depending on total of orders and final overturn which as yet is a little uncertain. The cheapest line offered will be \$2.50 per dozen for 1919.

Cashmere hosiery is also climbing, advances ranging about 33 1/3 above opening figures for 1919. An idea of how prices have advanced since before the war can be gathered from the fact that lines retailing at 50c in 1914 must now sell at \$1.50. Indications on these too is that manufacturers are already sold up for Spring, the jobbers wanting more goods than can be delivered.

## NECKWEAR

Fall Trade Being Taken Care of—Increasingly Hard to Get Materials—Georgia Silk a Fine Cotton

NECKWEAR.—There will be no apparent shortage of neckwear this Fall, as far as the man on the street is concerned. That is in high grade lines—the cheaper range may not be so easy to find, but there is lots of expensive neckwear available and the demand largely centres on this class of goods. Fall and Christmas trade will be taken care of quite satisfactorily it is felt, and the manufacturers' worries are little concern of the average consumer.

Materials of a saleable nature are becoming increasingly hard to get. Goods offered to manufacturers by the mills today are in some cases pretty poor. Samples of silk reached the desk of one Toronto manufacturer a few days ago—it had been grown in the cotton fields of Georgia or some other southern state. "Take it or leave it," the mills say, and take it when it comes off the looms—there is no such thing as future deliveries. The manufacturer has to be on the job when the mills start the yarn on the looms, make his selections and take delivery when the finished article comes off. Samples sent through to-day may be gone to-morrow and the only sure way to get the goods is to be right at the source of supply.

There is little new to report. Conditions outlined above are aggravated by the fact that imported lines are so hard to procure. There is some Italian silk coming through and very little else. It would appear to be a good move for retailers to take desirable offerings into stock now for even next Spring and Summer trade. There is at present no indication of better supplies and most certainly prices won't decline.

## HATS AND CAPS

Outlook for High Prices on Felts—American Manufacturers May Withdraw From This Market Entirely

HATS, CAPS.—There is nothing to look for apparently but high prices on all felts, although the view is expressed in some quarters that manufacturers are trying to justify an increase when a decline should be in order. Prices so far named are unquestionably high and labor is mentioned as an element in present high levels.

Canadian felts are being quoted at a minimum of \$31.50 for Spring and all imported lines show substantial gains. It was stated in one source that the American market would be cut out entirely this year.

Prices named on July 1 by one manufacturer might seem to bear this out, as an additional advance (which may be looked for on Spring business) would make quotations almost prohibitive. The lowest quotation on soft hats by the manufacturer in the States is \$45.00 and on stiff hats \$51.00; it costs to lay

down here about 50 per cent. which would mean a cost to the retailer of around \$67.50 and \$76.50 respectively. The cheapest velour hat in the States is \$96.00 (with linings \$6.00 extra) or about \$12.00 each here that the retailer must pay. A further advance might mean the elimination of these goods by virtue of the price, though again it is still to be shown that the prices are really prohibitive.

It is expected English hats will be around \$60.00. It is indicated this market has been hit hard by withdrawal of labor. The widening of the range of draft ages has fallen heavily on the manufacturers and the output must contain a greater element of uncertainty. Firm prices have not yet been named but are expected at an early date.

Italian hats are being quoted at \$57.00 for immediate delivery and \$62.00 for Spring shipment—these are plain without lining. Italian mixtures, lined, are selling at \$69.00 for Spring. Difficulties of transportation are being overcome in some instances by the use of parcel post instead of waiting for accumulation of orders for freight shipments.

A line of wool hats are being offered for Spring placing at \$18.00 for black and \$19.50 for colors. A very good sale is looked for on account of the price and the style is quite up-to-date.

Panamas show a little higher level in prices named for Spring. Indications are that the requirements of the trade will be met as regards delivery though this must contain some element of uncertainty.

English sennets show an advance of about 25 per cent. for Spring placing and the cheapest line offered by one source is \$21.00.

## SHIRTS

\$2.50 Looks Like Lowest Retail Value on New Basis of Cost—Outlook for Very Good Business

SHIRTS.—It looks very much as though \$2.50 will be the cheapest retail value for shirts bought on new basis of cost, prices ranging from \$16.50 per dozen up with the emphasis generally on the word "up." Even at high prices ruling for Spring the outlook is that business will show a very sizeable total and manufacturers are optimistic over the outlook.

The situation surrounding the market, as outlined in the past two issues, is really unchanged and little of great interest is to be noted. There have been no particularly new developments during the month and the market might almost be termed stagnant as far as present conditions are concerned. Business at the present time is along rather restricted lines, a reasonable condition to cause no concern.

## COLLARS

Soft Collars Have Enjoyed Heavy Summer Trade—Laundered Lines Holding Very Firm

COLLARS.—Indications are that soft

collars have enjoyed a very heavy sale and the trade are well satisfied with business handled.

Laundered collars are holding very firm at advance put into effect some little time ago. Prices in the United States show a further recent advance. The trade here are uncertain as to what effect this may have in relation to Canadian prices. Some are strongly of the opinion, however, that no further change may be looked for at once and are working along that basis.

No further revision in prices of waterproof lines has become effective and advances recorded last month are generally expected to carry these through for some little time yet. Business is reported as coming along in satisfactory volume.

## HOW MANY POCKETS

This, from the *Orillia Packet*, indicates how little some of us know about the everyday things:

The *Uxbridge Journal* questions the count of this page in the matter of the number of pockets in the average suit of clothes. "Do any of us," it asks, "wear suits with 20, or 18, or even 15 pockets?" Let the *Journal* not be too sure. The modern tailor has a puzzling trick of making pockets within pockets, and the other day the present writer discovered an unsuspected one in a suit at least three years old. Without these extra match, pencil and watch pockets the average sack suit has at least: coat, 4; vest, 5; trousers, 5, a total of 14. Let Uxbridge count again.

## GREAT WAR LOANS

NOW that Canadians are gathering their resources for a coming war loan it will be well to see what others have done in this regard.

British victory loan early in 1917, 5 per cent. Total subscriptions, \$5,096,245,320.

United States second liberty loan, 4 per cent. Total subscriptions, \$4,616,000,000.

Eighth German war loan, 4½ per cent. and 5 per cent. Total subscriptions, \$3,600,000,000.

French war loan of 1915, 5 per cent. Total subscriptions, \$1,000,000,000.

Austrian seventh war loan, 5 per cent. Total subscriptions, \$1,150,000,000.

Italian fourth war loan 5 per cent. Total subscriptions, \$1,000,000,000.

Hungary seventh war loan, 6 per cent. Total subscriptions, \$1,000,000,000.

Canadian victory loan, November, 1917, 5½ per cent. Total subscriptions, \$418,000,000.

## GEO. P. BEAL PASSES

MANY in the trade, who have had business relations with the firm of Beal Bros. will deeply regret to learn of the death of Geo. P. Beal, the president. Mr. Beal was in his 70th year. He is survived by three sons—all in the business—Fredrick, Norman and William.

# WHY CHEAPER BRACES ADVANCE MOST SHARPLY

Labor Charges, Which Are a Big Thing in Web Production, Apply Particularly Against Low-Priced Webs—Difficulties of the Future—Further Advances Possible, Indeed Probable.

**E**QUALITY of price advances is causing considerable wonderment in the trade. Take suspenders; that there should be an advance is, all things considered, easily understood; that the cheap lines should rise in larger proportion than the better lines is, however, a matter causing a good deal of perplexity. The same state of affairs exists in other lines, of course, but a consideration of the situation as it relates to suspenders will throw light on the whole tendency.

## How Web Causes Advances

It is high price of web which is bringing about suspender advances. This, at least, is the leading cause. There are, of course, many others. Leathers are up, metals are up, boxing is more costly, local labor is higher; but broadly speaking the cost of web is the big thing. What it means to suspenders can be shown by referring to one rise. A manufacturer has recently received one line—ordered about four months ago—paying for this 9c. On the present market the web is worth 15c—or is fetching 15c, which is very different and yet amounts to the same thing. This advance price for web, when it has to be paid, will mean, on one popular style of braces, an increase per dozen—just to cover the increased cost of the web,—of \$1.02.

## Why the Discrepancy?

But what is making the web high, and the better grades of web, such as are used in the best braces, less high, proportionately, than the poorer web used in the lower grades of suspenders?

It is largely a question of labor. In the States, where the web mills are located largely, the government has requisitioned for army work a great number of machines—in some cases 50 per cent., in a few as high as 100 per cent. This, of course, means that the fewer number of machines and workers left have to provide for the civilian needs.

Not only is the labor scarce but it is high-priced, and as labor is always a bigger factor in production of a cheap commodity than of an expensive one, the increased cost of labor naturally represents a bigger percentage of increase on the cheap web than on the higher class. Take an imaginary instance as an example. If one worker at 40c an hour turns out 10 yards of web worth 10c per yard, the cost per yard, for the labor would be 2-5 of a cent. If he turned out 10 yards of web worth 6c per yard, on the other hand the cost for labor would be 2-3 of a cent. This merely indicates how labor charges fall most heavily on the cheaper products.

## Are There Unnecessary Advances?

It is possible the mills are taking a larger profit on their civilian web than ordinary—the shortage of this making

the demand so great. Still—if such is the case—there is no help for it so far as the Canadian manufacturers are concerned. They have to pay the price and get what they can. It has been noted, though, that the advances on the cheaper grades of web—even making proper allowances, as outlined above—have been steeper than those made on the more expensive web.

## High Grade Goods Best Value

This, of course, merely makes another instance where there is coming to be a smaller spread in price between the highest grade goods and the lower—another instance where the higher grade goods are the best value.

## Can't Lay in Stocks

Supplies of suspenders are fair at present, but there is cause to worry as to the future. For two good reasons manu-

## FACTORS WHICH MAKE FOR SUCCESS

(Continued from page 73)

country, of course, is about the finest in Ontario."

## A Store Motto

These are, indeed, good reasons to look for success—not a boom town as a location, but a good town, with a splendid farming country round from which, for years to come, well-to-do farmers will come to Lindsay to purchase their clothing needs, to secure the needs of their sons—this, of course, always providing the merchants of Lindsay give the values which are desired. Certainly Mr. McBride intends to do his part to ensure the farmer and the citizens getting what they want. He has adopted a motto for the store to express his aim, "One price (the lowest) for quality merchandise, and money cheerfully refunded." It is a motto calculated to instil confidence.

One of the features of Mr. McBride's business is that he has it on a cash basis. Many merchants say a business such as this can not successfully be run that way. Mr. McBride would doubtless answer simply that it IS being done; that indeed he is doing it. In the first month under the new management, July, the turnover showed a growth of 33 1-3 per cent. over the corresponding month of 1917, and it was all cash business.

Perhaps the fact that Mr. McBride has been doing some very fine advertising helped to bring about this very satisfactory improvement—indeed there can be no doubt about the matter.

## More Improvements Planned

Rome wasn't built in a day and all the plans which a student of the men's wear business has for his own store cannot be

put into operation immediately. There is, therefore, much which is to be done in this Lindsay store, now under its new control. New windows are to be put in, and some other changes are already planned. They will all be along the lines of those factors which Mr. McBride has observed make for success.

## Further Advances Probable

In view of all these things it is quite probable that further advances in suspender prices will be struck from time to time—perhaps some time before the new year.

put into operation immediately. There is, therefore, much which is to be done in this Lindsay store, now under its new control. New windows are to be put in, and some other changes are already planned. They will all be along the lines of those factors which Mr. McBride has observed make for success.

## JOHN W. PECK MAKING CHANGE

FOR thirty-five years John W. Peck & Co., Ltd., have operated a hat department at Winnipeg, serving the Western territory only. A few seasons back, when the Paquet Co. retired from the hat business, this firm took over the Paquet connection in the Province of Quebec and the Maritime Provinces, serving that territory from the Montreal end. The rapid growth of the company's business in the lines of their own manufacture, clothing, caps, shirts, has made such changes desirable that the recently acquired Eastern connection is now to be discontinued. This change will in no way affect the Western end of the business, and the hat department at Winnipeg will be operated as formerly.

## VAN ALLEN CO. OPEN MONTREAL OFFICE

THE Van Allen Co., Ltd., Hamilton, are opening up new offices and sample rooms at 153 Notre Dame St. W., Montreal, where Mr. V. de V. Dowker, the managing director, will make his headquarters and be in charge of the buying and selling end of the business. The quarters are handsomely and suitably fitted up.



# KNITTED GOODS



## GOVERNMENT SECURES IMMEDIATE UNDERWEAR NEEDS

It Seemed for a Time as if Canadian Knit Goods Men Would be Called Off Work for the American Army to Look After the Needs of the Canadian Soldiers—Government Will Want More Later—Stocks for Retail Trade Fairly Good—Heavy Socks Very Scarce.

**I**N recent issues of MEN'S WEAR REVIEW the difficulty which the Canadian Government was experiencing in securing supplies of underwear for the Canadian soldiers has been outlined. It is now possible to state that the situation has been materially improved. As the result of a suggestion made by a committee of the knit goods manufacturers, the department secured 25,000 dozen suits of heavy underwear. This, of course, only means temporary relief. It is practically certain that the Canadian Government will be in the market for underwear again by October or November, but the temporary relief is important.

### Looked Like Interference

So badly did the Government need underwear that it seemed there might be a forced discontinuance of work upon orders for the United States, which were—and are to a considerable extent—holding the attention of the knit goods manufacturers. Many Canadian knit goods firms went to New York shortly after the turn of the year, when things were a little quiet in Canada, and there secured orders for underwear required for the American army. This was very good, very good indeed in view of the adverse balance of trade which would be somewhat benefited by reason of the turning of Canadian underwear into United States dollars; but along came the Canadian Government with its somewhat belated order for underwear. No responses came to the call for tenders—or none of importance. What was to be done? The Canadian Government spoke of ordering the Canadian mills to discontinue their work upon underwear for the Sammys, pending the completion of orders for Johnny Canuck. But, before this rather drastic step was taken, the committee of the knit goods manufacturers met with the powers that be at Ottawa and spoke to some such effect as this:

### A Well Timed Proposal

"You want underwear for the soldiers, and we're already busy making under-



wear for the soldiers of our ally, and arranging to take care of our regular civilian needs. We believe, though, everything can be so arranged that we will be able to continue with our present orders and you get what you want. There are a number of wholesalers who have goodly stocks of elastic-rib underwear. Why not buy these? Your tenders call for flat rib, but this other style will do practically as well."

This suggestion was acted upon. A canvass was made of the wholesale establishments, and the 25,000 dozen required at once was secured.

### What This Means to the Retailer

The importance of all this to the retail trade is of course very great. The carefully timed operations of the mills have not been interfered with, so that deliveries should be reasonably satisfactory, in spite of a continuation of labor troubles. The reserve stocks in the hands of the wholesalers, however, have been reduced quite considerably. Yet, from what can be learned, there seem to be fairly good stocks of men's underwear—nothing which would stand a long run, but enough, it would appear, to enable the merchants' reasonable requirements being taken care of.

### Socks Very Scarce

Of heavy socks there is a great scar-

city. The old bundle socks are practically off the market. For the fine cashmeres, too, the demand greatly exceeds the supply. Merchants who have good stocks of these lines—and there are some who have—are fortunate indeed.

### LIEUT. SOLON ALBRIGHT LAYS DOWN HIS LIFE

LIEUTENANT Solon Albright, one of the Williams, Greene & Rome staff to go overseas with the 118th Kitchener battalion, has died of wounds received in the recent sharp fighting. Lieut. Albright was a Kitchener boy—a graduate of the public schools, and the local business college. By the officers of the W. G. & R. Company he was very highly regarded. He had a bright future but gave up his regular work willingly, going overseas to do his bit. A wife and infant child, as well as the parents, Mr. and Mrs. Abraham Albright, Kitchener, Ont., survive.

### EATONS ERECT BUILDING FOR THE MARITIMES

The T. Eaton Co. of Toronto has recently purchased 2½ acres of land from the Record Foundry Co., Moncton, N.B., paying, it is stated, \$40,000 for this. The intention of the company, it is learned, is to build a large storehouse from which distribution for the Maritime Provinces can be looked after. Construction of this Moncton building will be commenced at once.

### NO METAL FOR THEM

HERE is a hard stab, with a good men's wear ring to it, as printed in the "Oat meal and Mackerel" column of the *Buffalo Express*:

"Possibly the Kaiser and his little Hohenzollerns wear for armlets those well known garters that are advertised by the slogan, "No Metal Can Touch You."



# COLLARS & SHIRTS



## SOME UNCERTAINTY AS TO SHIRT PRICES

They Will be High for Spring But Definite Figures Are Not Announced—Samples to be Late  
—Collar Materials Advancing—Growing Favor of the Soft Collar

**N**OW, at practically what is the commencement of the Spring selling season, there is still a great deal of uncertainty as to shirting prices, and as to the full extent of the ranges which will be shown. There is no question whatever that the prices will be higher than for fall, but just what the general range of figures will be remains to be seen. It seems that there is a little jockeying as to price. By the end of September, however, this will be pretty well over and the full extent of the advances will then be apparent.

### Prices in General

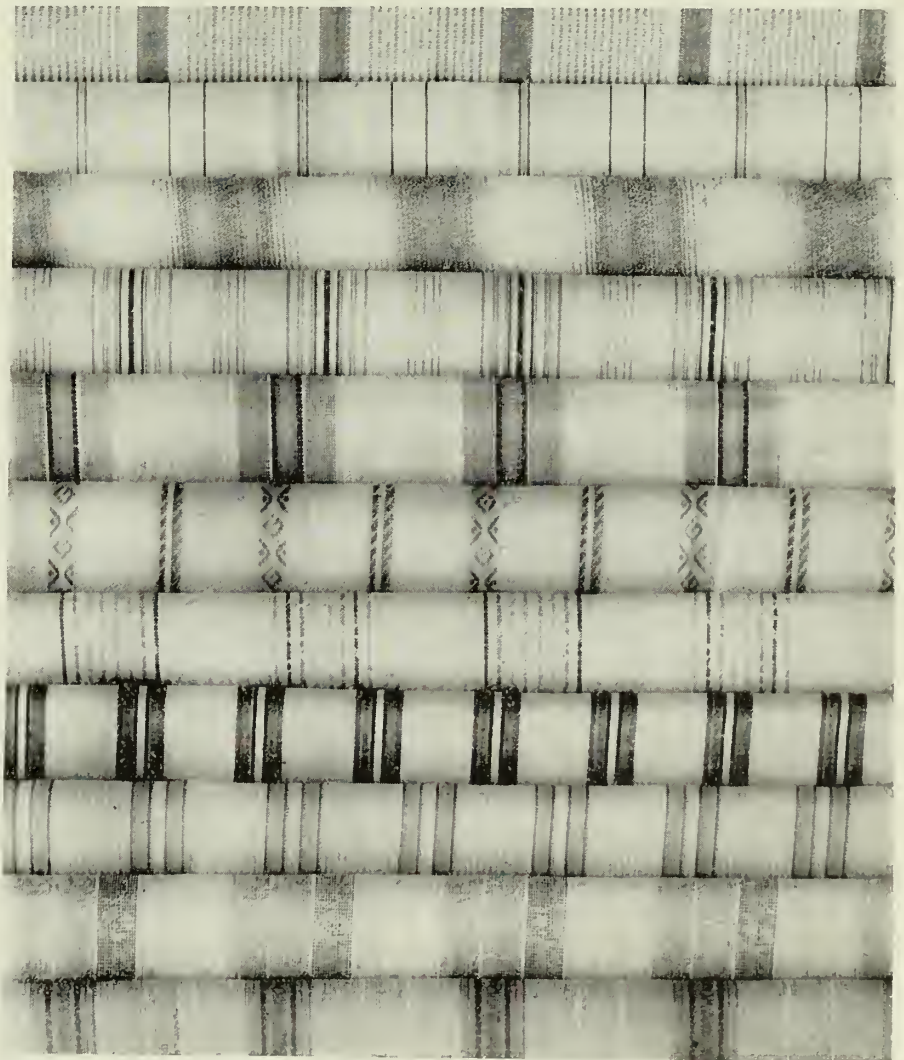
Speaking generally it appears that ranges are going to start at \$18.00, and it seems, moreover, that there will be comparatively little showing in this \$18.00 line, which, of course, represents exactly a 100 per cent. advance since the commencement of the war.

The big showing seems likely to start with the \$21.50 range.

It is quite possible that occasional offerings of shirts at somewhat lower prices than these will be made. If so, however, it would be well for the merchant who has this buying opportunity to lay in a stock, if he really needs the goods and if his capital permits him to make this investment. There is a great question, however, as to the advisability of overstocking at the present time. Indeed there are merchants who now have a stock of shirts on hand—bought at more favorable figures than those which are obtainable at the moment—who would be well advised to reduce their stocks. Where the carrying of large shirt stocks makes the financing of the business difficult, a reduction would be in the interest of the business. It would enable the merchant to get a big profit and yet to give better values than could be offered with shirts bought at the present markets; and it would enable him to strengthen his financial position. It would also, moreover, provide against the possibility of future losses.

### Are Prices At the Top?

Prices, it is true, are very high now but there is a feeling in the trade that



*Some shirtings from the Spring range of the Williams, Greene & Rome Company.*

the limit has about been reached, and in view of this the carrying along of very large stocks, when these are really tying up more capital than the business can afford, is very questionable merchandising.

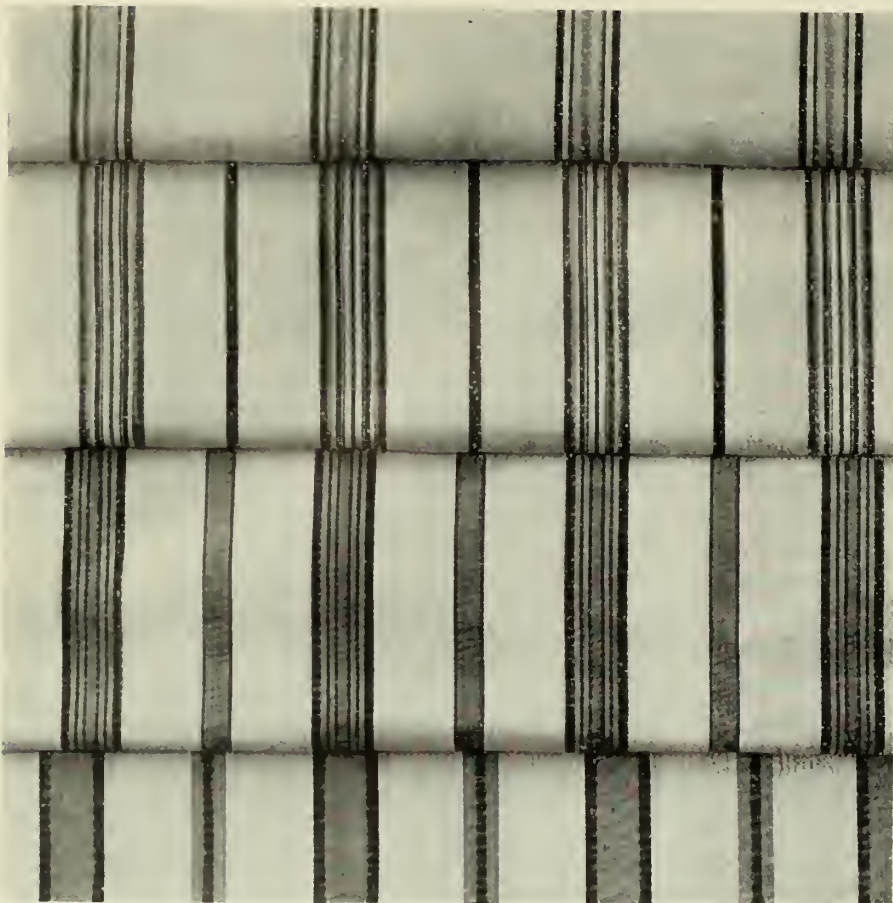
Speaking on the matter of future prices one manufacturer says:

"Prices are continually advancing and there are no lines we have bought within the past two years, in fact since the war began, that we can repeat on at the former prices. Even on my last

trip to New York they were quoting higher prices for the coming season, though it really looks to me as though the top has about been reached."

"There is considerable talk, particularly in the American market, about the fixing of cotton prices, and there does not seem to be any valid reason why prices on this commodity should not be fixed, the same as on almost every other line."

If such fixing of prices should come about, of course a steady in the



*Some of the silk shirtings from the range of Tooke Bros. The colors, while most attractive, are not quite as lively as those of the past season.*

market might be expected. It is far from certain, however, that any downward price movement would come immediately. What is perhaps keeping prices high at the present time more than the scarcity of cotton is the fact that the mills are only operating a fractional part of their looms on civilian trade. The demand, therefore, is greatly in excess of the supply, and one cutter-up is practically bidding against another and shoving the prices higher.

Other factors which will have their effect on the shirting situation, and which may result in still higher prices, are the increased freight rates, higher prices for coal, and the probability of still higher general operating expenses. There is a great question if higher costs resulting from these factors will not more than offset any drop in price of material which there may be should cotton prices be fixed. Nevertheless, there does seem good reason to believe that shirting stocks should be brought to something more nearly a normal level. The capital which this would again give the merchant could probably be as favorably used and more safely used, and finance could be brought in such shape that credit would be everywhere granted.

**Samples To Be Late**

As has been said, samples for Spring, 1919, will be considerably later than usual in being shown the trade—this on account of slowness in arrival of sample cards and sample cards. In the last issue of MEN'S WEAR REVIEW something

was said about shirtings being shown by printed cards rather than by the actual cloth samples. It now develops that this will be a more general practice than

was at first thought. The cards, however, show the patterns very clearly and nothing much is lost by this method.

**Collar Materials Rise**

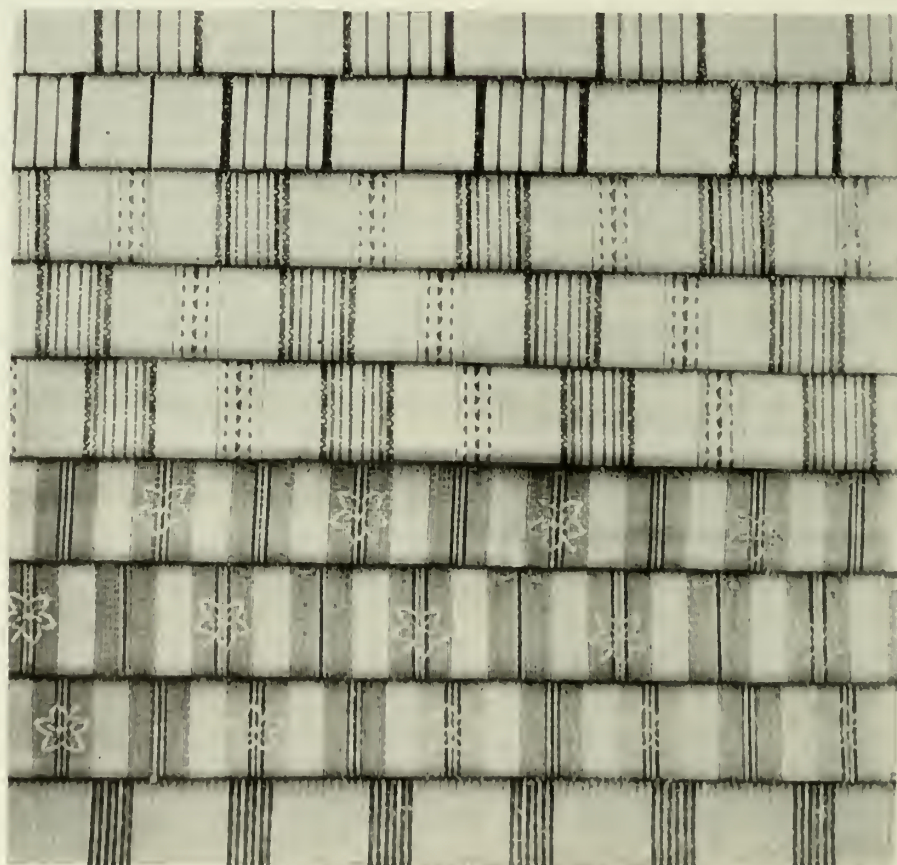
The collar situation is very interesting at the present time. Collar fabrics are still increasing in price and the cost of making collars is rising. It does not now seem altogether improbable that there will be a still further advance in the price of collars. Such further advance, however, is in the future—the rather indefinite future.

In the United States collars were again advanced on August 1st to the level of \$1.90 a dozen. This is the fifth advance made across the line in 20 months. The rise there is made necessary quite largely by the labor situation. The United States collar makers have to date had available comparatively cheap labor. This is now not so plentiful, for the girls are getting opportunities to go to other plants, and the war prices being paid by munition manufacturers, etc., have to be met by the collar people. This state of affairs, of course, has existed in Canada for a considerable time, and has been one of the factors which has brought about higher prices here; and which may—although as has been said this is indefinite—bring about a still further advance.

**Soft Collar the Favorite**

At the present there is a tendency on the part of the retail trade to give greater prominence to soft collars. This is undoubtedly due to the fact that these are popular because they can be laundered at home and a saving effected in

( Continued on page 51 )



*A number of the attractive patterns from the John W. Peck spring shirt range*



# HATS *and* CAPS



## HATTERS' FUR BECOMES SCARCER, BUT THERE IS HOPE OF RELIEF

New York, Aug. 8.

**A**T the time of writing it may be stated that no licenses for the importation of rabbit skin from Australia has been issued since the embargo went into effect May 13th. Hope is expressed in the hat fur trade, however, that some supplies of Australian rabbit skins will be allowed to come in before long.

The committee of experts on hatters' fur, which recently laid before the War Industries Board and the Shipping Board at Washington facts which made it plain an indefinite continuation of the embargo against Australian rabbit skin would cause hat factories to close down,

got only a measure of satisfaction. The need of diverting ships to the Atlantic in order to take across to France the U. S. fighting men, and the supplies they require, was explained to be of the first importance. The War Industries Board and the Shipping Board indicated however, that the need of the hatters would receive their careful consideration and that it was hoped some shipping space could shortly be given to Australian rabbit skins.

For the moment Canadian hat manufacturers and U. S. hat manufacturers are on the same footing—either using up reserve supplies of fur, or picking up a bale here and there at high prices.

## FRESH CAP RANGES LIMITED—EARLY SPRING BUYING SEEMS ADVISABLE

**T**HE early cap buyer is going to get the attractive, fresh patterns. In the minds of a number there has been an unorthodox skepticism regarding the early bird getting the worm. Many a fine, juicy worm is picked up as the evening dew falls. So it has often been in merchandising—a late buy has often proved a successful buy. So, doubtless, it will be again, but not now as far as caps are concerned.

The truth is, manufacturers have had a great deal of difficulty in securing the new patterns they wish. In winter caps the difficulty has not been insurmountable. A certain class of overcoating has always proved suitable for late fall and winter caps, and while English overcoatings have been very scarce, Canadian offerings have been obtainable—although, as has been related in articles bearing on the clothing situation, these Canadian overcoatings are becoming very limited now. To date, however, cap manufacturers have secured good assortment of these goods for making up into winter models; but for goods wanted to brighten the spring range—well, the earlier search of the manufacturers has not brought the desired supply.

### Mills Stick to Old Patterns

Cloths for spring caps have, for some

time now, come largely from the U. S. A., and cloth manufacturers there have been so hard put to it to fill orders that they have tended to run along on the old patterns. Why change the looms—with every minute precious—when all of the old patterns produced can be sold?

The mills have, indeed, been very independent. There has been rather a "take it orleave it" attitude as cloths were shown; and the cap manufacturers, seeking always the fresh, have in many cases "left it."

From some Canadian cloth houses they have secured some fresh patterns—having almost begged these mills to produce something new. Also, by diligent search, new patterns have been secured, but the number of new ranges is nothing like as wide as it was in some former years—and the supply of each new range is limited often.

### An Instance Worth Noting

For last season one manufacturer had an exceedingly attractive range of caps. The traveller on the Western field was out with his samples well in advance of the other road men. His customers were quick to appreciate the attractiveness of his range, and before the other salesmen

got a chance to show it the orders covered the limited supply of the material had been secured, and the range had to be withdrawn.

It seems certain that early buying for spring, of the fancy patterns shown, will be wise. In caps, too, the merchant can buy perhaps more freely than he dare with other lines. The demand is steadily increasing. The automobile is increasing the call—making it a call not only for men but for women. The greater importance of the boy as a buyer is making caps more important. Then there is the great point that caps do not depreciate to any great extent. They will carry over nicely, and on a rising market like the present they will carry over profitably—that is, they will form a stock for a later season which could not be secured on the market except for a considerably higher sum than was paid.

Of course a profit is not really made until goods are sold, still, where carryovers are necessary, it is mighty satisfactory to have the goods carried over of a class which are still in demand and which have gone up in price since bought.

### R. J. DEVLIN, HATTER AND FURRIER, DIES IN OTTAWA

IN the passing of Robert James Devlin, Ottawa loses one of its pioneer merchants and Eastern Ontario its oldest hatter and furrier. After an illness of several months, he died in the early hours of August 22nd.

About fifty years ago he started in business on the north side of Sparks Street, and about twenty-five years later built a fine business block, known as the Charleton Chambers, 76 Sparks Street, and has carried on business there ever since.

His abilities were much above the average and he was quick to see the possibilities of advertising. He grasped the opportunities publicity offered and soon had a name far outside his own province and was known and respected from east to west.

To-day the R. J. Devlin Co. Ltd. have one of the most up-to-date stores in Canada, a worthy tribute to his ability, character and service.

The widow and three sons survive, one son, Brian, being the managing director of the company.

## HUNGRY HATTERS CAN'T USE RABBIT SKINS HELD IN CANADA

Discovery of Trick to Defeat U.S. Government Leaves Fair Supply of Rabbit Skins Here—No Use to Canadian Manufacturers—Hat Situation Very Serious.

WITH the Canadian and United States hat manufacturers hungry for felt-making fur, some 724 bales of Australian rabbit skins are now lying unused in Canada. It is a case, however, of "water, water everywhere, and never a drop to drink." The 724 bales which are in this country are of no use to anyone, for, as a result of the embargo against the importation of rabbit skins, they cannot be taken into the United States and there is no equipment in Canada to cut and prepare the fur.

When the United States Government placed an embargo on the importation of Australian skins, to the end of course of providing shipping room for more necessary commodities, it seems that some of the dealers in felt-making furs, thinking to get the skins from Australia in spite of the regulation, had these shipped to Canada, intending to get them across from here to the United States. This was one of those deceits which could not be expected to go undiscovered very long, and as soon as the

proper authorities at Washington got word of the proceedings, the embargo was made effective on skins going through Canada, as well as on skins shipped direct from Australia. So these bales are now held in Canada and the clever skin importer is doubtless ruminating that Sherman called the turn on war.

Of course 724 bales is a comparatively small thing. Probably the fur men hoped to get a regular business going in Australian skins shipped through Canada.

Manufacturers generally are feeling pretty desperate about the fur situation. One of the biggest makers said to MEN'S WEAR REVIEW: "The market is practically denuded of hatters' fur and with no relief in sight for some time to come. Unless some changes can be brought about very shortly, it is going to mean that there will be no fur felt hats made."

Probably fur will be forthcoming, however, before this complete upheaval of the trade becomes necessary.

## TAKE IN FALL HATS EVEN IF DELIVERIES LATE

NOW that travellers are on the point of going out with their Spring models it is possible to give a little more definite information as to prices, and as to styles and colors, yet even at this late date there is a good deal of indefiniteness. Such has to be the case with markets upset, deliveries of raw material upset, labor conditions upset, as at the present time.

Prices, on the average, seem likely to be about 50c higher per hat—that is \$6.00 per dozen—than for Fall. Merchants, therefore, unless they have ordered so much that they are financially disturbed, would seem well advised to accept all their Fall deliveries—yes, even if these come too late to be of much value for Fall selling.

There is quite a likelihood that some deliveries to the trade will be late. It could hardly be otherwise for freights have been badly disturbed. One Canadian hat manufacturer had supplies, which he needed in June, held up for three months in transit. As a result he could only run his plant half time, and now there is not the accumulation of stock to fill Fall orders that had been expected, and that was required.

In style there is apparently little new for Spring. A few new models are shown but they do not represent any outstanding change.

Neither is there much change in the

matter of colors. Greens, blues, and greys will evidently be the thing—with greens probably the leader.

Some makers report difficulties with dyes. For instance blue, they say, will not penetrate very well; hence they hesitate to sell blues with raw edges. Where bound edges are liked, however, this color is very good. Greens, it is reported, are satisfactory as to dye—are indeed a good color. If they fade, as all colors now are prone to do, they fade evenly so that it is not noticed. On the other hand, fading where grey is concerned is a serious matter. The grey, of course, is secured by a blending of the three primary colors, blue, red and yellow. The blue is prone to fade, in which case the dominant red comes up strongly.

Of course this fading is something which occurs in the exceptional case. It is something, however, against which precautionary measures must be taken; and is just one of these things which makes the hatters' task very difficult at the present time.

Prices, which will certainly be higher for Spring, as stated above, are not at all steady. Further advances may be expected. Fur is exceedingly high, and as the reserve stocks bought more advantageously are used up, the prices will have to be figured on a basis of 100 per cent. present prices. Some lines of fur have increased 700 per cent. since

the outbreak of war. A 300-pound bale containing fur used for the cheaper hats was bought before the war for \$300.00. Similar bales, recently secured, cost \$2,100.00, and upon this 7½ per cent. war tax had to be paid. No wonder hat prices are up.

## SECONDS MORE DIFFICULT TO PROCURE

Always, in the Canadian hat trade, there has been a certain call for seconds. Merchants in outlying districts have a good call for cheap hats. Slight imperfections aren't noticed by some of their customers, hence they buy seconds. Now, Canadian wholesalers are finding some difficulty in securing these seconds.

As soon as an imperfection is noted in a hat cone—that is an imperfection which can not be rectified, the hat cone is thrown to one side. It becomes a second, to be sold by the manufacturer to certain finishers who make a life work of taking these hats in the rough, and trimming them for the market. But now—when the demand for hats is so much in excess of the supply, there has been a let down in the rigidity of the inspection. Not so many bodies are thrown out now—not so many are deemed only good for seconds. Perhaps the care of production is greater, perhaps the care of inspection less, anyway the number of seconds is reduced even while the high price of hats has brought about an increased demand.

Some finishers of these seconds—who are also sellers of higher grade hats—are refusing to sell the seconds alone. There must be a diversified order. Generally the difficulty of getting these seconds has increased. Merchants who require goods of this kind would do well to look after their needs early.

## MONTREAL CLOTHING FIRM HOLDS PICNIC

THE third annual picnic of H. Vineberg and Co. Ltd., Montreal, was held at St. Rose on August 14th and was acclaimed a decided success.

Some 300 employees, their wives and friends, took the C. P. R. at Mile End about 9 a.m. and after a pleasant journey reached the grounds in good season. Mr. Vineberg accompanied the party and Mrs. Vineberg arrived later. One of the pleasant surprises was the presentation made her of a huge bouquet of American Beauty roses by the employees.

After a sumptuous lunch, given by the company, a fine list of sports was run off and much interest was taken in this by the young folk in particular. Races of many kinds were indulged in and prizes for these were donated by the designer, Mr. Evans, and members of the travelling staff.

Among the travellers who were able to attend were the following: I. Cohen, H. L. Vineberg, L. K. Caplin, Jack Brodie; Joseph Vineberg, and Geo. Cash.





## An Appeal to the Head

*Exit the straw—even the brand new straw bought at an 89c clean up sale.*

*Enter the felt hat, soft, hard, but soft particularly. Enter also the cap—the cap beloved of boys, of the outdoor man, of the automobilist.*

*With the coming of September comes the change in headgear, and consequently the big fall selling season. Hats and caps may well find a prominent place in the windows during the coming month. Such displays as the one illustrated above—with, perhaps, a freer use of price cards—will assuredly attract buyers and set the cash register a-tinkling.*

**QUICK WORKING BANKRUPTCY ACT NEEDED**

Continued from page 68.

then, take out of their hands the right of administration, which right they have under the bill introduced by Mr. Jacobs, and place it entirely in the hands of official authority officially controlled?

**Simplicity of Procedure Essential to True Success**

Mr. Jacobs' bill provides for the utilization of existing courts in each province to deal with the original petition for bankruptcy proceedings. After the courts have adjudicated upon the question as to whether or not the debtor is a bankrupt and have so determined him, the estate then passes into the control of the creditors and is administered under the direction of the inspectors chosen by them through the assignee or receiver (who is likewise the choice of the creditors), in a manner similar to the present procedure under the Ontario Assignments Act. After the estate has been realized upon, the proposed bill provides that the costs and charges, which for the benefit of creditor and debtor alike have been scrutinized by interested inspectors, shall be submitted to the appointed judge of the local provincial court for his approval, and that he shall likewise decide upon the right of a bankrupt to the benefits of a discharge, basing his decision upon a report to be furnished by the trustee or receiver.

**High Cost Would Fall on Creditors**

Under the proposals laid down in Mr. Macdonald's suggestions and observations, it would mean the establishment of a National Bankruptcy Court or Commission for Canada, with representatives or junior offices in each of the eight provinces and the Yukon Territory. These would require to be established and maintained out of the proceeds of the various estates which might go into liquidation, and the costs of inaugurating and maintaining such officialdom would unquestionably fall directly on creditors. It would mean that the power of administering insolvent estates would pass from the control of creditors—directly and vitally interested—into the hands of others neither directly nor vitally interested. It would mean that increased costs would be charged against all estates, we do not infer that this would be done unfairly, but directly of necessity; that greater delay would result in the closing of them, and there would be the creation of official red tape that would be harmful and injurious to all classes of the commercial community. It might also mean the appointment of political partisans to positions of preferment and work, the nature of which they know nothing, and of which they have no knowledge, and it might mean, as it does mean in the United States, roguery and trickery of many and most unfortunate kinds. It would mean nothing but loss in the way of dividends and more in the way of worry and vexations.

**Want Equity, Promptness, Low Costs**

If our understanding of the desires of financial and commercial men are right, it is our opinion that in a bankruptcy act they want uniform legislation for all of Canada, a bill designed to meet the needs of this vast area of sparsely settled territory, and sufficiently elastic to meet the greatly varied conditions that govern here, and one founded on a sound basis of equity rather than law. They want a bill free from the red tape and delay incident to official procedure, one that will leave the administration of the estate in the control of the creditors themselves rather than transfer it to the hands of courts or official appointees, and they want a system that can be operated at a minimum of expense.

After having gone over the Jacobs bill carefully, we believe that it combines in a remarkable degree the remedy for many evils attendant upon liquidation proceedings to-day, that it will produce uniformity and that with the control in the hands of creditors, there will be brought to the administration of its provisions that "morale" which Mr. Macdonald considers is the important factor in any measure of bankruptcy.

We believe that manufacturers, both industrial and commercial, as well as wholesalers and retailers, should put themselves strongly on record as favorable to the passage of the Bankruptcy Act as proposed by Mr. Jacobs at the last session of the House.

Mitchell, W. Hamblyn and G. W. Davis. The election of the advisory directors is a new move for the company but the placing of more responsibility on these gentlemen will tend to strengthen the company during these trying times.

R. W. Reed has been with the company for the past three years, and is superintendent of the Operating Dept. Geo. Phalen has seen ten years' service with the company, and is in charge of the Cutting and Designing Department. A. R. Mitchell is the man who sells the goods and he takes in all the large towns between Montreal in the East and Fort William in the West. He has been with the company for fourteen years. W. Hamblyn is responsible for the shipping of all goods and takes full charge of all orders coming in from travelers and by mail. He is also the cost man and his various duties keep him on the jump. He has been with the company for twelve years. G. W. Davis is the superintendent of the Exeter factory, and has full charge of that busy plant. He has designed a great many novelties in children's garments which have been a great success. His length of service with the company has been thirteen years.

With W. Carter in charge of machinery and buildings, and T. White as stock keeper the company has a strong organization and if goods can only be procured during the coming year business will be humming.

**NEW AVIATION UNIFORMS**

IT seems we are to have new aviation uniforms; these are to be made of a light blue cloth, a good deal after the fashion of the French uniforms.

There does not seem to be any reason for fearing that the change will have a harmful effect on the cloth supplies. As far as can be learned there are huge supplies of just such blue cloth in England, this having been made for sale to the French.

**JACKSON MFG. COMPANY MAKE SOME CHANGES**

THE annual meeting of the Jackson Manufacturing Company, Ltd., was held at the company's office on Tuesday last, the following officers being elected for the coming year: W. Jackson, president and managing director; H. T. Rance, vice-president; Miss Josie Witts, secretary-treasurer; advisory directors, R. W. Reed, Geo. Phalen, A. R.



Lieutenant Solon Albright, at the left. The other officers are also Williams, Greene & Rome boys, next to Lieutenant Albright is Lieut. "Bobby" Washburn, who made the supreme sacrifice in May, 1917. The other officers, Lieutenant Heimrich and Capt. Scruton, are still carrying on.



# SUITS & OVERCOATS



## MILLION YARDS OVERCOATING WANTED BY GOVERNMENT

*What has been done to the end of making more cloth available for civilian purposes.*

1. *The War Purchasing Board establishes principle that Canadian clothing manufacturers secure their deliveries before any exportation of cloth takes place to the States, even if such exportation is for the military needs of the U.S.A.*

2. *The War Purchasing Board, which is on the point of placing orders for one million more yards of overcoating, will spread the deliveries of this order over a number of months.*

3. *Mills which have not as yet been making overcoatings are, where possible, to adjust their looms so that they can produce some of the lower grades, at least.*

## SUMMER CLOTHING GROWING IN FAVOR

In Spite of Early Cold Weather Stocks Cleaned Up—Big Sizes Go Well and Call Has Been Quite Largely for Dark Colors—Good Season in 1919 Expected

**I**N spite of the cool weather of the early summer, light weight suits have sold exceedingly well, and information received from the trade in various parts of Canada indicate that a bigger business in this line is steadily growing up. Merchants seem to feel that they can look forward to a steady increase in the demand for this class of suit. They look forward to this with a great deal of satisfaction, for the business of course tends to make busy what would, without some of these summer lines, be an exceedingly quiet season.

It is difficult to say just what business would have been done in summer suits had this been an average year. While sweltering in the heat of August it is hard to remember that June and early July weather was almost cold. Such, however was of course the case, and the case almost all over Canada. Warm days in the early Summer weeks could be numbered on the fingers of one hand.

This means that practically all the sales in Summer suits have come since August started, and of course many people who would ordinarily have bought put this off when the year got as far advanced as August. However, despite the disadvantage of the weather, the demand has practically cleaned out the stock which the merchants had, this in spite of higher prices which have had to prevail this year. The demand, moreover, has indicated the growing favor for this class of garment.

A. McFarland of Colborne street, Brantford, speaking of the Summer weight clothing, says:

"Nearly all stocks of Palm Beach and Summer clothing have been cleaned up. The high price of ordinary woolen clothing makes men think of saving their clothes. A light weight suit does the trick, saves the good clothes, gives comfort from the heat; and men are getting wise to the fact that a woolen suit in hot weather, no matter how good it is, absorbs so much of what the overheated body is giving out that the suit eventually becomes offensive."

A. N. Ecclestone, St. Catharines has great hopes for the future. He says:

"Like a goodly number of other clothing merchants we had sold only an odd suit or two in Palm Beach lines up to about the middle of July. Since that time however we have cleaned out nearly all our stock, much to our surprise, as we fully expected to carry over about 75 per cent. of our line. The one regrettable feature was having to cut the prices somewhat as others had already started this practice. We believe this line of clothing will be more popular than ever next season providing of course the weather is right. Any way we intend to place our orders early for this line of goods."

A. M. Laidlaw, Peterboro', notes some changes in the demand:

"The sale of this class of merchan-

dise," he says, "is increasing every season, and we believe will continue so as the Canadian people are beginning to realize that regular weight clothing is burdensome during the warm period. Comparing this season's selling with last, we note that the large sizes have the run, and also note that the demand for darker shades of Palm Beach suits is increasing. This is an indication that the trade appreciate the comfort in Palm Beach suits and want the dark shades for business wear which will be more serviceable for the purpose."

MEN'S WEAR REVIEW has not received this year any adverse opinion on the business in Summer weight clothing. There are a few merchants who advise that they have some suits left on hand. All seem hopeful, however, of disposing of these without having to shatter prices. Even at the advance figures which have to be asked for these suits this year they are comparatively cheap, and there are many people in Canadian cities and towns who are glad to pay for a comfortable suit. It does seem that this line is becoming more than ever one that should receive the careful attention of the Canadian men's wear trade.

SOME damage was done to the store of Geo. Nayler & Co., clothing merchants of Ingersoll, as a result of the rear wall having been undermined by the freshets.

# CANADIAN CLOTHING MEN ADDRESS U.S. CONVENTION

Glen Case, of Montreal, Says Enough Wool in Canada to Supply Civilian Needs for Three Years—Ed. Mack, of Toronto, Tells of Benefits Brought by Prohibition.

AT the big annual convention of the National Association of Retailers held in New York Aug. 13-16, two prominent Canadian clothing merchants addressed the gathering, being most enthusiastically received. Their remarks, given in brief here, will be of great interest to brother Canadian merchants:

Glen Case of Montreal spoke on "The Result of the War on the Clothing Business in Canada." Mr. Case reviewed conditions in the retail clothing business in Canada in very comprehensive fashion, and included in his address a general report on business in various parts of that country as affected by the war. He said that there is no doubt that throughout Canada, taken on an average, there will be less garments sold, less customers served, but a bigger volume of clothing business done during the seasons of fall 1918 and spring 1919 than formerly, on account of the great advance in prices.

"Some people in Canada," Mr. Case said, "talk of a wool famine, but unless the war lasts for three years longer, this famine is impossible. There is enough clothing in the retail shops, enough woolen in the makers' lofts to supply the civilian population's demands for three years." The public would naturally have to pay more, he pointed out, and be satisfied with a smaller selection of patterns and less kinds of cloth to select from, but necessity knows no law, he added, and "we can do a lot if we have to."

Prohibition for a period of two years after the war was urged by Ed Mack, of Ed Mack, Ltd., Toronto, Canada, as a means of saving young American manhood returning from the battlefields of France and also as a means of stimulating business.

During the year and a half that Toronto has been dry, according to Mr. Mack, business has been better than it was previous to the adoption of the dry laws. However, he explained, many of the merchants of Toronto thought that business would be ruined if the province went dry. They horrified a great deal of trouble, he said, which subsequent developments have proven to have been entirely unnecessary.

Soldiers suffering from physical disability are returning from Europe at the rate of about 1,000 a week. Instead of degenerating into "bums" through the misdirected efforts of their friends to entertain them by buying them a drink as often as possible, they immediately apply for work, after being mustered out of service, declared Mr. Mack.

During the handling of an exceedingly interesting question drawer the point came up as to steps which could be taken to ensure the home town merchant getting the business of the returned sol-

dier, this to the end of insuring the returned man getting a square deal.

Mr. Mack was called upon to outline what had occurred in Canada to achieve the desired results. In the early days of war, Mr. Mack explained, the Canadian government, upon mustering its men out of service, provided them with a civilian suit. This injured the business of the retailers very materially, he said, and the matter was taken up with the Canadian government with the result that the men returning are now sent to the point of enlistment and there given \$35 with which they may purchase a new civilian outfit.

## STYLES TO SUIT YOUTHS AND MEN OF THIRTY UP

GENERALLY speaking men's clothing styles this year run to extremes. There are models to catch the fancy of the young fellow, the lad of 17 to 20 years who is such an important economic factor at the moment, and such a big buyer. Then there are conventional styles to meet the wishes of the men who have reached, or passed, the 30-year mark. For those wishing something less startling than the young fellows' models, and yet something more startling than the conventional patterns, there is little being shown. It is the war, as the French say. Manufacturers are trying to please the customers whom merchants still have left, and these customers are the young fellows under 20 and the men over 30.

Yet, those few young men of from 20 to 30 not wearing khaki are not to be pitied, for they can surely find what suits them in the models which are shown. In the conventional models there are some quiet, yet very dignified and striking styles. In the lads' models there are styles with great snap, and some built on quiet lines, too.

The form-fitting garments of the past and present season will be a continued feature of those for next spring.

An outstanding note of some spring models is the peaked shoulder top. This is sometimes styled the "Continental" shoulder, the name applied to it because of its originating, first in Paris and later in London.

Sleeves are of puff effect, and these add an effectiveness to the general outlines that will be accepted in many quarters as desirable and as contributing to the general nattiness of the coats.

Another new feature introduced with this season design is that of a breast slash pocket, in addition to the two below the waist line. The upper slash pocket is made to conform to the slightly slanted line of the lapel, and is almost

He recommended that the association plan to take immediate action on this problem in order to prevent future trouble.

After complimenting the association highly on its successful convention, Mr. Mack said that he would return home with a splendid lot of ammunition towards the complete organization of the retail clothiers of Canada. He expressed the hope that at the next convention the meeting would have an international aspect, as he promised to bring a large group of Canadian retailers to the next convention.

covered by the outer edge of the lapel itself.

Many of the styles have waist lines and some of these are made with a half inch raised double stitched waist line seam. This is prominent enough to afford the coat a real distinctiveness without being at all overdone. All are made in single-breasted style. For a 36 size the length is about 29 inches.

Vents, of course, are a continued feature and these are even more accentuated than ever before. With the shortening of waistlines the length of vent has naturally been made greater in many instances.

### The Top Coats

One of the several novelty overcoats seen has a length of 40 inches on a 38 size. Slash pockets immediately below the waist line serve to make up a neat coat.

The back on this model is quite distinctive. Extra seams are one of the new features used here with pleasing effect. They afford added style to the garment.

### BLAIR ROSS, INC., MOVE

BLAIR ROSS, INCORPORATED, who for many years conducted their men's wear business on Bleury street, Montreal, near the corner of St. Catherine, have removed to 358 St. Catherine street W.

Mr. Ross informed MEN'S WEAR REVIEW that he had thought for many years, that there was some advantage in being located near a busy transfer point. Recently he had changed his opinion in this regard, for he had been able to recall but one customer who "shopped on a transfer." This man came in every once in a while, quickly selected a suit for his two boys, and one for himself sometimes, and was away quickly to make use of his transfer.

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# Cash in on This Craze

MARY PICKFORD is the most popular woman in the world. Millions of people see her on the screen every month of the year. She is known everywhere that pictures are shown.

There are movie theatres in Jerusalem now and an exchange in Siam! Mary Pickford is a Canadian and the people of the Dominion are intensely interested in everything relating to this young Toronto girl who has taken the world by storm.

Arthur Stringer, the famous Canadian author, has written a story of Mary Pickford, an intimate picture of her such as has never yet been presented. Miss Pickford's manager says it is the "best story ever written about Mary." This story is to run in MACLEAN'S and is starting in the September number. It is profusely illustrated by photographs taken especially for the purpose and Mary is on the cover.

**This feature will create a big sale for you.** But there are lots of others. Glance at this list:

**A "Close" Up of Union Government**

By J. K. Munro

An absolutely candid, unsparing appraisal.

**Buried Alive!** By Lieut. Tilbrook

An intensely dramatic story of tunnelling at the front.

**When the Army Rules** By W. H. P. Jarvis

A sensational article on the possibility of the army dominating Government.

Stories and articles by such well-known writers as Arthur Stringer, Agnes C. Laut, W. A. Fraser, Alan Sullivan, Lieut.-Col. J. B. Maclean and others.

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## September MacLean's

*"Canada's National Magazine"*

143 University Avenue - - - TORONTO

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# NECKWEAR

## NECKWEAR SILK UP IN PRICE, DOWN IN QUALITY

The Immediate Buy Seems Likely to Give the Men's Wear Merchants the Best Cravats—  
Problems of Production Becoming More and More Difficult

**O**RDER Fall neckwear needs early. Without any hesitation this can be given as advice at the present time. Just the one qualification is necessary. Of course a merchant has to consider that the goods ordered must be paid for, and must limit his requisitions by the length of his bank balance. As far as the question of getting the goods goes, however, he requires only

Conditions are of course entirely the result of the war which, through the submarine activities, with its consequent and excessive rate of exchange, high freight and insurance rates, etc., has practically put the present Swiss silk off the market. American silk manufacturers, however, have been coming to the front rapidly of late and since the United States entered the war the War Board at Washington has requisitioned a great many of the neckwear silk looms. They are not of course running these on silk, but are having the manufacturers adapt their looms to various classes of cotton goods which are needed for war purposes.

In consequence of the limited number of looms which are at liberty to supply the demand for neckwear silks, whatever is turned out is in great demand, which naturally has a tendency to send up prices.

In addition labor prices are advancing all the time, and this causes increase in silk prices.

Then the cost of the raw silk is exceedingly high, due partly to the cost of bringing this to hand; a large part of the raw silk is now coming from Japan; due also perhaps to the liking of the Japanese for a substantial profit where a substantial profit is possible.

### How Raw Prices Are Held Up

An incident which occurred since the last issue of MEN'S WEAR REVIEW went to press, indicates how the cost of raw silk is held up. Word went round among the silk men in the United States that the alien property custodians had some 240 bales of silk which had belonged to Germans, and that these were to be put on the market. This caused a good deal of rejoicing among the silk men, for it was felt this could be secured at a comparatively low price.

When the sale came off, however, the price was put up—by some Japanese merchant—until it reached \$9.30 per pound, whereas the ordinary market price was \$8.40 per pound.

### Little Silk Showing

The word received by some of the Canadian neckwear manufacturers, from leading silk agents in the United States, is to the effect that very little is show-

ing. One agent in writing a Canadian manufacturer sent some samples with prices marked which indicated that the tie made from this would have to be sold by the retail trade at \$1.00. The manufacturer absolutely refused to purchase any of the stuff, judging that the quality to justify a dollar tie was not there. He argued, moreover, that this was junk which no American manufacturer want-



*Beautiful Italian Silk in the Fall and Christmas range of Wm. Milne.*

to remember a present buy is a good buy for the simple reason that neckwear is going higher in price, is becoming poorer in quality, and is getting scarcer. Manufacturers are indeed unable to estimate in advance what they are going to be able to show for a later season.

### Why the Conditions Exist

The reason for the increase in price, decrease in quality and the great increase in scarcity of silk, was in evidence in the past. There is fresh information at hand, however, which will be of interest to merchants.



*Beautiful Autumnal tints run through the holiday range shown by the Niagara Neckwear Co.*

ed and that this was the only reason samples were sent.

That this reasoning was sound was indicated by a further note in the letter from the agent which said: "I have seen some other silks, but there is no use sending you samples for the goods will be sold before the samples could reach you."

Of course on such a market, even the poor stuff, samples of which were sent forward, will find a buyer. Fortunately for the Canadian men's wear trade,

# NIAGARA NECKWEAR NOVELTIES



AUTUMN Shades  
and Colorings,  
reminders of the  
change of Seasons.

Prices:

\$18.00

15.00

12.00

9.00

7.50

6.00

Scarf illustrated is  
from our \$18.00  
range.

In Pattern and Style our Fall and Winter Scarfs will please you, for you will realize that they will please your customers. The Mitchell Slide Easy Band, of course—it is *one* reason for the popularity of Niagara Neckwear lines.

Niagara Neckwear Co., Limited  
Niagara Falls, Canada



# CHRISTMAS NECKWEAR

We have an exceedingly attractive range of Autumn and Holiday Neckwear. Our supply is adequate to meet your needs, but it is advantageous for you to let us know your requirements EARLY.

## Individual Boxes if you like

Our display of Holiday boxes is very artistic. Niagara Neckwear in our attractive Gift Box will prove a serviceable and pleasing Gift.

## Mufflers Too

We can show you Knitted Reefers and Cut Silk Mufflers in all desirable patterns and richest coloring.

### Place your Orders early

Inspect our lines carefully when our representative calls upon you.

Orders sent in direct to house always receive our most particular attention.

**Niagara Neckwear Co., Limited**  
Niagara Falls, Canada



however, it does not seem likely to find a buyer in this country.

"You will hardly realise how scarce neckwear silk is in New York," stated one manufacturer. "Judging from recent experience I could walk up Fourth Avenue, Madison Avenue and 25th Street (the big silk district) and would not see as much stock as I have in my own factory, and my own stock is nothing excessive. The mills there are selling stuff practically as they make it. It is being snapped up by the agents and manufacturers."

"There is no such thing as futures.

The mills will only take orders for immediate delivery. It is getting to a time where we are buying our silk from hand to mouth too. We get some silks and then we make it up. Of course this means we cannot plan a season ahead as we have done in the past. We cannot consider now what we will be selling in the Spring, very well, but we buy the silks as they are offered, and as the American silks have unquestionably improved, we are getting some pretty good stuff."

Prices of course are going to be stead-

ily on the upward move. There seems no help for this.

The scarcity of black silk is noted by some manufacturers. One firm which usually makes a big range of blacks, has had to limit its showing to two patterns. The scarcity is no doubt the result of the dye difficulties. There is also a huge demand for black silk at the present time of course, but unfortunately due partially to the prevalence of mourning, and also to the fact that the United States private soldiers, as well as the officers, may wear black ties with their uniform when off duty.

## SILK MUFFLERS SCARCE FOR CHRISTMAS

High Price and Scarcity of Silks Makes Manufacturers Hesitate to Produce This Fine Holiday Seller—Good Supplies of Knit Mufflers.

**S**ILK mufflers, the time-honored Christmas favorite, are evidently going to be very scarce this coming holiday season. Merchants who have already arranged for their stocks are fortunate; those who have not might well consider what they will do about this line at the earliest possible date.

### Manufacturers Hesitate

Scarcity of silks and the prevailing high—and climbing—prices of silks are responsible for the condition which seems to promise a scarcity of silk mufflers in the men's wear stores this Christmas. Mufflers require a lot of silk, and with this material scarce, as at present, manufacturers are hesitating to tie up a great deal of their stock in this one product; especially are they hesitant about doing this in view of the belief that the prices it will be necessary to ask for mufflers made of silks bought on the present market will tend to greatly limit the number of silk muffler purchasers.

### How Prices Have Jumped

Many merchants laid in their stock of silk mufflers for Christmas, 1918, in January and February last. They are the fortunate ones. They received goods at around \$18.00, some ranges considerably higher, of course, but still getting many mufflers at a price to make \$2.00 or \$3.00 retailing possible. Now the best price that can be quoted is around \$27.00 a dozen. When this figure is reached the reselling price must come near to the \$5.00 mark, and it is a question as to the readiness with which store customers would buy the goods at such a figure—it is a question for each merchant, who has not already covered his silk muffler stocks, to consider and answer very promptly.

### Knit Mufflers Will Be Strong

Knit mufflers will, fortunately, be available in goodly quantities, and will fill the place of the silk mufflers where stocks of these are low. The knit muffler was a great favorite last year. It seems likely to be in even greater favor for the coming season, being bought largely by soldiers and for soldiers, and also most certainly for many civilian users.

It is a little early to speak of silk mufflers for Christmas, 1919, but with silks as they are at present, it does seem that offerings of these after the new year will be much smaller than in former selling seasons.

### SEMI-READY STYLES SHOWN IN CONVENTION

THE first of what is to be a semi-annual fashion show and convention was held during the middle of August in the Semi-Ready Shops, Montreal.

A number of the merchants who sell Semi-ready clothes in Quebec, in Ontario and the Maritime Provinces were present at the convention. Nearly fifty in all enjoyed the parade of new designs, which models were shown on living models. An exposition of the chief features of each new garment was given in detail by J. H. Brownlee, the managing director of the company.

### W. T. COOTE RETIRES

AFTER an association of several years with the boot and shoe trade and more recently with that of men's wear, W. T. Coote of Red Deer, Alberta, has retired from the line and has recently engaged in the insurance business, being connected at Red Deer with the Sun Life.

## SLIDING SCALE OF PRICES FOR BOYS' CLOTHING

**A**T the convention of the National Association of Retail Clothiers held in New York Aug. 13 to 16, some points of interest to Canadian merchant were discussed.

A sliding scale of prices for boys' clothing was recommended. Sizes from 10 to 15 years, it was held, should be the standard priced line. Suits from 6 to 9 should sell at 15 per cent. below the standard, and suits for ages 16 to 19 inclusive, should sell at a 15 per cent. advance.

The association favored a careful liquidation of clothing stocks, and more cautious future buying. Stocks, it was

Mr. Coote's connection with the men's wear trade dates from 1912 when he purchased the business of C. E. Hall at Red Deer. He had previously been in Morden, Manitoba. For about two years Mr. Coote was connected with the departmental business of the W. E. Lord Co. of Red Deer, where he managed the shoe department.

### SOME UNCERTAINTY AS TO SHIRT PRICES

(Continued from page 80)

this way. Perhaps soft collars are also favored by the retail trade because a fixed price has not been established for this line. Soft collars sell at various prices, and for this reason changes in price are not difficult to explain.

Manufacturers are also devoting more attention to soft collars than in the past. They realize that the general public is wearing this line more largely—that the line is becoming a year round line. They too are favoring the soft collar because its production is somewhat easier under existing circumstances. The laundering problems is not a factor here, and it is a very difficult point in production at the present time.

felt, should be brought back to normal—this being the safe course, and the course which would, on the whole, make for the best interests of the clothing industry.

A lengthy discussion took place on the U. S. Government proposal to put a luxury tax of 20 per cent. upon clothing selling above a certain price. The feeling was that the Government should be fully advised of the situation as it exists to-day in the clothing industry—that the luxury prices of before war are the necessity prices of to-day. The intention is to have a committee from the association lay this point before the proper authorities at Washington.

# "WHERE-TO-BUY"

## DIRECTORY

**APRONS**

American Pad & Textile Co., Chatham.  
Hamilton Carhartt Cotton Mills, Toronto.  
Kitchen Shirt & Overall Co., Brantford.

**ARM BANDS**

Arrow Garter Co., Montreal.  
Dominion Suspender Co., Niagara Falls.  
King Suspender Co., Toronto.

**AUTOMOBILE GAUNTLETS**

Acme Glove Works, Ltd., Montreal.  
Dent, Alleroft & Co., Montreal.  
Hamilton Carhartt Cotton Mills, Toronto.

**ARTIFICIAL FLOWERS**

Dale Wax Figure Co., Ltd., Toronto.

**BATHING SUITS, Men's and Boys'**

The Monarch Knitting Co., Dunnville.

**BATH ROBES**

Alphonse Racine, Ltd., Montreal.  
The Dufferin Shirt Co., Toronto.

**BOYS' BLOUSES**

John W. Peck & Co., Montreal.  
The Jackson Mfg. Co., Clinton, Ont.  
The Williams, Greene & Rome Co., Kitchener.  
The Dufferin Shirt Co., Toronto.  
The Lang Shirt Co., Kitchener.  
Alphonse Racine, Ltd., Montreal.  
Tooke Bros., Montreal.  
The Van Allen Shirt Co., Hamilton.  
Fried Grills Co., Ltd., Guelph.

**BOYS' BLOOMERS**

Walter Blue & Co., Sherbrooke, Que.  
B. Gardner & Co., Montreal.  
Freedman & Co., Montreal.  
Coppely, Noyes & Randall, Hamilton.  
Davis Bros., Hamilton.  
W. J. Keens Co., Ltd., Toronto.  
Miller Mfg. Co., Toronto.  
John W. Peck & Co., Montreal.  
Alphonse Racine, Ltd., Montreal.  
The Jackson Mfg. Co., Ltd., Clinton.  
Vineberg Pants Co., Montreal.  
Boston Cap Co., Montreal.  
Buckley Drouin Co., Montreal.  
L. Gnaedinger & Sons, Montreal.  
Tip Top Cap Co., London.  
The Fraser Cap Co., London, Ont.  
L. Gnaedinger Son & Co., Montreal.  
John W. Peck & Co., Montreal.  
The Williams Trow Knitting Co., Ltd., Stratford, Ont.  
Boston Cap Co., Montreal.

**CHILDREN'S KNITED SUITS**

Acme Glove Works, Ltd., Montreal.

**COLLARS AND CUFFS, Linen**

Cluett, Peabody & Co., Inc., Troy, N.Y.  
Alphonse Racine, Ltd., Montreal.  
Tooke Bros., Montreal.  
Williams, Greene & Rome Co., Kitchener.

**COMPOSITION COLLARS**

Parsons & Parsons Canadian Co., Hamilton.

**CLOTHING, Boys'**

Walter Blue & Co., Sherbrooke, Que.  
B. Gardner & Co., Montreal.  
Coppely, Noyes & Randall, Hamilton.  
Freedman & Co., Montreal.  
Freedman & Co., Montreal.  
The Jackson Mfg. Co., Ltd., Clinton.  
W. J. Keens Co., Ltd., Toronto.  
John W. Peck & Co., Montreal.  
Wearbest Clothing Mfg. Co., Montreal.  
E. A. Small, Montreal.  
Hoffman Ducoffe & Co., Montreal.

**CLOTHING, Men's**

Bachelor Clothing Co., Ltd., Sherbrooke.  
Walter Blue & Co., Sherbrooke, Que.  
College Brand Clothes Co., Ltd., Montreal.  
Coppely, Noyes & Randall, Hamilton.  
Fashion Craft Manfrs. Ltd., Montreal.  
Freedman & Co., Montreal.  
B. Gardner & Co., Montreal.  
W. J. Keens Co., Ltd., Toronto.  
Wm. H. Leishman & Co., Ltd., Toronto.  
Miller Mfg. Co., Ltd., Toronto.

John W. Peck & Co., Montreal.

Kaplan, Samuelsohn & Co., Montreal.

Randall & Johnston, Toronto.

E. A. Small, Montreal.

Wearbest Clothing Mfg. Co., Montreal.

Hoffman Ducoffe & Co., Montreal.

**CLOTHING, Special Measure**

Walter Blue & Co., Sherbrooke, Que.  
Coppely, Noyes & Randall, Hamilton.  
Fashion Craft Manfrs. Ltd., Montreal.  
Freedman & Co., Montreal.  
B. Gardner & Co., Montreal.  
The House of Hobberlin, Ltd., Toronto.  
Wm. Leishman & Co., Ltd., Toronto.  
John W. Peck & Co., Montreal.  
Randall & Johnston, Toronto.  
E. A. Small, Montreal.  
Wearbest Clothing Mfg. Co., Montreal.

**CLOTHING SPECIALTIES**

B. Gardner & Co., Montreal.  
Acme Glove Works, Ltd., Montreal.  
The House of Hobberlin, Ltd., Toronto.

**CLOTHING, Summer and Specialty**

Fashion Craft Mfg. Co., Ltd., Montreal.  
Wm. H. Leishman & Co., Ltd., Toronto.  
Miller Mfg. Co., Ltd., Toronto.  
Wreyford & Co., Toronto.  
The House of Hobberlin, Ltd., Toronto.

**CLOTHING, Young Men's**

Bachelor Clothing Co., Ltd., Sherbrooke.  
Walter Blue & Co., Sherbrooke, Que.  
College Brand Clothes Co., Ltd., Montreal.  
Coppely, Noyes & Randall, Hamilton.  
Fashion Craft Manfrs. Ltd., Montreal.  
B. Gardner & Co., Montreal.  
Freedman & Co., Montreal.  
Freedman & Co., Montreal.  
W. J. Keens Co., Ltd., Toronto.  
Wm. Leishman & Co., Ltd., Toronto.  
John W. Peck & Co., Montreal.  
Randall & Johnston, Toronto.  
E. A. Small, Montreal.  
Wearbest Clothing Mfg. Co., Montreal.  
The House of Hobberlin, Ltd., Toronto.  
Kaplan, Samuelsohn & Co., Montreal.

**CRAVATS**

Wm. Milne, Toronto.  
Tooke Bros., Montreal.  
Van Allen Shirt Co., Hamilton.  
Niagara Neckwear Co., Niagara Falls, Ont.  
King Neckwear Co., Toronto.

**FURS**

Buckley, Drouin & Co., Montreal.  
L. Gnaedinger Son & Co., Montreal.

**GARTERS**

Arrow Garter Co., Montreal.  
Dominion Suspender Co., Niagara Falls.  
King Suspender Co., Toronto.  
Alphonse Racine, Ltd., Montreal.

**GAUNTLETS**

Acme Glove Works, Ltd., Montreal.

**GLOVES, Washable Cape, Buckskin, Chamois**

Acme Glove Works, Ltd., Montreal.  
Dent, Alleroft & Co., Montreal.

**GLOVES**

Acme Glove Works, Ltd., Montreal.  
Dent, Alleroft & Co., Montreal.  
Hamilton Carhartt Cotton Mills, Toronto.

**GLOVES AND MITTS, Heavy Workingmen's**

Alphonse Racine, Ltd., Montreal.  
American Pad & Textile Co., Chatham.  
Williams Trow Knit Co., Ltd., Stratford, Ont.  
Hamilton Carhartt Cotton Mills, Toronto.  
Acme Glove Works, Ltd., Montreal.

**GLOVES, Kid**

Dent, Alleroft & Co., Montreal.

**GLOVES, Leather, Lined and Unlined**

Dent, Alleroft & Co., Montreal.

**GLOVES, Horse Hide**

Acme Glove Works, Ltd., Montreal.

**GLOVES, Jersey**

Acme Glove Works, Ltd., Montreal.

**GLOVES, Macha**

Acme Glove Works, Ltd., Montreal.

**GLOVES, Fabric**

The American Pad & Textile Co., Chatham, Ont.  
Dent, Alleroft & Co., Montreal.  
Freedman & Co., Montreal.

**GLOVES AND MITTS, Woolen**

R. M. Ballantyne, Stratford.  
Dent, Alleroft & Co., Montreal.  
Monarch Knitting Co., Ltd., Dunnville.  
The Williams-Trow Co., Stratford, Ont.  
Alphonse Racine, Ltd., Montreal.  
The Avon Hosiery Co., Ltd., Stratford, Ont.  
Wreyford & Co., Toronto.

**HANDKERCHIEFS**

Cluett, Peabody & Co., Inc., Troy, N.Y.  
Alphonse Racine, Ltd., Montreal.  
Tooke Bros., Montreal.  
Williams, Greene & Rome Co., Kitchener.

**HATS, Felt**

Boston Cap Co., Montreal.  
Ansley Dineen Co., Ltd., Toronto.  
The Mayhew Hat Co., Niagara Falls, Canada.  
Buckley, Drouin & Co., Montreal.  
L. Gnaedinger Son & Co., Montreal.  
Fried Grills Hat Co., Ltd., Guelph.  
Wolthausen Hat Corp., Brockville.  
John W. Peck & Co., Montreal.

**HATS, Straw**

Ansley-Dineen Co., Ltd., Toronto.  
Buckley Drouin & Co., Montreal.  
Canadian Panama Hat Co., Toronto.  
L. Gnaedinger Son & Co., Montreal.  
Fried Grills Hat Co., Ltd., Guelph.  
John W. Peck & Co., Montreal.

**HATS, Panama**

Canadian Panama Hat Co., Toronto.  
L. Gnaedinger Son & Co., Montreal.  
Fried Grills Hat Co., Ltd., Guelph.  
Niagara Panama Straw Hat Co., Niagara Falls, Canada.

**HOSIERY, Boys'**

Avon Hosiery Co., Stratford.  
The Monarch Knitting Co., Dunnville.  
Alphonse Racine, Ltd., Montreal.  
Wreyford & Co., Toronto.  
Acme Glove Works, Ltd., Montreal.  
Zimmerman Mfg. Co., Ltd., Hamilton.

**HOSIERY, Men's**

R. M. Ballantyne, Stratford.  
Craftana, London, Eng.  
The Monarch Knitting Co., Dunnville.  
Alphonse Racine, Ltd., Montreal.  
Wreyford & Co., Toronto.  
Acme Glove Works, Ltd., Montreal.  
Zimmerman Mfg. Co., Ltd., Hamilton.

**LADIES' SILK PLUSH HATS**

Geo. Provencher, Montreal.

**LININGS**

Richard Haworth & Co., Ltd., Manchester, Eng.

**LEATHER GOODS**

Davis Novelty Co., Montreal.

**LEATHER BELTS**

Arrow Garter Co., Montreal.

**LEATHER GLOVES**

Dent, Alleroft & Co., Montreal.

**MACKINAW OR SPORT COATS**

R. M. Ballantyne, Stratford, Ont.  
Coppely, Noyes & Randall, Hamilton.

**MEN'S TROUSERS**

Walter Blue & Co., Sherbrooke, Que.  
Coppely, Noyes & Randall, Hamilton.  
Davis Brothers, Hamilton.  
Hamilton Carhartt Cotton Mills, Toronto.  
W. J. Keens Co., Ltd., Toronto.  
Miller Mfg. Co., Ltd., Toronto.  
John W. Peck & Co., Montreal.  
B. Gardner & Co., Montreal.  
Alphonse Racine, Ltd., Montreal.  
Randall & Johnston, Toronto.  
Wearbest Clothing Mfg. Co., Montreal.  
The J. H. Goodhue Co., Ltd., Rock Island, Que.  
Vineberg Pants Co., Montreal.  
Hoffman Ducoffe & Co., Montreal.

# PANAMAS

*for Summer, 1919*

In all Dimensions, also Balibuntals, Bangkoks and Leghorns



\$13.50 to \$80.00



\$15.00 to \$80.00



\$15.00 to \$90.00



\$16.00 to \$80.00

South  
American  
Panamas  
—  
Ball-  
buntals

## THE FEDERAL PANAMA HAT CO

**PANAMA MANUFACTURERS**

**THE BUCKLEY DROUIN CO., Limited**  
SALES AGENTS

164 MCGILL ST.  
MONTREAL

Toyos  
—  
Bangkoks  
—  
Leghorns

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

# “WHERE-TO-BUY”

## DIRECTORY

### MILITARY TAILORS

Wm. H. Leishman, Toronto.  
Miller Mfg. Co., Ltd., Toronto.  
The House of Hobberlin, Ltd., Toronto.

### MEN'S FURNISHINGS

Tooke Bros., Montreal.  
Hoffman Ducoffe & Co., Montreal.

### MUNITION COATS

Hamilton Carhartt Cotton Mills, Toronto.  
Kitchen Overall & Shirt Co., Brantford.  
The J. B. Goodhue Co., Ltd., Rock Island, Que.  
Acme Glove Works, Ltd., Montreal.

### MILITARY SUPPLIES

Miller Manfg. Co., Ltd., Toronto.  
Wreyford & Co., Toronto.

### MUFFLERS

Acme Glove Works, Ltd., Montreal.  
R. M. Ballantyne, Stratford.  
Crescent Mfg. Co., Montreal.  
King Neckwear Co., Toronto.  
Wm. Milne, Toronto.  
Monarch Knitting Co., Ltd., Dunnville.  
Niagara Neckwear Co., Niagara Falls.  
Alphonse Racine, Ltd., Montreal.  
The Avon Hosiery Co., Ltd., Stratford, Ont.  
Van Allen Co., Montreal.  
Tooke Bros., Ltd., Montreal.  
Wreyford & Co., Toronto.  
The Williams Trow Knitting Co., Ltd., Stratford, Ont.

### NECKWEAR

John Forsyth & Co., Kitchener.  
King Neckwear Co., Toronto.  
Wm. Milne, Toronto.  
Niagara Neckwear Co., Niagara Falls.  
Tooke Bros., Montreal.  
Wreyford & Co., Toronto.  
Alphonse Racine, Ltd., Montreal.  
Van Allen Co., Hamilton.

### NIGHT ROBES

Cluett, Peabody & Co., Inc., Troy, N.Y.  
Deacon Shirt Co., Belleville.  
Lang Shirt Co., Kitchener, Ont.  
John Forsyth Co., Kitchener.  
Tooke Bros., Montreal.  
Williams, Greene & Rome Co., Kitchener.  
Alphonse Racine, Ltd., Montreal.  
Van Allen Co., Montreal.

### NOVELTIES, Leather

Davis Novelty Co., Montreal.

### OIL CLOTHING

Tower Canadian, Ltd., Toronto.

### OVERCOATS

Walter Blue & Co., Sherbrooke, Que.  
College Brand Clothes Co., Ltd., Montreal.  
Coppley, Noyes & Randall, Hamilton.  
Fashion Craft Manfrs. Ltd., Montreal.  
W. J. Keens Co., Ltd., Toronto.  
Kaplan, Samuelsohn & Co., Montreal.  
B. Gardner & Co., Montreal.  
Wm. H. Leishman & Co., Ltd., Toronto.  
Miller Mfg. Co., Ltd., Toronto.  
John W. Peck & Co., Ltd., Montreal.  
Randall & Johnston, Toronto.  
E. A. Small, Montreal.  
Wearbest Clothing Mfg. Co., Montreal.

### OVERALLS AND SMOCKS

Acme Glove Works, Ltd., Montreal.  
Hamilton Carhartt Cotton Mills, Toronto.  
Fouche Overall & Shirt Co., Brantford.  
Alphonse Racine, Ltd., Montreal.  
The J. B. Goodhue Co., Ltd., Rock Island, Que.

### OVERALLS AND ROMPERS, Boys'

Jaxson Manfg. Co., Clifton.

### PANAMA HATS, Ladies' and Men's

Arvey Dusen Co., Ltd., Toronto.  
Buckley Drouin & Co., Montreal.  
Canadian Panama Hat Co., Toronto.  
Federal Panama Hat Co., Montreal.

L. Gnaedinger Sen & Co., Montreal.  
Niagara Panama Straw Hat Co., Niagara Falls, Ont.  
Fried Grills Hat Co., Ltd., Guelph.

### PYJAMAS

Cluett, Peabody & Co., Inc., Troy, N.Y.  
Deacon Shirt Co., Belleville.  
Lang Shirt Co., Kitchener, Ont.  
Alphonse Racine, Ltd., Montreal.  
The Dufferin Shirt Co., Toronto.  
Tooke Bros., Montreal.  
John Forsyth & Co., Toronto.  
Williams, Greene & Rome Co., Kitchener.  
Van Allen Co., Montreal.

### PULLOVERS, Men's and Boys'

Monarch Knitting Co., Ltd., Dunnville.

### REGISTRATION CERTIFICATE HOLDERS

Davis Novelty Co., Montreal.

### PANTS

The J. B. Goodhue Co., Ltd., Rock Island, Que.  
Vineberg Pants Co., Montreal.

### RAINCOATS AND CLOTHING

Can. Consolidated Rubber Co., Ltd., Montreal.  
Samuel Wener & Co., Montreal.  
Tower Canadian, Limited, Toronto.  
Fashion Craft Mfg. Co., Ltd., Montreal.

### RAZORS

Gillette Safety Razor Co. of Canada, Montreal.

### RIDING BREECHES

Davis Bros., Hamilton.  
Vineberg Pants Co., Montreal.

### SILK KNITTED GOODS

Monarch Knitting Co., Ltd., Dunnville.

### SILK HATS

Geo. Provencher, Montreal.

### SHIRTS, Fine

Cluett, Peabody & Co., Inc., Troy, N.Y.  
Deacon Shirt Co., Belleville.  
The Dufferin Shirt Co., Toronto.  
John Forsyth & Co., Kitchener.  
Lang Shirt Co., Kitchener.  
John W. Peck & Co., Montreal.  
Alphonse Racine, Ltd., Montreal.  
Tooke Bros., Montreal.  
Williams, Greene & Rome Co., Kitchener.  
Van Allen Co., Hamilton.

### SHIRTS, Working

Acme Glove Works, Ltd., Montreal.  
Deacon Shirt Co., Belleville.  
Kitchen Overall & Shirt Co., Brantford.  
Lang Shirt Co., Kitchener.  
Miller Manfg. Co., Toronto.  
John W. Peck & Co., Montreal.  
Alphonse Racine, Ltd., Montreal.  
John Forsyth Co., Kitchener.  
Tooke Bros., Montreal.  
Williams, Greene & Rome Co., Kitchener.  
Wreyford & Co., Toronto.  
The Dufferin Shirt Co., Toronto.  
The J. B. Goodhue Co., Ltd., Rock Island, Que.

### SOFT COLLARS

Cluett, Peabody & Co., Inc., Troy, N.Y.  
John Forsyth Co., Kitchener.  
Lang Shirt Co., Kitchener.  
Tooke Bros., Montreal.  
Williams, Greene & Rome Co., Kitchener.

### SWEATERS AND SWEATER COATS

Acme Glove Works, Ltd., Montreal.  
R. M. Ballantyne & Co., Stratford.  
The Avon Hosiery Co., Ltd., Stratford, Ont.  
Monarch Knitting Co., Ltd., Dunnville.  
Alphonse Racine, Ltd., Montreal.  
Wreyford & Co., Toronto.  
The Williams Trow Knit Co., Ltd., Stratford.

### SUSPENDERS AND BELTS

Dominion Suspender Co., Niagara Falls.  
King Suspender Co., Toronto.  
Alphonse Racine, Ltd., Montreal.

### SMOCKS

The J. B. Goodhue Co., Ltd., Rock Island, Que.

### SUMMER UNDERWEAR

Atlantic Underwear Co., Moncton, N.B.  
Cluett, Peabody & Co., Inc., Troy, N.Y.  
Mercury Mills, Hamilton.  
Alphonse Racine, Ltd., Montreal.  
John Forsyth Co., Kitchener.  
Tooke Bros., Montreal.  
The Zimmerman Mfg. Co., Hamilton.  
Thos. Waterhouse & Co., Ingersoll.  
Williams, Greene & Rome Co., Kitchener.  
Wreyford & Co., Toronto.

### TOQUES

R. M. Ballantyne, Stratford.  
Monarch Knitting Co., Ltd., Dunnville.  
The Williams Trow Co., Stratford, Ont.  
The Avon Hosiery Co., Ltd., Stratford, Ont.

### TAILORS' LININGS

Richard Haworth & Co., Ltd., Manchester, Eng.

### ULSTERS

Fashion Craft, Limited, Montreal.  
B. Gardner & Co., Montreal.  
Kaplan Samuelsohn Co., Ltd., Montreal.

### UNDERWEAR, Winter

Atlantic Underwear Co., Moncton, N.B.  
Mercury Mills, Ltd., Hamilton.  
Alphonse Racine, Ltd., Montreal.  
Thos. Waterhouse & Co., Ingersoll.  
Wreyford & Co., Toronto.  
Zimmerman Mfg. Co., Ltd., Hamilton.

### WATERPROOF RAINCOATS

Can. Consolidated Rubber Co., Ltd., Montreal.  
H. E. Davis & Co., Montreal.  
Samuel Wener & Co., Montreal.  
Alphonse Racine, Ltd., Montreal.  
Fashion Craft, Ltd., Montreal.  
Tower Canadian, Ltd., Toronto.

### WORKING PANTS

Acme Glove Works, Ltd., Montreal.  
Hamilton Carhartt Cotton Mills, Toronto.  
John W. Peck & Co., Montreal.  
Vineberg Pants Co., Montreal.  
Alphonse Racine, Ltd., Montreal.  
The J. B. Goodhue Co., Ltd., Rock Island, Que.

### WATERPROOF CLOTHING

Tower Canadian, Ltd., Toronto.

### WOOLLEN GLOVES

Dent, Allcroft & Co., Montreal.

## EQUIPMENT SECTION

### ARTIFICIAL FLOWERS

Dale Wax Figure Co., Ltd., Toronto.

### BACKGROUNDS

Geo. H. Charles, Toronto.

### CASH REGISTERS

National Cash Register Co., Toronto.

### CREDIT FILES

National Cash Register Co., Toronto.

### HAT STANDS

The Taylor Mfg. Co., Hamilton.

### NECKTIE AND GLOVE HOLDERS

Onli-Wa Fixture Co. (sales agents Parsons & Parsons, Hamilton).

### RACKS AND HANGERS

Dale Wax Figure Co., Ltd., Toronto.  
Taylor Mfg. Co., Hamilton.  
Walker Bin & Store Fixture Co., Kitchener.

### REVERSIBLE WARDROBES

Jones Bros. & Co., Toronto.

### SHOW CASES AND INTERIOR FITTINGS

Jones Bros. & Co., Toronto.  
Taylor Mfg. Co., Hamilton.  
Walker Bin & Store Fixture Co., Kitchener.

### WAX FIGURES

Dale Wax Figure Co., Ltd., Toronto.  
Geo. H. Charles, Toronto.

*"Fashion-Craft"*

Special Order Service  
Sales Rack



Makes taking orders  
for Suits and Over-  
coats a pleasant and  
profitable business.

Exclusively used  
by **FASHION-CRAFT**  
Agents.

Protected by patent  
rights.

FALL and WINTER SAMPLES and MODELS  
*NOW READY*

Is there a **FASHION-CRAFT** Agent in your town?  
If not, now is your opportunity to get an  
exclusive special order agency for the highest  
type men's clothes produced.

**FASHION-CRAFT** Clothes are favourably known  
from coast to coast.

*If you wish to handle them, write Promotion Dept.*

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



## Making a Good Shirt Better

People are changing their buying habits. Quality is all important with them these days and trade-marks are looked for keenly.

For nearly half a century the W.G. & R. trade-mark has been the standard for quality throughout Canada, and now to quality comes this added improvement and convenience, the

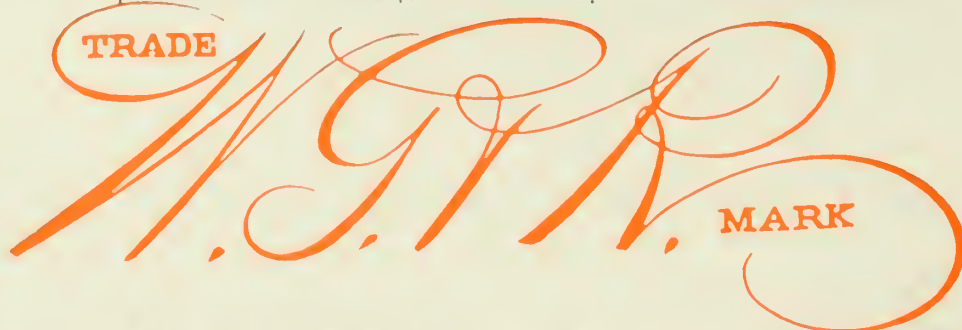
# DOUBLE WEAR CUFFS

*Patented* 1918

This cuff can be turned when one side is soiled, giving extra wear and saving laundry bills. It turns neatly, finished the same both sides and will not wrinkle or bulge when turned.

The old style cuff can be turned of course, but—"it looks turned." That's the difference.

Our representative will be glad to show you this exclusive feature.



WILLIAMS, GREENE & ROME CO., LIMITED

Head Office and Factory, KITCHENER, ONT.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

Shirts, Collars, Pyjamas, Summer Underwear, Boys Blouses

"The Excellence of the Product has Established the Brand."

# ANNOUNCEMENT

Our Spring range for 1919 will be ready in September.

It is impossible to get early delivery on novelty cloths this season. The mills have so much Government work to take care of.

Colors and patterns, while not so extreme as in the past, are bright, clean and attractive. Novel designs will be found throughout the range that will appeal to your younger customers. The men who rely on the W.G. & R. trade mark because they know that mark is a guarantee of quality, can be assured that the quality is being maintained. The range is indeed well selected and very complete, but quality of product comes first.

All shirts are made with the famous Double Wear cuff, and we cannot emphasize too strongly the selling advantages of this exclusive feature.

Our representative will advise you when he expects to have the pleasure of calling upon you.



Shirts, Collars, Pyjamas, Cooltex Underwear  
Boys' Blouses.

## WILLIAMS, GREENE & ROME CO., Ltd.

FACTORY AND HEAD OFFICE, KITCHENER, ONT.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER



# In Spite of All Difficulties We Are Still Making Deliveries

Although some lines are temporarily off the market, we are able to make shipments of

## Carhartt Overalls

Here are some of our lines—every line carrying the famous Carhartt Guarantee of quality and workmanship.

For Men:

Carhartt's Overalls

Khaki Work Pants

Cottonades

Corduroys

Also work gloves in sheepskin, splits and horsehide.

For Women:

Khaki and Galatea Allovers and Slipovers.

Full supplies of all lines ready for immediate shipment. Order early and be sure of good delivery.

## Hamilton Carhartt Cotton Mills, Ltd.

Toronto Unit

TORONTO  
VANCOUVER

MONTREAL

WINNIPEG

LIVERPOOL (ENG.)





See the New—

*King*

PAT'D  
"STAY-IN-SHAPE"  
CRAVATS

Now perfectly made with two straight rows of pure silk stitches down back of tie.

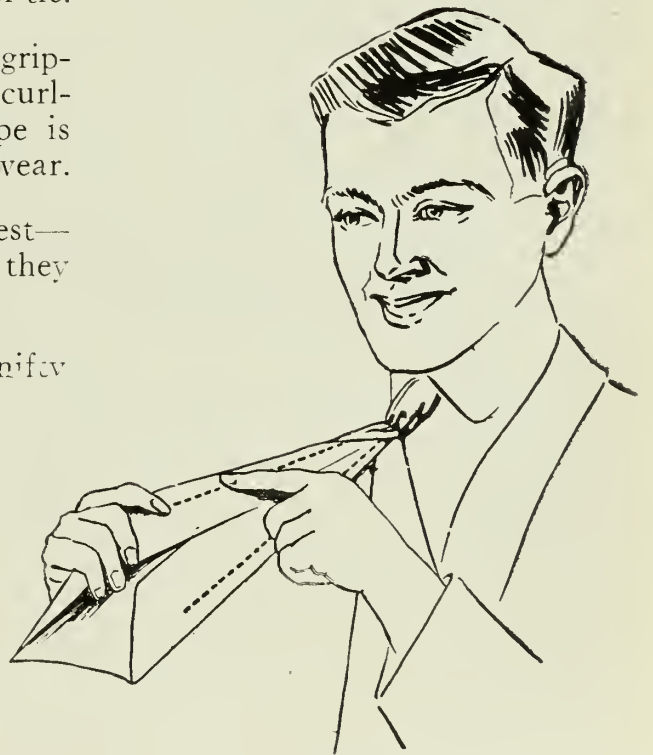
They go *right through the lining*, gripping it securely to back of tie so that curling, twisting or pulling out of shape is practically impossible with ordinary wear.

You might just as well have the best—that means "Stay-in-Shape"—and they cost no more than other makes.

In every kind of weave and nifty novelty, from \$5.50 to \$18.00.

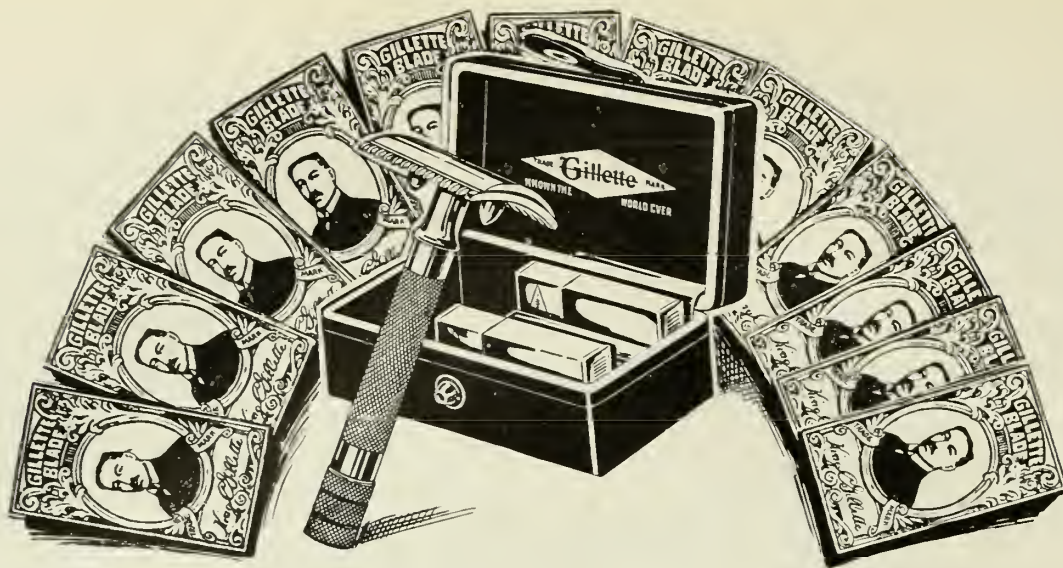
The King Suspender and Neckwear Co.

TORONTO : CANADA



“STAY-IN-SHAPE”

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



# Gillette

## Safety Razors

**M**EN'S wear stores are just as logical an outlet for Gillette Razors as are the stores of jewelers, druggists and hardware men.

A man enters your store intent on making purchases for his personal adornment. While you are wrapping up his collars, you expect him to inspect your display of ties. Quite often you make the second sale.

There's a wonderful opportunity to make that second sale one amounting to five dollars—a Gillette Razor, for it pertains directly to his personal comfort.

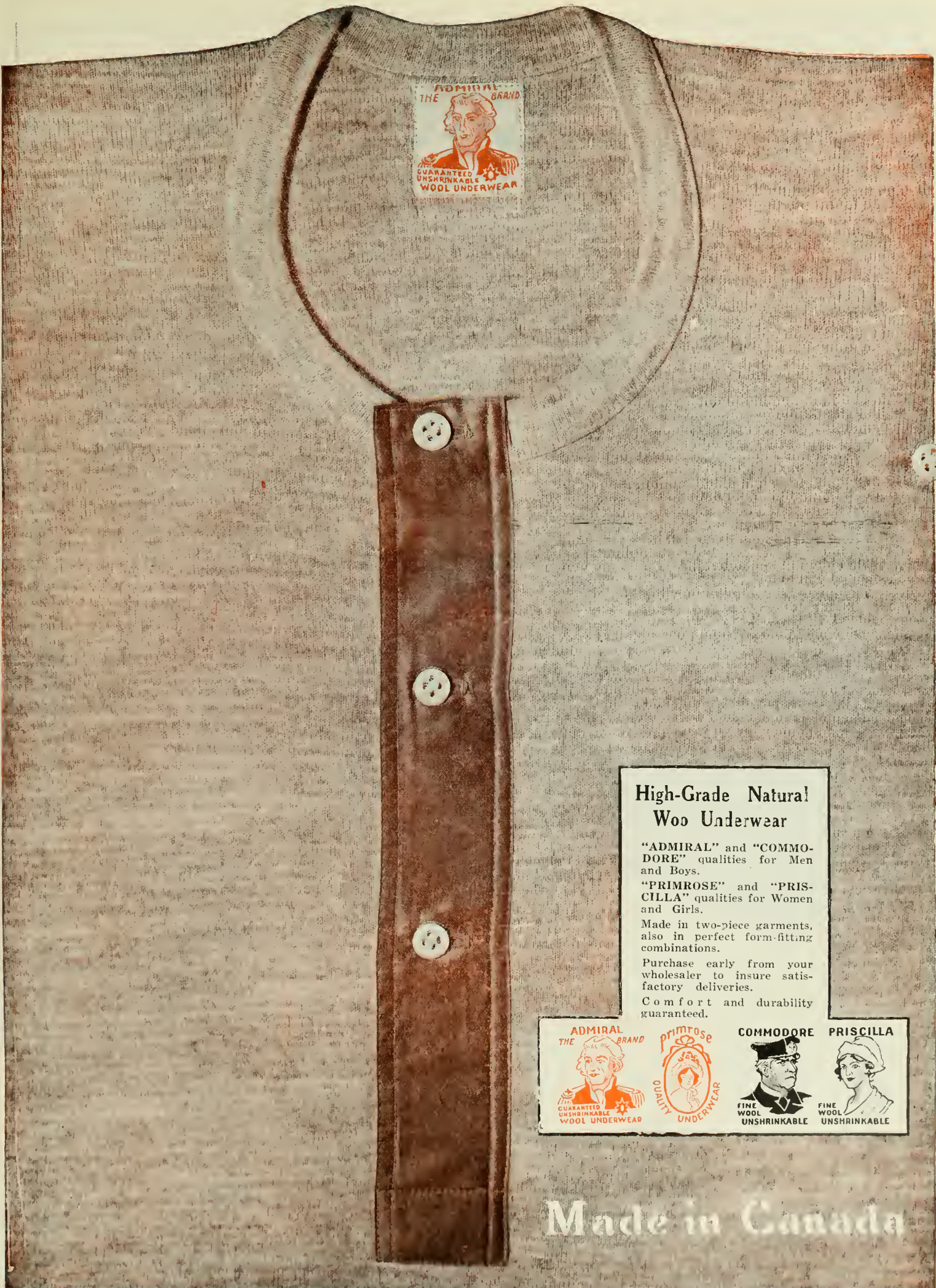
With the Gillette's high reputation, our forceful publicity, and the attractive value of a display of the razor sets, the man bent on his personal needs will demonstrate sufficient interest for you to introduce Gillettes—and close the sale.

We supply you regularly with all accessories such as display cards, signs and counter folders.

For full particulars write to Sales Dept.

**GILLETTE SAFETY RAZOR COMPANY**  
of Canada, Limited

Office and Factory: - 65-73 St. Alexander Street, Montreal



**High-Grade Natural  
Wool Underwear**

"ADMIRAL" and "COMMODORE" qualities for Men and Boys.

"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to insure satisfactory deliveries.

Comfort and durability guaranteed.



**Made in Canada**

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

## 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

## Taylor-Made

### Announcing the First Increase in Prices of Taylor-Made Clothing Hangers

In face of greatly increased production costs, we have been able up to this time to sell these lines at the old prices. New prices on standard hangers are now effective as follows:

- No. 74-B—Concave Hanger with bar ..... \$15.00
- No. 280—Coat Form Hanger with bar ..... 8.50
- No. 33-B—Boys' Form Hanger with bar ..... 10.00
- Taylor Cap Case, holds 15 dozen caps in three square feet of floor space ..... 15.00

Prices of hangers have increased 50 to 75 per cent. in United States during the past 18 months. Further increases must be made as soon as our present stocks are sold out. You will need hangers this fall? It will be good business to order them now.

Trouser Rack, \$15 Hanger, \$5.50

*The Taylor Mfg. Co.*  
Hamilton Ontario



## The Clothes You Sell will Make or Mar the Future of Your Business

LEISHMAN MADE-TO-MEASURE SETS AND SWATCHES will enable you to give particular men the sort of clothes they are looking for—clothes finished to satisfy the most careful dressers.

An examination of the Leishman Samples, Style Illustrations and the Simple Measuring Forms will show you the big possibilities in this special Measure proposition.

### SPRING SAMPLES NOW READY

Our connection with the markets has enabled us to secure materials which will ensure the looked-for Leishman satisfaction. We feel sure our Spring models will delight you both for cloths and styles.

Wm. H. Leishman & Company  
Limited

*Wholesale Custom Tailors*

68 Temperance St.,

Toronto

*"Makers of the best Tailored Garments for Men"*



# 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.

# "Craftana"

Registered No. 282,011.

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.



TRADE MARK

## OUR SPECIALTIES

**Boys' Suits  
Juvenile Suits  
and Bloomers—  
Men's Trousers**



Specializing in these important lines, we are in a position to offer you unusual values.

Remember these goods are all up-to-date and saleable, and at prices which are well worth investigating, with a large stock always on hand. Our salesmen will be out in September, or we will be pleased to submit samples and prices on request.

**Hoffman Ducoffe & Co.**

314 Notre Dame Street West, Montreal

## WALL CASES WORTH WHILE



This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

**The Walker Bin & Store Fixture Company**  
KITCHENER - ONTARIO

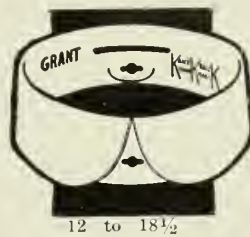
# KANTKRACK

Trade Mark Registered

*stands for Appearance, Style and Practical Economy in the Collar World.*



14 to 19



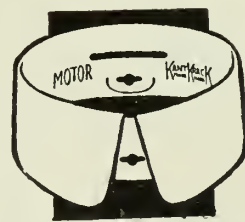
12 to 18½



12½ to 18½

We show you here a few of the **KANTKRACK** Composition Collars—cleanable collars with the finish and appearance of the laundered linen article without the laundry bills.

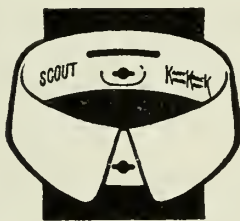
Show the **KANTKRACK** line to your trade. **KANTKRACK** styles and sizes are varied enough to suit the taste of every customer.



12 to 18½



13 to 17



11½ to 18½



12 to 19



11½ to 21

## 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.

Canadian Manufacturers for THE ONLI-WA TIE Holders sold at \$3.50 per dozen.

Charles Makes

## Backgrounds



There is a distinctive individuality about our work which makes our backgrounds of special value to merchants in arranging displays that **SELL**.

Size 7 feet x 8 feet is \$20, and other sizes in proportion.

Charles Advertising  
93 Yonge Street  
Toronto



## PANTS

Well Cut  
Well Tailored

You ought to see our new assortments for **SPRING** and **IMMEDIATE** in **MEN'S PANTS**, **RIDING BREECHES**, **LUMBERMAN'S PANTS**.

Our values are right

Let us show you what we have. Drop us a card, and our representative will call.

VINEBERG PANTS CO.

160 McGill Street - MONTREAL

# Fraser— Made London

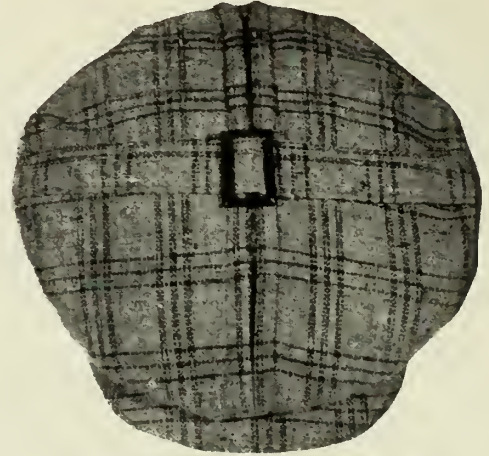
—the winning line for  
your Cap Displays

We can supply you with a splendid new assortment of Men's and Boys' Caps and Kiddies' Hats—an assortment combining good value, good appearance and long wear to a remarkable degree.

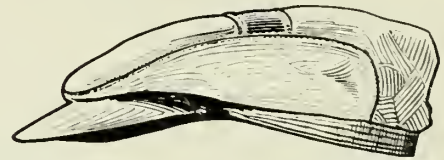
Write to-day for appointment.

## The Fraser Cap Company, London, Ont.

*Cap Makers for Twenty Years*



*A new model for Spring, pleated crown, short belt and curved seams*



*Showing the attractive arch seam on this model*

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## **DOMINION RAYNSTERS**

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*"Made in Canada" Raincoats*

The safest guide for raincoat styles and values is our "Dominion Raynster" Style Book and Price List. No up-to-date dealer or raincoat buyer should be without them. Both Style Book and Price List are free to those who will write our nearest service branch.

Write to-day.

**Canadian Consolidated Rubber Co.,**  
Limited

Head Office: MONTREAL

Service 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.



Showing patent waist buttoned.



Showing patent waist open.



The patented TOOKE HOOK Collar feature.



Simple cuff button feature does away with link

## Tooke Junior Waist

(McBride Pat.)

There are several distinct features of this garment that make it an exceptionally strong seller.

It gives the little man the Patent TOOKE HOOK Collar just like father wears; the Cuff-button effect with no links to lose, and a permanent perfect fit, adjustable waistband with no unsightly tape to tie or to come untied and hang out.

These features appeal to all mothers and they can only be had in TOOKE JUNIOR WAISTS which are made in the latest designs.

*Increase Your Sales by Stocking this New Garment*

# TOOKE BROS., LIMITED

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, OCTOBER, 1918

No. 10



JUST ARRIVED  
FROM SWITZERLAND

## SILK MUFLERS DE LUXE!

Here are the richest pure Swiss silk mufflers we have ever seen on this market.

Every design a novelty in four gorgeous color schemes.  
Two widths at popular prices.

**THEY'LL BE IN DEMAND THIS FALL, THAT'S SURE!**

We haven't many. Please book your orders NOW!

**THE KING SUSPENDER AND NECKWEAR CO.**  
TORONTO, CANADA



The Guaranteed

*Forsyth* SHIRT



# Each Garment Individually Cut by Hand

**WE** are *tailors*, not manufacturers, of men's clothes. Each order for suit or coat that comes to us from our agents is treated individually and cut individually to measure, by hand, in our large, roomy daylight workshops. Each and every part of the garment to linings and trimmings is individually cut by hand—there is no compromise, no adaptation from stock-cut sizes. It is this *individual* tailoring which gives that *plus* to the quality and appearance of Hobberlin Made-to-Measure Clothes.

*We will be glad to hear from you, if Hobberlin Tailoring is not as yet represented in your locality.*



**THE HOUSE OF HOBBERLIN LIMITED**

*Canada's Largest and Oldest Tailoring Industry*

*Institution Established 1885*

**9 EAST RICHMOND STREET, TORONTO**

CANADA

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



Coppley, Hoyer & Randall, Limited  
Hamilton = Ontario

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

## Make Sure of Big Business from the Young Fellow—The Fellow Not Yet Called to Arms

BACK from the farm has come an army of lads —young fellows of 15 to 19 years. Some are still in school, others are taking a man's place at work; still others are working part time. These youths have money, have the means to secure the clothes they need.

### Our Collegiate Clothes For Youths and Boys

*Long Trousers or Bloomer Styles*

are designed particularly to meet the needs and wishes of this important class. Collegiate clothes are carefully tailored; made to stand the wear a healthy lad subjects his clothing to.

ON the opposite page you will see a few of the Collegiate Clothes style. *Other* models are just as attractive; *all* are clean-cut, smart, but not extreme.

IT will pay you to cover your Spring needs of suits and overcoats at once while the Collegiate range of fabrics is complete.

Our salesmen are now out. Appointments should be made while the range is complete.

*All orders taken will be filled.*

**Coppley, Hoyer & Randall, Limited**  
**Hamilton = Ontario**

# Milne's Neckwear News for October

---

## *Christmas Trade Winners*

In our ranges you will find splendid Christmas patterns and colorings. Our holiday showing is at its best now and we believe it to be in your interests to cover your needs at once.

One of the Christmas patterns from our \$10.50 range.



Splendid values in our other ranges priced at \$6.00, \$7.50, \$10.50, \$13.50, \$16.00, \$18.00, and \$20.00.

## 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.*





# FASHION-CRAFT

## BUSINESS SUITS

TO RETAIL

**\$30**

to

**\$60**

The showing for Spring is complete. Quality governs all Fashion Craft Products—value and satisfaction being the keynote of our success.

Wollens are very scarce; if you want desirable fabrics and patterns, our range is large.

Prices strictly based on values.

**FASHION CRAFT MFRS.**  
LIMITED

**MONTREAL**

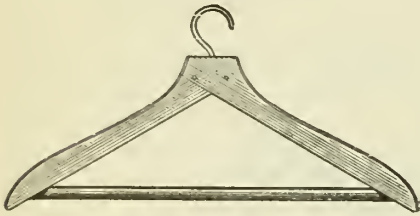
# This is Our Salesman

By employing no travellers this year we are able to sell at practically old prices.

ORDER BY MAIL

All round satisfaction guaranteed.

## Boys' Garment Hangers



Boys' No. 33B Coat Form with Trousler Bar, 15 in. wide, \$10.00 per hundred.

## Taylor made Garment Hangers



No. 74B Garment Hanger, concaved shoulders, made of hardwood, waxed and buffed finish. An absolutely perfect Hanger at \$15.00 per hundred. Mail orders shipped promptly.

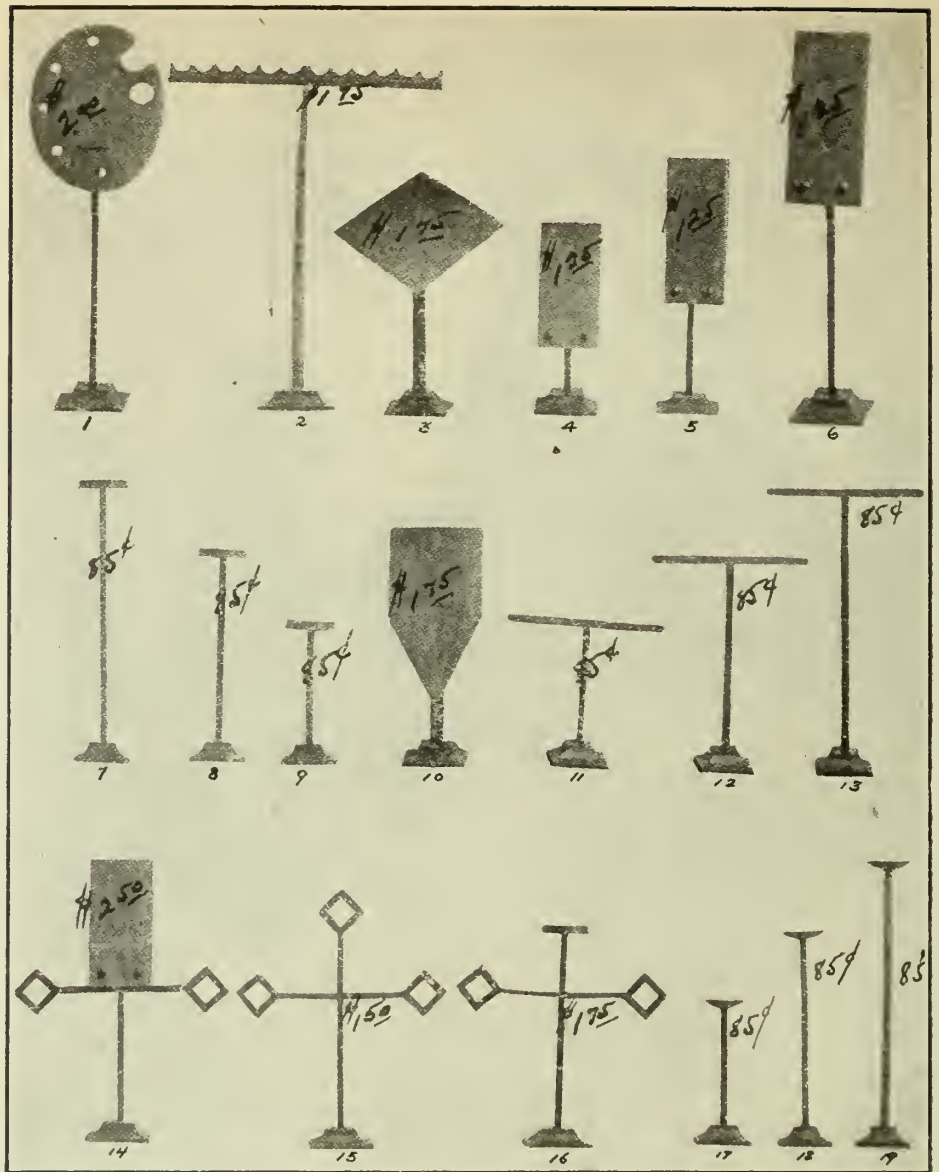
**\$15.00** PER HUNDRED



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

**\$8.50** PER HUNDRED

Orders shipped the day they are received.



## Taylor Display Fixtures

- |                                  |                                  |
|----------------------------------|----------------------------------|
| 1. Pallette Stand.               | 11. T Stands, 12" high.          |
| 2. Tie Rack for Counter.         | 12. T Stands, 18" high.          |
| 3. Adjustable Shirt Stand.       | 13. T Stands, 24" high.          |
| 4. Rigid Shirt Stand, 12" high.  | 14. Shirt, Tie and Glove Stand.  |
| 5. Rigid Shirt Stand, 18" high.  | 15. Tie and Glove Stand.         |
| 6. Rigid Shirt Stand, 24" high.  | 16. Collar, Tie and Glove Stand. |
| 7. Collar & Tie Stand, 24" high. | 17. Cup Top Hat Stand, 12" high. |
| 8. Collar & Tie Stand, 18" high. | 18. Cup Top Hat Stand, 18" high. |
| 9. Collar & Tie Stand, 12" high. | 19. Cup Top Hat Stand, 24" high. |
| 10. Adjustable Shirt Stand.      |                                  |

Prices of Hangers have increased 50 to 75 per cent. in United States during the past 18 months. Further increases must be made as soon as our present stocks are sold out. You will need Hangers this Fall? It will be good business to order them now.

THE

# TAYLOR

Manufacturing Co. of Canada

HAMILTON

ONTARIO

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

# Taylor-made Store Equipment

## Double Bar Steel-Tube Clothing Racks



Made in Canada

Made of Polished Steel Tubing 1 1/8 inches diameter.

5 or 6 feet long with 4 posts .....	\$12.00
5 or 6 feet long with 6 posts .....	15.00
7 or 8 feet long with 6 posts .....	18.00
9 or 10 feet long with 6 posts .....	20.00

Made of Oxidized Steel Tubing

5 or 6 feet long with 6 posts .....	\$17.00
7 or 8 feet long with 6 posts .....	19.00
9 or 10 feet long with 6 posts .....	21.00

Order Sample Rack on approval. If not entirely satisfactory, return at our expense.

## Taylor Trouser Rack

Merchants who are using this new Trouser Rack say that no amount of money would induce them to part with this rack if it could not be replaced. Try one in your store and be convinced. Holds 300 pairs of trousers and occupies less than twelve square feet of floor space.

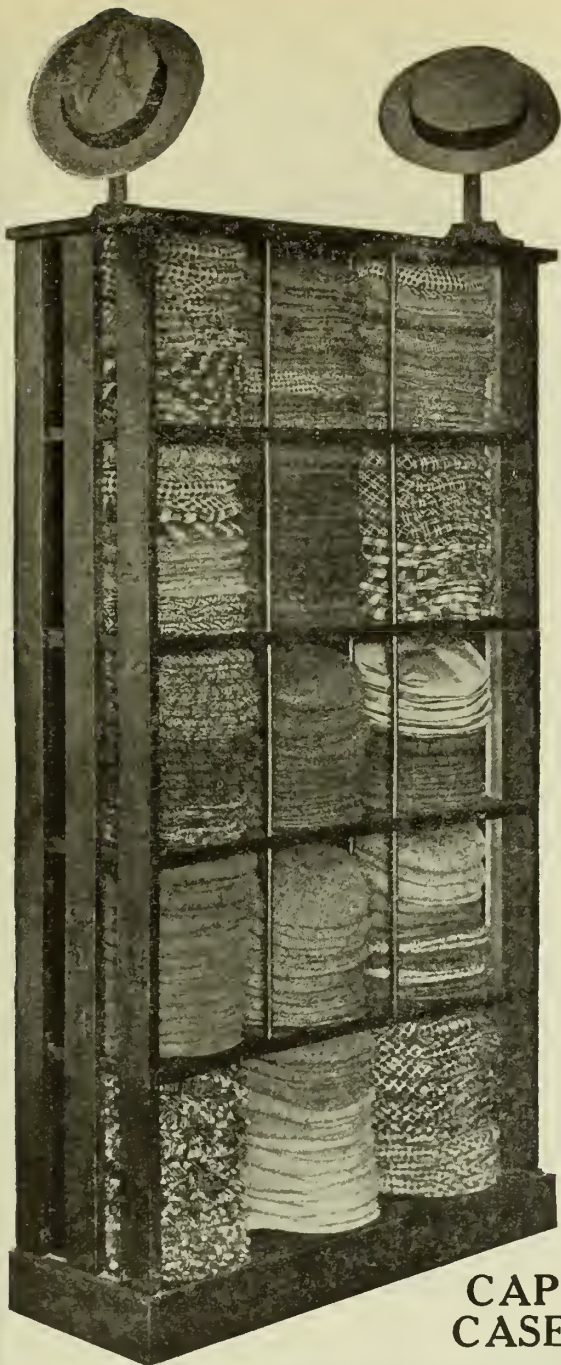
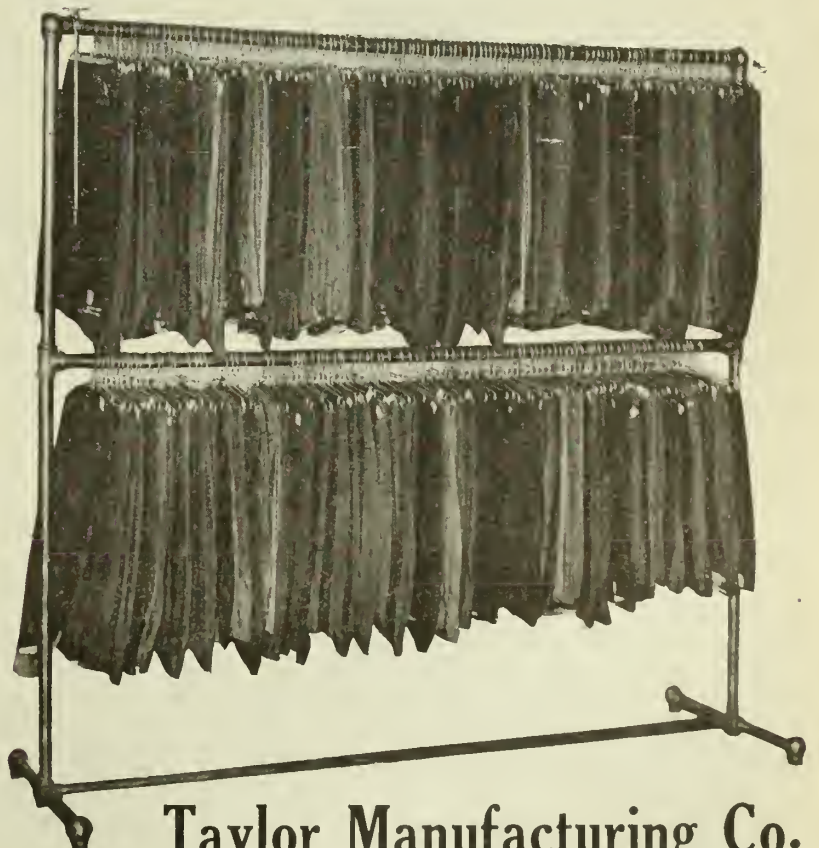
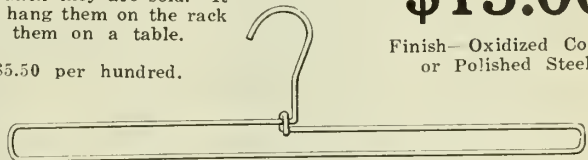
This Special Hanger is made of wire and does not soil the garment. The Hanger is not removed from the trousers until they are sold. It is as easy to hang them on the rack as to throw them on a table.

The Price is

# \$15.00

Finish—Oxidized Copper or Polished Steel.

Price, \$5.50 per hundred.



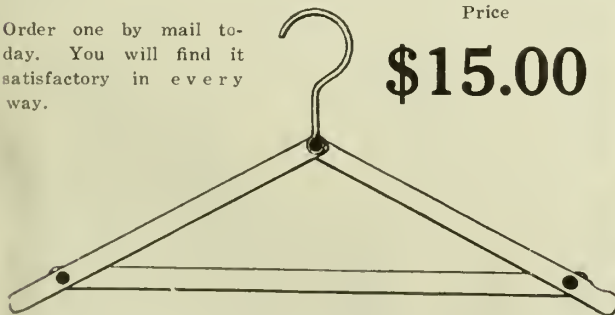
## CAP CASE

It is a pleasure to sell caps from this case, as every cap in stock can be shown and replaced in stock with very little effort. You have no broken boxes, no trouble to find any size or price. Holds 15 dozen caps in three square feet of floor.

Order one by mail today. You will find it satisfactory in every way.

Price

# \$15.00



## Save Your Expensive Hangers

Give one of these inexpensive hangers away with each suit.

# \$10.00 for 250

Name stamped on bar

# Taylor Manufacturing Co.

of Canada

HAMILTON

ONTARIO

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



Pre-eminence

Superior Merit Alone  
has given

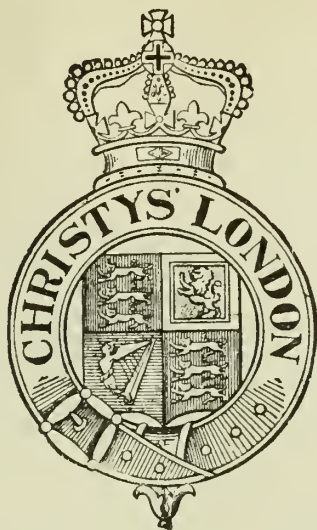
**KITCHEN'S**  
"Railroad Signal"  
**OVERALLS AND SHIRTS**  
(UNION-MADE)

Pre-eminence

*We specialize in these two lines and will be glad to furnish samples at your request.*

Manufactured by  
**The Kitchen Overall & Shirt Co.**  
LIMITED  
BRANTFORD, CANADA





# A RECORD OF DELIVERIES

---

---

**A** GAIN this season we have shipped all our Christys' hats sold for Fall.

For Spring buy our English felts and straws; get ideas that are different, and have the assurance of our record that your orders will be shipped in good time.

---

---

**Ansley-Dineen Hat & Fur Co.**

Limited

52 Wellington St. W.

Toronto



The Spring '19  
College Brand Line  
will render your trade  
complete satisfaction



SUITS AND  
OVERCOATS  
IN MOST  
DESIRABLE  
STYLES  
AND  
FABRICS  
FOR  
IMMEDIATE  
DELIVERY

CONSERVATISM, with a liberal dash of style independence, good tailoring and dependable fabrics, are the main features of COLLEGE BRAND CLOTHES for Spring 1919.

More than ever, you will have to use a balanced judgment in selecting your ready-to-wear clothes for the coming season that will assure your customers value for their money and wearing service.

Despite the apparent unsurmountable obstacles that confront the industry, we have made exceptional provision, and are prepared to offer real values in dependable merchandise.

We are prepared to take care of our old customers as well as a few new ones, and in view of the unsettled conditions, we suggest an early inspection.

We want you to see our showing before it is all bought up. Some of our customers are placing very heavily for the coming season, with the full knowledge that goods will be even more scarce, and much higher.

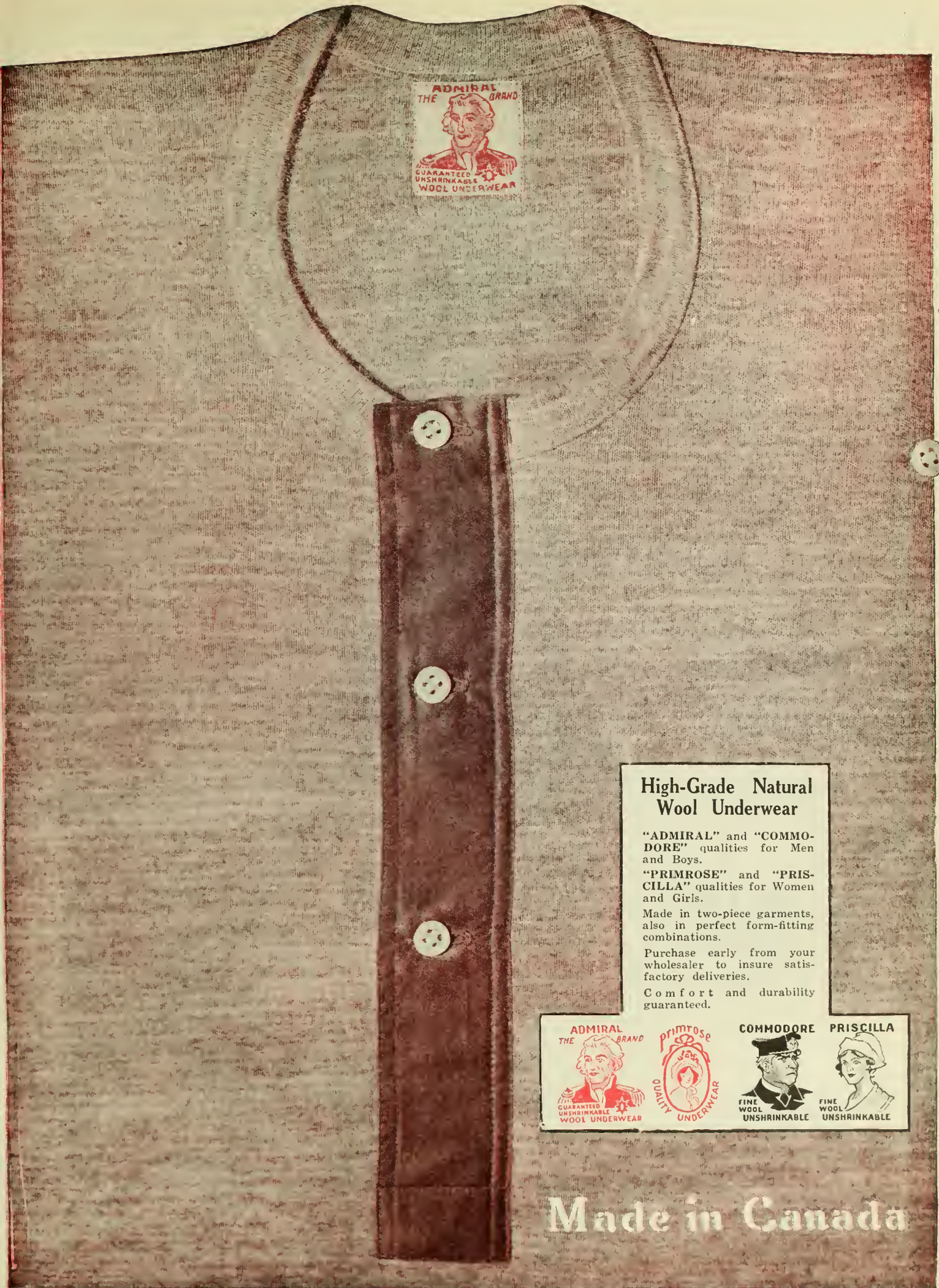
Do not wait too long! Advise us at once and give us a date when you want to see the COLLEGE BRAND CLOTHES COMPANY'S line

Do it now!

Our men are out now.

College Brand Clothes Co.,  
LIMITED

45 St. Alexander St., Montreal



**High-Grade Natural Wool Underwear**

"ADMIRAL" and "COMMODORE" qualities for Men and Boys.

"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to insure satisfactory deliveries.

Comfort and durability guaranteed.



**Made in Canada**

# This Fish does not need a FIT-WELL RAINCOAT

But human beings need more protection and find it in a FIT-WELL Garment.

Every model is up-to-date in style, and there are models for every age, taste and purse.

The workmanship stands any test you want to make, from thread to buttons.

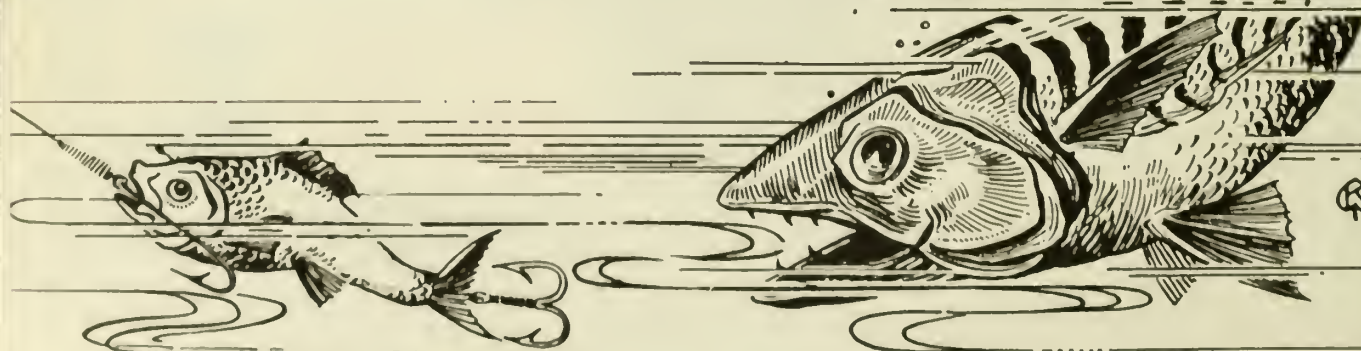
Sheds water. Not a drop soaks in. A man realizes that fact the minute he slips into a FIT-WELL Raincoat.

*Send for a sample.*

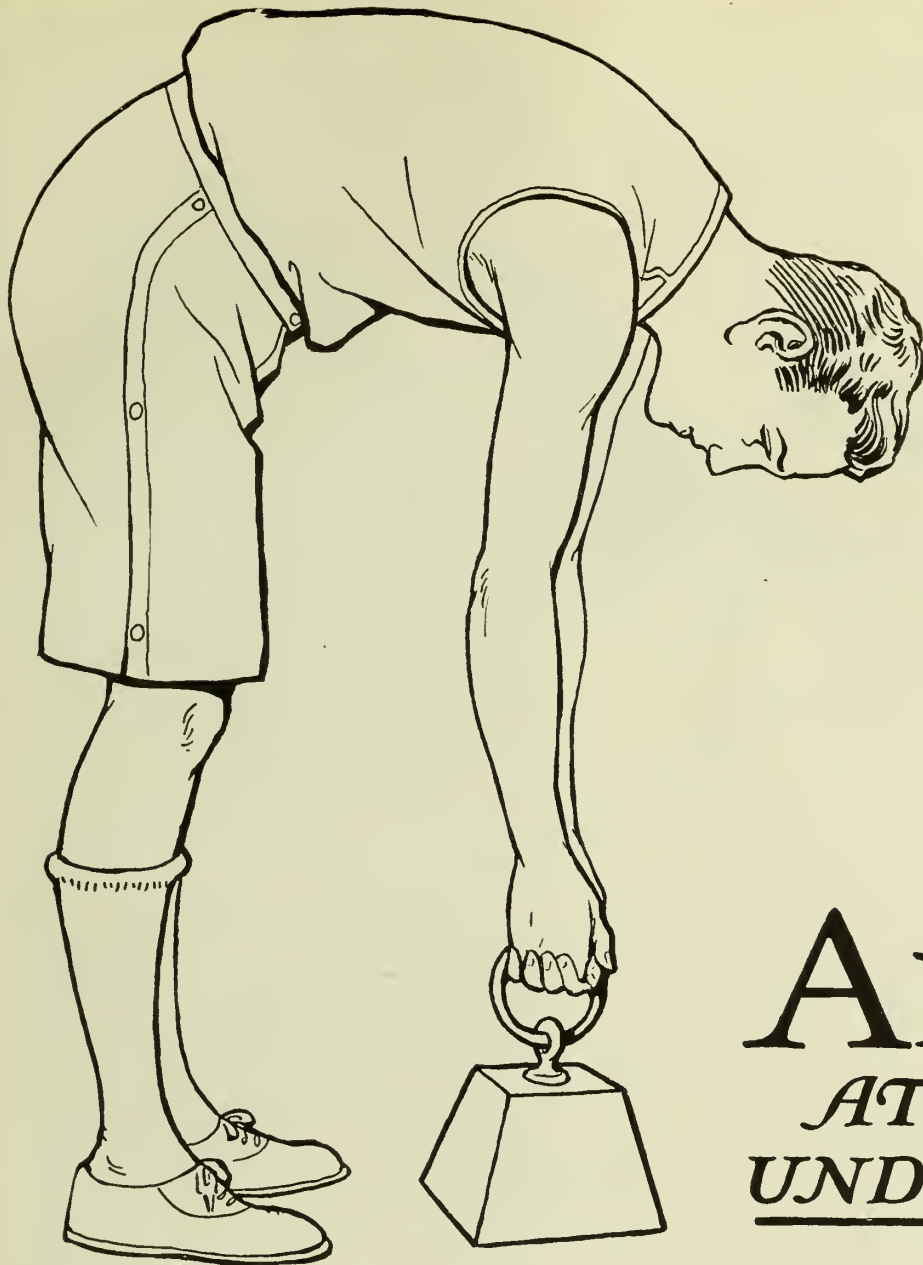
## S. RUBIN & COMPANY

Manufacturers of the FIT-WELL Waterproof

437 St. Paul Street West, Montreal







# ARROW

## *ATHLETES*

### UNDER SUITS

Really an under blouse and pair of solid crotch drawers in one. The waist band divides them, and prevents one from straining the other. We make them in three patterns of checked muslin, plain muslin, cellular weave or fine heavy Jap silk

*May we send you our sales promotion plan? There are extra sales in "ARROW ATHLETES"*

## Cluett, Peabody & Co., Inc.

MONTREAL  
WINNIPEG

Factory: ST. JOHNS, P. Q.

TORONTO  
VANCOUVER

Get  
this fact—  
**TRUE-FIT**  
BRAND  
**WATERPROOF**  
**COATS**  
*are*  
waterproof



Very often coats are only waterproof in name.

Not so with the True-Fit Dependable Double Texture Waterproof Coat.

These coats are made waterproof and merchants can confidently look for an increase of customer-confidence with every sale.

True-Fit Double Texture Waterproof Coats are the best all round weather-resisting coats on the market to-day.

And moreover, *we guarantee timely deliveries.*

See the True-Fit offerings for Spring, 1919. Our men are now showing a full range for immediate and Spring delivery.

*The Brand that  
Guarantees  
Satisfaction*

**Samuel Wener and Co., Limited**

SOMMER BLDG., MONTREAL